

GESTÃO FINANCEIRA E PROJETOS DE INVESTIMENTO EM TURISMO

Code: 21725

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Vânia Natércia Gonçalves Costa

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 30h Total Workload: 138h

ECTS: 6,0

Objectives

The main objective of the curricular unit is to provide students with a structured knowledge of the fundamental principles of financial management and the analysis of projects and incentives in tourism. In terms of financial management of the tourism sector, the theoretical foundations of financial management of companies, as well as knowledge of economic, financial and financial analysis instruments, methods and techniques that support investment, financing and management decisions will be analyzed. Of the institutions of the tourism sector. In the scope of tourism projects and incentives, notions will be dealt with in the field of preparation, selection and financial evaluation of Investment Projects (IPs), as well as knowledge of the different methods of financial evaluation of IPs, in a context of certainty and risk, as well as Such as concepts and methods of estimating the cost of capital and adequate financing for investment project decisions and the economic and financial equilibrium of institutions within the tourism sector.

Learning Outcomes

The main skills to be acquired are:

- Provide students with a set of skills that enable them to assess the importance of financial management in the company, as well as the tasks of authorizing officer and elaboration of financial planning, in the context of the business market of the tourism sector;
- To introduce a set of tools, methods and techniques of financial economic analysis, enabling decision making about investment decisions and financing, as well as sound financial management of resources within the tourism sector; ·
- Evaluate financially Investment Projects in the context of certainty and risk;
- Concept and estimating the cost of capital and financing adequate of financial decisions in Investment Projects in the tourism sector.

Course Contents

1. Business structure of the tourism sector 2. Financial Management: a generic approach. 2.1 Business financial decisions and creation of value, financial function and financial analysis. 2.2 The financial statements 2.2 Ratio method. 2.3 Profitability and risk. 2.4 Financial balance. 3. The Management of Investment Projects in the context of the tourism sector. 3.1 Basic concepts and stages of tourism investment projects 3.2 Investment Decision 3.3 Investment project plan 3.4 Return on investment and risk 3.5 Investment valuation methods 3.6 Financing decisions: Sources of financing and capital structure; Cost of Capital Estimation 3.7 Evaluation of investment projects in the context of the tourism sector: case studies

Recommended Bibliography

Barros, C. (2007). Avaliação Financeira de Projectos de Investimento, Escolar Editora.

- Brandão, E. (2002),Finanças, Elísio Brandão, 2ª Edição.
- Brealey, R.; Myers, S., Allen, F. (2007),Princípios de Finanças Empresariais, 8.ª Edição, McGraw-Hill.
- Conceição, O. Costa, V. (2017). Empreendedorismo no Setor do Turismo: Evidência da Dinâmica Empresarial em Portugal. Revista Turismo Desenvolvimento, 27/28 (1), 35-50. e-ISSN 2182-1453. Disponível em <http://revistas.ua.pt/index.php/rtd/article/view/6603/5142>.
- Correia, C. Costa, V. (2016). Avaliação do Impacto dos Fundos do QREN no Desempenho Económico e Financeiro das PME: O Caso da Indústria Transformadora do Concelho de Barcelos. Portuguese Journal of Finance, Management and Accounting. 2 (4), 76-99. ISSN: 2183-3826. Disponível em <http://u3isjournal.isvoug.pt/index.php/PJFMA/article/view/185/91>.
- Costa, V. Conceição, O. (2016).O Tecido Empresarial do setor do turismo. O setor do turismo em Portugal e a importância das empresas turísticas da região Norte de Portugal. In Santos, M., Afonso, C., Santos, J. Alcoforado, E., Águas, P. (coord.).Desafios, Estratégias e Tendências em Turismo e Hotelaria. Faro: Universidade do Algarve, pp. 41-62.
- Nabais, C., Nabais, F. (2009),Pratica Financeira I – Análise Económica e Financeira, Lidel Edições.
- Nabais, C., Nabais, F. (2011),Pratica Financeira II – Análise Económica e Financeira, Lidel Edições.
- Ross, S. A., Westerfield, R, W, Jaffe, J. (2006),Fundamentals of Corporate Finance, 6thedition, McGraw-Hill International Editions.

Learning and Teaching Methods

The syllabus were defined according to the objectives of the curricular unit under the master program. From the confrontation between the contents and the objectives listed it appears that those are required to allow students to acquire the knowledge needed for the development of competencies expected within the financial management and analysis of investment projects.

Assessment Methods

- 40% Practical Work 1
- 40% Practical Work 2
- 10% Organization of thematic seminar / study visit
- 10% Participation in class