

## TECHNIQUE OF TOURIST GUIDES, ROUTES AND ITINERARIES

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Code: 344029

Main Scientific Area: Tourism and Marketing

Lecturer: André Rafael Rodrigues Ferreira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

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### **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

Evolution and General Contextualization of Tourism

Tourism Trends

Tourism in Portugal

Chapter II – Tourist Routes and Itineraries

Concepts and terminologies

Development of Tourist Routes

The Planning and design of Tourist Itineraries

Route and tourist itineraries recommendation systems

Chapter III – The Tourist Guide

The professional profile of the Tourist Guide

Legislation and legal aspects

Tour Guide Techniques

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.

BOYER, M. (2003). História do Turismo de Massas. Brasil: Edusc/ Edufba.

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/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.

Travis, A. S. (2011). Planning for Tourism, Leisure and Sustainability. International Case Studies. CABI Publishing.

### **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**

The assessment of students should be continuous and operationalized as follows:

30% - Final test;

55% - Practical work:

1st Pratical work - Analysis of the existing tourist offer (10%);

2nd Pratical work - Creation of a National Touristic Route or Itinerary with simulation of a Tourist Guide function (25%);

3rd Practical work - Creation of a Grand Route or International Tourist Itinerary (20%);

15% - Attendance, participation and behavior in the classroom (360° assessment)

Final grade of the Curricular Unit is equal to the rounded average of the final test (30%), practical work (55%) and attendance, participation and behavior in the classroom (15%).

Note: The student must obtain a minimum of 8 values in the final test component.