

NATURE TOURISM

Code: 344030

Main Scientific Area: Tourism and Marketing

Lecturer: Morgana Leite Esperança

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

This curricular unit aims to promote the approximation between teaching and the market in the context of the development of tourism projects, which include knowledge of strategies for the development and valorization of tourist products, as well as market studies in Nature Tourism and Adventure.

Learning Outcomes

This curricular unit allows the student to apply knowledge and theoretical-practical skills acquired within the scope of the study cycle and additionally allows to provide students with knowledge in the scope of the analysis of techniques and practices of entrepreneurial management in the scope of the planning and development of projects within the scope of the Nature and Adventure Tourism.

Course Contents

1. The evolution of Tourism

1.1. Concepts and terminology;

1.2. New trends in supply and demand;

1.3. Nature Tourism;

2- The management and development of nature tourism destinations;

2.1. Objectives and characteristics of Nature Tourism;

2.2. Nature Tourism Activities;

2.3. Consumer profile and motivations and their segmentation;

2.5. Economic Importance of Nature Tourism;

- 2.6. Basis for the development of Nature Tourism;
- 3. Nature Tourism planning and management factors
 - 3.1. Safety and Sustainability;
 - 3.2. Enhancement of Nature Tourism;
- 4. Nature Tourism in the context of the National Strategic Tourism Program
 - 4.1. PENT – National Strategic Program for Tourism;
 - 4.2. The development of the Nature Tourism offer;
 - 4.3. Portugal's Competitiveness Factors for Nature Tourism;
 - 4.4. PNTN – National Nature Tourism Program;
 - 4.4.1. National Nature Tourism Program - 2015
 - 4.5. Demarketing - As a nature-based tourism management tool.
- 5. Nature and Adventure Tourism in Portugal
 - 5.1. Resources and Potential;
 - 5.2. Market segmentation and diversification;
- 6. Adventure Tourism
 - 6.1. Value chain;
 - 6.2. Diversification of activities;
 - 6.3. Accessibilities;
 - 6.3.1. All for All Program;
 - 6.4. Terrestrial navigation and cartographic orientation;
- 7. Implementation of a Nature and Adventure Tourism project

Recommended Bibliography

- SILVA, F. e UMBELINO, J. (2017), "Planeamento e Desenvolvimento Turístico", Edições Lidel, Lisboa;
- ALMEIDA, P e ARAÚJO, S. (2017, "Introdução à Gestão de Animação Turística", 2a edição, Lidel, Lisboa;
- CUNHA, L e ABRANTES, A. (2019), "Introdução ao Turismo", 6a edição, Lidel, Lisboa;
- CUNHA, L (2017), "Turismo de Desenvolvimento", Edições Lidel, Lisboa;

- SILVA, F. (2018), "Turismo e Desporto de Aventura - Hotelaria e Turismo", Edições Lidel, Lisboa;

Learning and Teaching Methods

The Curricular Unit is conceptualized in order to lead students to develop, from a theoretical-practical point of view, knowledge and teaching skills of the fundamentals of Nature and Adventure Tourism.

In the theoretical sessions, the concepts and methodologies defined in the syllabus of the curricular unit will be presented.

In practical sessions, students apply the methodologies in the development of practical projects, such as:

Acquire knowledge about the terrain on which nature and adventure tourism takes place;

Acquire knowledge about the characteristics of topographical maps, use of GIS;

Know the operation of the compass and its use.

Assessment Methods

Continuous evaluation:

Theoretical Part - Test -> 55%

Practical Part -> 40%

Final Work -> 25%

Group work in class -> 15%

Participation -> 5%

There is approval in the UC when the final classification is equal to or greater than 9.5 values.

If the grade of any of the components is lower than the minimum values, the student will have to carry out an assessment during the Exam Season.