

FUNDAMENTALS OF TOURISM

Degree in Touristic Activities Management

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Code: 15813

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Francisco Joaquim Barbosa Gonçalves

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The curricular unit of Fundamentals of Tourism, taught to students of the 1st year of the Degree in Management of Tourism Activities, is the students' first contact with concepts, terminologies and basic research methods in Tourism, providing a global perspective of scientific character to Tourism. It is intended to provide students with a basic training composed of a set of essential elements for understanding the phenomenon of Tourism and its impacts.

Learning Outcomes

At the end of the semester, students should have acquired the following competencies:

- Acquiring mastery of the various concepts, classifications and types of Tourism;
- Understanding the tourism system and its dynamics;
- Identifying the key evaluation elements and the relevant sources of information to Tourism;
- Identifying the main components of tourism demand and supply, analyzing their fundamental characteristics and identifying the main factors that influence Tourism;
- Analyzing the current state and evolution of the tourism phenomenon in Portugal and worldwide.

Course Contents

Chapter I - Theoretical framework and conceptualization of Tourism

Introductory concepts;

Historical evolution of Tourism;

Tourism Classifications;

Types of Tourism.

Chapter II - Tourist System

Tourism Inter-Relations;

Tourism System.

Chapter III - Elements of Tourism Evaluation

Tourism satellite account;

Need for Evaluation, Methods and Statistical Sources;

Introduction to the methodology of studies in Tourism;

Measures of Tourism Evaluation.

Chapter IV - Tourism Supply and Demand

Notion and characteristics of the Tourist Offer;

Structure and composition of the Tourism Offer;

Notion and characteristics of the Tourist Search;

Fundamental determinants of Tourism Demand;

Tour operators and travel agencies.

Chapter V - The current state and trends of Tourism

Current state and tourism trends, worldwide;

Current state and tourism trends in Portugal;

National Strategic Tourism Planning.

Recommended Bibliography

Cooper, C., Fletcher, J., Gilbert, D., Wanhill, S. (1993). *Tourism, Principles Practice*. Adison Wesley Longman Limited. Harlow Essex. UK.

Costa, C. (Ed.). (2014). *Gestão Estratégica do Turismo: Evolução Epistemológica dos Modelos e Paradigmas, e Tendências para o Turismo* (pp. 19–40). Lisboa: Escolar Editora.

Cunha, L. Abrantes, A. (2013). *Introdução ao Turismo* (5th ed.). Lisboa: LIDEL - edições técnicas, Lda.

Dinis, G., Costa, C., Pacheco, O. (2017). *Indicadores estatísticos do turismo em portugal*. Exedra: Revista Científica, 1, 49–69.

Getz, D. (1986). *Tourism: A community approach*. *Annals of Tourism Research*. [https://doi.org/10.1016/0160-7383\(86\)90012-5](https://doi.org/10.1016/0160-7383(86)90012-5)

Costa, C. Gonçalves, F. (2019). O Contributo da Interpretação do Património Para o Desenvolvimento do Turismo Criativo. O Caso do Galo de Barcelos. *Revista Portuguesa de Estudos Regionais*, (52).

Inskeep, E. (2007). *Tourism Planning*. Inskeep, E. (1988). *Tourism planning: an Emerging Specialization*. *Journal of American Planning Association*, 360–372.: *An Emerging Specialization Tourism Planning: An Emerging Specialization*. *Journal of the American Planning Association*, (January 2014), 37–41.

Ioannides, D. (2006). Re-engineering established Products and Destinations. In D. B. C. Costa (Ed.), *Tourism Business Frontiers, Consumers, Products and Industry* (pp. 77–84). Oxford UK: Elsevier.

Leiper, N. (1979a). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of Tourism Research*, 6(4), 390–407.

Manente, M. Minghetti, V. (2006). Destination Management Organizations and Actors. In C. Buhalis, D. Costa (Ed.), *Tourism Business Frontiers, Consumers, Products and Industry*. Oxford: Elsevier Ltd.

Mathieson, A. Wall, G. (1982). *Tourism: Economic, Physical and Social Impacts*. Harlow: Longman.

Mill, R Morrison, A. (1985). *The Tourism System: An Introductory Text*. New Jersey: Prentice-Hall, Inc.

Organização Mundial do Turismo. (2001). *Introdução ao Turismo*. São Paulo: Editora Roca Lda.

Poon, A. (1994). The 'new tourism' revolution. *Tourism Management*, 15(2), 91–92. [https://doi.org/10.1016/0261-5177\(94\)90001-9](https://doi.org/10.1016/0261-5177(94)90001-9)

Ramos, D. Costa, C. (2017). Turismo: Tendências De Evolução. *PRACS: Revista Eletrônica de Humanidades Do Curso de Ciências Sociais Da UNIFAP*, 10(1), 21. <https://doi.org/10.18468/pracs.2017v10n1.p21-33>

Richards, G. (2011). Creativity and tourism. The state of the art. *Annals of Tourism Research*, 38(4), 1225–1253. <https://doi.org/10.1016/j.annals.2011.07.008>

Silva, J. S. (2013). Turismo interno: A conceptualização e a cobertura estatística. *Revista Turismo Desenvolvimento*, 20, 151–165.

Smith, S. L. J. (2013). *Tourism Satellite Accounts: An Overview*. In *Trends in European Tourism Planning and Organisation* (pp. 265–277). Bristol: Channel View Publications.

Umbelino, J. (2014). Os Valores do Território no Lazer e no Turismo. In Z. Costa, C. Brandão, F., Costa, R., Breda (Ed.), *Produtos e Competividade do Turismo na Lusofonia* (pp. 203–216). Lisboa: Escolar Editora.

UNWTO. (2008a). *International Recommendations for Tourism Statistics 2008*. *Studies in Methods, Series M No.* <https://doi.org/10.1108/17427370810932141>

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Learning and Teaching Methods

The objectives established for this curricular unit are consistent with its programmatic contents, namely, in the identification and understanding of the topics to be addressed and in the knowledge of the methodologies necessary to make the connection between the theoretical contents and the practical part of the curricular unit.

There is also a link between the program, the objectives and the recommended bibliography for this course unit. In this sense:

The subject taught in chapter I aims at the student to acquire a mastery of the various concepts, historical evolution, classifications, types of tourism and tourism products;

The subject taught in chapter II aims to make the student understand the tourist system, as well as its characteristics and functioning;

The subject taught in chapter III aims to make the student understand the need for tourism assessment, as well as research methods and statistical sources;

The subject taught in chapter IV aims to make the student understand the supply and demand of tourism, as well as their structures, composition and fundamental characteristics.

The subject taught in chapter V aims to make the student understand the current reality of Tourism in Portugal and in world-wide level, as well as the business opportunities it represents for the national economy.

Assessment Methods

The evaluation of students should be continuous and operationalized as follows:

- 60% - Final test;
- 20% - Preparation of a work in groups of 3 to 4 students;
- 20% - Exercises in classes.

Final grade is equal to the mean of the test (60%), the exercises done in class (20%) and the group work (20%).

Note: The student must obtain a minimum of 8 points in the final test.