

## NATURE AND ADVENTURE TOURISM PROJECT

---

Code: 344026

Main Scientific Area: Tourism and Marketing

Lecturer: António José dos Santos Coelho

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, specifically in the area of nature and adventure tourism.

### **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, and in particular in the area of nature and adventure tourism.

### **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 nature and adventure 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 nature and adventure tourism.

### **Recommended Bibliography**

Barros, C. (2000). Avaliacao Financeira de Projectos de Investimento. Lisboa: Escolar Editora.

Delloite Touche – Auditores e Consultores, Lda. (2002). Guias Tecnicos de Investimento em Turismo – o Plano de Negocios, Edicao 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.

Marques, A. (2000). Concecao e Analise Projetos de Investimento. Lisboa, Edicao Silabo, Lda.

Ministerio da Economia, Inovacao e Desenvolvimento (2011). Plano Estrategico Nacional do Turismo. Propostas para Revisao no Horizonte 2015 - Versao 2.0. Lisboa, Portugal: Ministerio da Economia, Inovacao e Desenvolvimento. Turismo de Portugal. Acedido em Setembro, 17, 2015,

<http://www.turismodeportugal.pt/Portugu%C3%AAs/turismodeportugal/publicacoes/Documents/PENT%20Revisao%202011.pdf>.

Ross, S., Westerfield, R. Jaffe, J. (2006). Fundamentals of Corporate Finance, 6.th edition, McGraw-Hill International Editions.

Silva, E. Queiros, M. (2013), Analise de Investimentos em Ativos Reais – Vol.1 , Porto: Vida Economica.

Soares, I., Moreira, J., Pinho, C., Couto, J. (2012). Decisoes de investimento–analise financeira de projectos. Edicoes Silabo.

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 nature and adventure tourism sector.

### **Assessment Methods**

Ficha UC: 344026 Projeto em Turismo da Natureza e Aventura (CE)

The evaluation system of the curricular unit of Tourism and Nature Tourism Project:

Participation and attendance - 15%

Elaboration of the project dossier throughout the semester - 15%

Practical work carried out over the semester - 50%

Presentation of the work of the Course - 20%