

TECHNIQUE OF TOURIST GUIDES, ROUTES AND ITINERARIES

Code: 344029

Main Scientific Area: Tourism and Marketing

Lecturer: Cláudia Maria de Pinho Ribeiro Nogueira Rodrigues

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The objectives of this curricular unit are to present relevant content for the academic and professional development of students. Tourist Routes and Itineraries and the role of the Tourism Guide are, today, a strategic component of companies and tourist destinations. These, in addition to increasing the average stay times, tourism revenues and the loyalty of tourists, have clear and relevant impacts in terms of the positioning and image of destinations, the economy, culture and local communities.

It is therefore fundamental to have human resources with a solid training in this area, adding theoretical knowledge and practical instruments that allow them to idealize, develop, implement and organize tourist routes and itineraries, in order to increase the competitiveness of companies and destinations in the national and international market.

Learning Outcomes

Within the scope of this curricular unit, it is intended to equip students with knowledge and technical skills that contribute to the practice of professional activities related to the role of the tour guide, development of touristic routes and touristic itineraries. As a result of the topics taught and the methodologies applied during the classes, it is intended to develop the following technical, academic and professional skills:

- To make students aware of the importance of the role of the tour guide and tourist routes and touristic itineraries, taking into account the economic, social and environmental sustainability of tourist destinations, providing them with a theoretical knowledge base and methodological tools that allow them to apply theory to practice;
- Develop analytical and evaluation skills, research and research; •Develop creativity and innovation skills for the development and creation of touristic routes and itineraries;
- Encourage teamwork, coordination of ideas and leadership;
- Encourage creativity and responsibility in problem solving and management.

Course Contents

Chapter I – Tourism

- o Evolution and General Contextualization of Tourism
- o Tourism Trends
- o Tourism in Portugal: tourist product

Chapter II – Tourist Routes and Itineraries

- o Concepts and terminologies
- o Development of Tourist Routes
- o The Planning and design of Tourist Itineraries
- o Route and tourist itineraries recommendation systems

Chapter III – The Tourist Guide

- o The professional profile of the Tourist Guide
- o Legislation and legal aspects
- o Tour Guide Techniques
- o The Tourist Guide and the Internet

Recommended Bibliography

Abranja, N. (2008). Itinerários e circuitos turísticos. O Melhor do Turismo.

Abranja, N. (2010). Construção, Negociação, Venda e Reserva de Produtos e Serviços Turísticos. O Melhor do Turismo.

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COSTA, C. (2013). "Tourism Planning and Organization in Portugal" in European Tourism Planning and Organizations Systems. London: Chanel View, London Chanel View.

Cunha, L. e. (2013). Introdução ao Turismo (5ª ed. ed.). Lisboa:

Lidel. Figueira, L. M. (setembro de 2012). Territórios e Atividades Turísticas. Obtido de [http://www.cespoga.ipt.pt/
http://www.cespoga.ipt.pt/new/wp-content/uploads/2012/04/newsletter_espoga_setembro_2012.pdf](http://www.cespoga.ipt.pt/http://www.cespoga.ipt.pt/new/wp-content/uploads/2012/04/newsletter_espoga_setembro_2012.pdf)

Figueira, L. M. (2013). Manual para Elaboração de Roteiros de Turismo Cultural. Tomar: Instituto Politécnico de Tomar. Gomez, J. e. (1992). Rutas e itinerários turísticos en Espana. Madrid: Editorial sintesis.

HOLLOWAY, J. (1994). The Business of Tourism (4ª ed.). London: Longon Group Limited.

Izquierdo, C. C., Samaniego, M. J. (2004). Marketing del patrimonio cultural. Madrid: Ediciones Pirámide.

MacCannell, D. (2011). The Ethics of Sightseeing. California: University of California Press.

Picazo, C. (1996). Assitencia Y Guia a grupos turísticos. Madrid: Editorial sintesis.

PINA, P. (1988). Portugal - O Turismo no Sec. XX. Lucidus.

RAMOS, D., COSTA, C. (2017). Turismo: tendências de evolução. v. 10, n. 1, p. 21-33.

Learning and Teaching Methods

Classes will combine formal presentation of concepts and theories to stimulate the participation of students, from their knowledge and experience under the guidance of teachers through critical reflection of texts and case studies, and research and data analysis. These activities will enable students to better understand the program content, and to analyze concrete cases related to the themes addressed in the course. The theoretical basis will thus have a key role in structuring a coherent relationship between the concepts and theories exposed and case studies presented by both the analysis of texts as by research and data analysis. This is to ensure, in a sustained way, through the above methods, the combination of theory and practice in order to provide students with structuring tools which will allow them to master fundamental techniques as such as the ability to analyze the development of hypotheses for problem solving, critical sense, research capacity and ability to define spatial patterns and behavior towards tourism phenomena. It is intended that all exposed theoretical basis has proper matching the achievement of practical work. Based on the methodology defined, we demonstrate a clear consistency between the methods of teaching with the learning objectives of the course, either in their theoretical model, and in its practical form, with special emphasis on teaching by discovery, combining scientific exploratory analysis techniques with practical components, in order to provide an educational environment suited to a scientific learning, where the critical thinking and analytical skills vectors play a key role.

Assessment Methods

Student assessment should be continuous and as follows: · 50% - Final test; · 35% - Elaboration of practical works; · 15% - Elaboration and Presentation/Defense of the Final Paper.

Continuous assessment comprises individual theoretical test (50%). There is approval in the UC when the final grade is equal to or greater than 9.5 points. If the grade of any of the components is lower than the minimum values, the student will have to carry out an evaluation during the Exam Period.