

TOURISM PROJECTS AND INCENTIVES

Degree in Touristic Activities Management

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Code: 16203

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Vânia Natércia Gonçalves Costa

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

This curriculum unit is based on the analysis of technical and management practices in entrepreneurial within the scope of tourism projects.

In this sense, it seeks to provide the students of knowledge within the organization, implementation and analysis investment projects, as well as the concepts related to the investment decisions; project evaluation; selection of funding sources and capital structure, particularly in projects within the scope of the Tourism sector.

Throughout the curricular unit, we will promote the understanding of the creation of a root investment, a project of development of a region, the assessment and feasibility of a new business area of an existing company or the creation of a new tourism product.

Learning Outcomes

- Recognize, understand and frame tourist projects in the national and international strategy;
- Identify the different types of projects and their respective incentive schemes;
- Recognize the necessary methodological tools that allow them to establish the technical link between the tourism area, the territory development policy and strategy;
- To be able to make an application to finance a project in the scope of tourism activities; - Use the necessary technical and instrumental skills in the economic and financial analysis of investments, namely investment concepts, profitability, cost, cash flow and financing;
- Analyze and assess the level of profitability, risk and financing capacity of an investment in the Tourism sector.

Course Contents

1. Introduction and Concepts of Investment Projects
2. Strategic Analysis of Projects

- 2.1. Typology of tourism investment project
- 2.2. Typology of strategy and analytical tools
- 2.3. Strategic planning in the area of planning and development in tourism
3. Main stages of investment projects
4. The economic decision and the decision to finance investments
5. Incentive schemes: National and Community funding and Operational programs in force; Priority axes; Eligible expenses
6. Evaluation and analysis of Tourism Development Plans and Strategies
 - 6.1. Criteria for evaluating projects: financial, economic, social and environmental social and environmental criteria
 - 6.2. Main concepts and methods of financial evaluation of projects;
 - 6.3. Preparation of an investment dossier (case studies)
 - 6.4. Guidelines for the development of an investment project in investment tourism in tourism

Recommended Bibliography

Deloitte Touche – Auditores e Consultores, Lda. (2002). Guias Técnicos de Investimento em Turismo – o Plano de Negócios, Edição do IFT – Instituto de Financiamento e Apoio ao Turismo. Acedido em Setembro, 17, 2015, em <http://www.turismodeportugal.pt/Portugu%C3%AAs/AreasAtividade/ApoioaoInvestimento/Anexos/PlanoNegocios2003.pdf>.

Duncan, W. (2013). A Guide to the Project Management Body of Knowledge, 5ª Ed., Project Management Institute.

Ministério da Economia, Inovação e Desenvolvimento (2011). Plano Estratégico Nacional do Turismo. Propostas para Revisão no Horizonte 2015 - Versão 2.0. Lisboa, Portugal: Ministério da Economia, Inovação e Desenvolvimento. Turismo de Portugal. Acedido em Setembro, 17, 2015, em <http://www.turismodeportugal.pt/Portugu%C3%AAs/turismodeportugal/publicacoes/Documents/PENT%20Revisao%202011.pdf>.

Silva, E. Queirós, M. (2013). Análise de Investimentos em Ativos Reais – Vol.1, Porto: Vida Económica.

WTO (1993). Sustainable Tourism Development: Guide for Local Planners. Madrid: WTO.

Learning and Teaching Methods

The syllabus contents were defined based on the objectives that are intended to be achieved within the scope of this curricular unit, as well as the competences to be acquired by the students.

In order to understand some general concepts essential to the institutional framework of tourism projects, chapters 1, 2, 3, 4, 5 and 6 will address some of the principles of the national and European program for the tourism sector.

In order to provide project preparation and analysis skills to students, Chapter 6 examines the methods for evaluating investments and elaborates and analyzes investment projects within the tourism sector.

Assessment Methods

The evaluation system of the Curricular Unit of Tourism Projects and Incentives:

- Theoretical component - completion of a written test during the academic period that contributes 30% to the final assessment of the CU, with a minimum of 8.0 values (not rounded).

- Practical component - performing a practical work during the academic period that contributes 70% to the final evaluation of the UC, of which Practical Work (40%); Participation in practical classes (15%); Presentation of the work (15%), with a minimum of 8.0 values (not rounded).