

## **TOURIST ITINERARIES (NATIONAL AND INTERNATIONAL)**

Degree in Touristic Activities Management

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Code: 15827

Main Scientific Area: Planning, organization and management in tourism

Lecturer: João Luís Figueiredo da Silva

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

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### **Objectives**

The course of Tourism Itineraries, taught to students of the 3rd year of the Degree of Management of Tourism Activities, has the following objectives:

- Understand the main concepts about Tourist Itineraries;
- Understand the planning and design of tourist itineraries;
- Distinguish the various Thematic Routes and the Territorialization of Tourism;
- Have general and integrated notions about the concept of Geographic Information Systems (GIS)

### **Learning Outcomes**

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

- Acquire mastery of the main concepts on Tourist Itineraries;
- Understand the planning and design of tourist itineraries;
- Identify the various Thematic Routes and the Territorialization of Tourism;
- Use the different Geographic Information Systems (GIS) in the elaboration of tourist itineraries.

### **Course Contents**

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CAP. 1: The Tourist Itineraries: Conceptual Introduction:

1. Conceptual reflection on Tourist Itineraries;
2. Typologies and applications of the concept of Tourist Itinerary;
3. Major National and International Itineraries and Circuits;
4. New Trends in Tourism Supply and Demand.

Chapter 2: Planning and designing tourist itineraries:

1. Methodologies and approach;
2. Construction of Specific Itineraries;
3. Critical analysis of thematic itineraries;
4. Preparation of thematic itineraries.

CAP. 3: Thematic Routes and the Territorialization of Tourism:

1. Routing and Interpretation of Territory Resources;
2. Inventory and selection of Territory Resources;
3. Tourism resources for the definition of Tourist Itineraries;
4. Case studies (thematic route analysis).

CAP. 4: Introduction to GIS

1. GIS software: google earth; ArcView,
2. web service;
3. Interconnection with Google maps, gogle earth and wikiloc or similar open access program
4. Individual Practical Application of Tourist Itinerary Construction.

### **Recommended Bibliography**

Albuquerque, H., Costa, C., Martins, F. (2017). The use of Geographical Information Systems for Tourism Marketing purposes in Aveiro region (Portugal). *Tourism Management Perspectives*, 26(October 2017), 172–178. <https://doi.org/10.1016/j.tmp.2017.10.009>

Ambrósio, V. (2009). Turismo religioso – construção de itinerários. *Exedra*, 33–50.

Dinis, G., Costa, C. (2010). Comunicações Móveis 3G como meio de acesso a informação e Conteúdos relacionados com o Sector do Turismo. *Revista Turismo Desenvolvimento*, 2(13), 861–870.

Durão M. Carneiro MJ. (2018). Estudos de avaliação da interpretação de atrações turísticas: Âmbito geográfico, dimensões de avaliação contempladas e técnicas utilizadas. *Revista Turismo Desenvolvimento*, 2(17/18), 797–807.

Ferreira L. et al.(2011). *Turismo , Património e Inovação*. Edições Afrontamento

Figueira, L. (2010). *Manual para Elaboração de roteiros de Turismo Cultural*. Tomar: Instituto Politécnico de Tomar.

Figueira, L. M. (2013). Roteirização do Turismo: Uma Abordagem Preliminar à “apresentação-interpretação” do território. *Revista Turismo Desenvolvimento*, 1(20).

Martins R. et al. (2012). Crescimento sem Keynes no Turismo. *Vida Económica*

Neto V. (2013). Portugal: Turismo. Relatório Urgente. Bnomics

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>

Reis, J. (2012). Informação turística electrónica aplicada à Rota Histórica das Linhas de Torres. *Revista Turismo Desenvolvimento*, 1(17), 363–374.

Salvado J., M. J. R. P. (2017). Dinâmicas Culturais nas Rotas dos Vinhos como forma de criação de valor na experiência turística. *Revista Turismo Desenvolvimento*, 1(27/28), 1043–1060.

Silva, J. S. (2013). Turismo interno: A conceptualização e a cobertura estatística. *Revista Turismo*

Desenvolvimento, 20, 151–165.

Silva, S. (2013). Turismo interno: Uma visão Integrada. Lidel

UNWTO. (2015). Cultural Routes and Itineraries. Affiliate Members Global Report, 12, 145. Retrieved from <http://affiliatemembers.unwto.org/publication/affiliate-members-global-report-volume-twelve-cultural-routes-and-itineraries>

World Tourism Organization European Travel Commission. (2011). Handbook on Tourism Product Development. Madrid: World Tourism Organization (UNWTO) and the European Travel Commission (ETC).

### **Learning and Teaching Methods**

The objectives set for this course are consistent with its syllabus, namely, the identification and understanding of the topics to be addressed and the knowledge of the methodologies necessary to make the connection between the theoretical contents and the practical part of the course.

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

The subject taught in chapter I aims at the student acquiring a mastery of the various concepts on Tourist Itineraries;

The subject taught in chapter II aims to make the student understand the o Planning and design of tourist itineraries;

The subject taught in chapter III aims to make the student distinguish the various Thematic Routes and the Territorialization of Tourism;

The subject taught in chapter IV aims to make the student know how to use the different Geographic Information Systems (GIS) in the elaboration of tourist itineraries. The introduction to Geographic Information Systems, through open access software such as Google Earth or Wikiloc, will provide students with multifaceted tools in the elaboration of tourist itineraries, such as vector / matrix cartographic bases. It will be privileged the construction of interactive dissemination bases

This subject, mainly in its practical aspect, will be applied across the previous chapters through different individual and group work.

### **Assessment Methods**

In the Labor time class (L) students' assessment should be continuous and operationalized as follows:

- 40% - Final test;
- 20% - Preparation of an individual work;
- 25% - Preparation of a work in groups of 2 to 4 students
- 15% -Presentation of group work.

The final grade is equal to the average of the four evaluation elements.

In the Post Work Schedule, the assessment shall be operationalized as follows:

- 30% - Final test;
- 20% - Preparation of an individual work;
- 25% - Preparation of a work in groups of 2 to 4 students
- 15% -Presentation of group work.
- 10% attendance

The final grade is equal to the average of the four evaluation elements.