

FUNDAMENTALS OF TOURISM

Code: 344010

Main Scientific Area: Tourism and Marketing

Lecturer: André Rafael Rodrigues Ferreira

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The curricular unit of Fundamentals of Tourism is the students' first contact with concepts, terminologies and basic research methods in tourism, providing a global introductory scientific perspective to tourism.

It is intended to provide students with a basic training composed of a set of essential elements for understanding the phenomenon of the tourism system and its impacts.

Learning Outcomes

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

To acquire mastery of the various concepts, classifications, types of tourism and tourism products;

Understand how the tourism system is structured and what its dynamics are;

Identify the main components of tourism demand and supply, analyze their fundamental characteristics and identify the main factors that influence tourism;

Identify relevant sources of information in the field of tourism;

Analyze the current state and evolution of the tourism phenomenon in Portugal and worldwide.

Course Contents

Chapter I - Concepts, Classifications and Types of Tourism

Introductory concepts;

Classifications of Tourism;

Characterization of types of tourism and tourism products.

Chapter II - Elements of Tourism Assessment

Need for Assessment, Methods and Statistical Sources;

Tourism in Portugal and International Tourism: Turismo of Portugal, I.P., Regional Tourism Entities in Portugal, World Tourism Organization and World Tourism Regions;

Tourism Strategy 2027;

Demand and supply indicators;

Evaluation Measures.

Chapter III - Tourism: historical development and current development trends

Historical evolution of Tourism;

Evolution of the models in Tourism;

The Interrelations of Tourism.

Chapter IV - The Tourist Demand

Concepts and characteristics of Tourist Demand;

Key determinants of tourism demand;

Main Source Markets.

Chapter V - The Tourist Offer

Concepts and characteristics of the Tourist Offer;

Components of the Tourist Offer;

Main competitive markets.

Recommended Bibliography

Cavaco, C. (2013). Territórios de Turismo. *Revista Turismo Desenvolvimento*, 20, 51–67.

Costa, C. (1996). *Towards the Improvement of the Efficiency and Effectiveness of Tourism Planning and Development at the Regional Level: Planning, Organizations and Networks. The Case of Portugal*. Surrey.

Costa, C. (2001). An Emerging Tourism Planning Paradigm? A Comparative Analysis Between Town and Tourism Planning. *International Journal Of Tourism Research*, 3(3), 425–441. <http://doi.org/10.1002/jtr.277>

Costa, C. (2006). Tourism Planning Development and the Territory. In C. Buhalis, Dimitrios Costa (Ed.), *Tourism*

management dynamics, Trends, Managements and Tools (pp. 237–243). Oxford: Elsevier, Ltd.

Costa, C. (2014). Gestão Estratégica do Turismo: Evolução Epistemológica dos Modelos e Paradigmas, e Tendências para o Futuro. In Z. C. C, B. F, C. R Breda (Eds.), Turismo nos Países Lusófonos: Conhecimento, Estratégia e Territórios (pp. 19–40). Lisboa: Escolar Editora.

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

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

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

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

Smith, S. L. J. (1994). The tourism product. Annals of Tourism Research, 21(3), 582–595.

Learning and Teaching Methods

The teaching methodologies established for this curricular unit are consistent with its objectives, namely regarding the understanding and identification of the concepts evolution on the tour guides' activity and their role within the tourism sector, as well as the legislative changes which regulate this professional activity.

The teaching methodologies will create momentum in the collective participation of students (group work) as well as their participation in practical works in class, promoting a more efficient learning.

There is a link between the goals of this curricular unit and the teaching methodologies that will contribute to the students understanding of the tourism phenomenon.

Assessment Methods

Students' assessment should be continuous and operationalized as following:

- 50% - Final Test;
- 35% - Developing a work in groups of 3 to 4 students;
- 15% - Attendance to classes.

Students' participation in class is recommended.

Final grade is the average among the test (50%), classes' attendance (15%) and group work (35%).

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