

## **TURISMO, MERCADOS E TENDÊNCIAS**

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Code: 21801

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Bruno Miguel Barbosa de Sousa

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 138h

ECTS: 6,0

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### **Objectives**

This subject is designed to provide students with a broad of tourism, its markets and trends. Therefore, it involves coverage of a wide range of subjects relevant to the analysis and development of the tourism sector. The inclusion of a curriculum unit with seminars is meant to give a margin of freedom to the future direction of the master to address training needs derived either from the non-inclusion in programs of other curriculum units of relevant themes, both of the finding of the need to deepen certain themes face characteristics of students.

### **Learning Outcomes**

to dominate the tourism concepts, markets and trends,

to known success stories in tourism in Portugal and internationally,

to apply new trends in the national and international tourism sector

to develop new markets and niche tourism

to understand the social responsibility and their place within the sector companies

### **Course Contents**

1. Introduction and key concepts
2. Successful cases in Tourism in Portugal and at international level
3. New trends in tourism
4. Developing new markets
5. Social responsibility and its framing in tourism enterprises.

### **Recommended Bibliography**

Buhalis, D. C. Costa (2006), Tourism Management Dynamics - trends, management and tools. Oxford: Elsevier.

Conrady, R. Buck, M. (2012), Trends and Issues in Global Tourism 2012, Springer.

Costa, C. Panyik, E. (2013) Trends in European Tourism Planning and Organisation, Channel View Publications.

Gartner, W. Lime, D. (2000), Trends in Outdoor Recreation, Leisure, and Tourism, CABI

HOLDEN, Andrew (2008). Environment and Tourism. London: Routledge.

RITCHIE, J. CROUCH, G. (2003). The competitive destination: a sustainable tourism perspective. CABI Publishing.

### **Learning and Teaching Methods**

The objectives outlined define, in essence, the skills to be acquired by the student at the end of the course. The contents provide students with the skills necessary to understand the evolution of the tourism sector and markets, as well as some of the new trends in the tourism sector.

### **Assessment Methods**

1 - Individual Research Method - 25%

2 - Groups (2 elements) Research Method - 35%

3 - Segmentation and Niche Tourism - 40%