

International Semesters for students

Tourism

Spring Semester

Semester title	Tourism	Semesters	Spring
Person responsible	Cristina Barroco	E-mail address	cbarroco@estv.ipv.pt
Coordinator	Nuno Melão	E-mail address	nmelao@estgv.ipv.pt
Language of instruction	English	ECTS points total	30
Course type	Course title	Name of the lecturer	ECTS points
Students must complete a total of 30 ECTS	Events Organization	Cristina Barroco	6
	Tourism Software	João Pedro Costa	5
	Promotion and Advertising	Bruno Ferreira	5
	Research Project in Tourism	All teachers from the Degree in Tourism	8
	English for Guiding	Lurdes Martins / Paula Fonseca	5
	Marketing	Clarinda Almeida / Joaquim Antunes	4
	English II	Maria José Antunes / Paula Fonseca	4
	Free Option* * One course in any other international semester offered by ESTGV		4

Course title	Events Organization		
Teaching method	During the course many different teaching methods will be used: - Theoretical – practical lectures (oral exposure supported with projection schemes and graphics and other material related issues). The active participation of students is privileged; - Self-study; - Organizing an event; - Group assignment.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	6
Semester	Spring	Type of course	Optional
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	The main aim of this course is to provide students with the necessary skills and tools to plan, organize and manage all kinds of events. In terms of specific skills students should be able to: - Know the different types of events and their objectives; - Practice the various stages of planning the events (affectation and resource management, logistics, budgeting, advertising the event, catering, decor and entertainment); - Organize and coordinate events by applying the tools and skills developed in class (Event Planning / Event Marketing / Sponsorship of Events / Event Assessment). - Achieve Plan, Manage, Organize and Evaluate an event created by themselves.		
Entry requirements	There aren't any.		
Course contents	1. Event Definition (Concepts; Classification; Types of Events) 2. Event Planning (Mission / Vision; Define Objectives; Situation Analysis; Strategies Identification; Choosing a Strategy; Operational Plan Development; Event Evaluation and Feedback) 3. Event Management (Event Definition and Theme; The Date; Location and Venue; Program and Meals; Promoting Events)		
Assessment methods	The final grade is obtained by: - Organizing an Event: 60% - Individual Event Report: 40%.		
Recommended readings	Allen, J.; O'Toole, W.; Harris R. & McDonnel, I. (2011). <i>Festival and Special Event Management 5th ed.</i> Wiley and Sons, Brisbane. Allen, J.; O'Toole, W. & Bowdin, G. (2010). <i>Events Management, 3rd ed.</i> Butterworth Heinemann, Oxford. Allen, J. (2002). <i>The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events.</i> Canada, Wiley. Allen, J. (2000). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events.</i> Canada, Wiley. Appleby, P. (2002). <i>Organizing a Conference: How to Organize and Run a Successful Event</i> , 2 nd ed. Oxford, How To Books. Armstrong, J.S. (2001). <i>Planning Special Events?</i> New York, Josse Bass Wiley. Conway, D. G. (2006). <i>The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event.</i> 2 nd ed. Oxford, How to Books. Fenich, G. (2012). <i>Online Instructor's Manual for Meetings, Expositions, Events and Conventions. Third Edition, Prentice Hall.</i> Richards, G. & Palmer, R. (2010). <i>Eventful Cities: Cultural management and urban revitalisation.</i> Amsterdam: Elsevier Shone, Anton; Parry, Bryn (2004). <i>Successful Event Management – a practical handbook.</i> 2 nd ed. THOMSON		
Additional information			

Course title	Tourism Software		
Teaching method	During the course many different teaching methods will be used: self study, case studies, discussions, group assignment.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	5
Semester	Spring	Type of course	Optional
Hours per week	4,5	Hours per semester	TP: 58,5; OT: 13
Objectives of the course	<ul style="list-style-type: none"> • Raise students' awareness of the importance of systematic processing of information and develop expertise in proper use of a system database management; • Develop the capacity of applying knowledge obtained in solving tasks occurring in practice and working life. • Provide students the ability to operate on specific software, Galileo – a Global Distribution System – in the area of travel agencies business. 		
Entry requirements	There aren't any.		
Course contents	<p>GALILEO</p> <ol style="list-style-type: none"> 1. Encoding and Decoding 2. Timetables 3. Flight Availability 4. Selling Air Segments 5. Booking File Creation 6. Supplementary Data 7. Retrieving and Displaying 8. Booking File Modification 9. Fares and Ticketing 10. Seat Reservations 11. Client Files 12. Queues 13. Reference Information 14. TravelScreen 15. Timatic 		
Assessment methods	Written Test . The students will be evaluated by a written yet practical test, that will take place in the end of the semester.		
Recommended readings	Galileo Manual		
Additional information			

Course title	Promotion and Advertising		
Teaching method	.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	5
Semester	Spring	Type of course	Optional
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>It is expected that students are able to:</p> <ul style="list-style-type: none"> • develop a promotion strategy to any tourism product or service, framed in a marketing strategy, according to the interdependence with other variables of the marketing mix. • define and develop the various steps in developing a comprehensive promotion plan for a product or service. • develop communication programs for a product or service at each variable of the communications mix: Advertising, Direct Marketing, Promotion and Merchandising and Public Relations. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1. Marketing and Promotion 2. How to do a Promotion Strategy 3. Advertising 4. Direct Marketing 5. Sales promotions and Merchandising 6. Public Relations 		
Assessment methods	Project: The students have to build a promotion strategy for a touristic specific product of their own country. At least three of the promotion tools must be used (Advertising, Direct Marketing, Sales Promotion, Merchandising and Public Relations).		
Recommended readings	<p>Bromley, D.B. (1993). <i>Reputation, image and impression management</i>. Chichester: John Wiley.</p> <p>Clothier, P.(1997). <i>Multi-level marketing</i>. London: Kogan Page.</p> <p>Fifield, P. (1998). <i>Marketing strategy</i>. Oxford: Butterworth-Heinemann.</p> <p>Fill, C. (1995). <i>Marketing communications: frameworks, theories and applications</i>. London: Prentice Hall.</p> <p>Jackson, Patrick (1995). <i>Public relations: practices: managerial case studies and problems</i>. Upper Saddle River: Prentice Hall.</p> <p>Kotler, P. (s/d). <i>Marketing Management: analysis, planning, implementation, and control</i>. s/l: Prentice Hall, International Editions.</p> <p>Kotler, Philip (1996). <i>Strategic marketing for nonprofit organizations</i>. New Jersey: Prentice Hall.</p>		
Additional information			

Course title	Research Project in Tourism		
Teaching method	<p>The teaching methodology is essentially based on personalized monitoring by teachers of different interdisciplinary areas each working group. They are taught some classes involving the expository method.</p> <p>Students will be monitored during the following phases:</p> <p>First Stage: Preparation of design work to be done;</p> <p>Second Phase: Methodology and literature gathering;</p> <p>Stage Three: Fieldwork and data analysis;</p> <p>Phase Four: Development of the "written work";</p> <p>Fifth Step: Preparation of the oral presentation</p>		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	8
Semester	Spring	Type of course	Optional
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>This Unit aims to introduce the spirit and methodology for carrying out a project, encouraging entrepreneurship and creating skills so that students are interventional in carrying out their professional activity. Thus, specifically, it is intended that the student is able to:</p> <ul style="list-style-type: none"> - Develop a project during the semester covering the integration of diverse knowledge and skills acquired by students throughout their academic career; - Develop and consolidate such knowledge and skills and provide an effective link theory to practice; - Develop the spirit of innovation and initiative of students with a view to contributing to boosting the local tourism / regional or national level. 		
Entry requirements	There aren't any.		
Course contents	<p>In this Unit specific subjects are not taught. Instead, classes consisting of in the monitoring of custom work done by students are given. The expertise has been acquired in other units of the course curriculum. It was suggested an index for the Project and whose general title is "strategic plan for tourism development of a product / service."</p> <ol style="list-style-type: none"> 1.Analysis of Surroundings (in the economic, socio-cultural, political, legal, technological and tourism) 2.Characterization of Company / Organization <ul style="list-style-type: none"> Presentation Constitution Vision and Mission Analysis of Resources 3.Market Analysis <ul style="list-style-type: none"> Demand Analysis (Market Study; use habits; profile tourist) Analysis of the Offer (Competition, QM; substitutes Products) 4.SWOT Analysis 5.Policies and strategies for developing the product / service <ul style="list-style-type: none"> Objectives Target Market Positioning Plan of action 6.Political Marketing <ul style="list-style-type: none"> Product Price Distribution Communication Processes Physical Evidence People 		

Assessment methods	<p>The approval is obtained in the course with a minimum classification of 10 values, which are obtained considering the following parameters:</p> <ul style="list-style-type: none"> - Continuous assessment resulting from the mandatory meetings with teachers responsible; - Preparation of written work; - Oral Presentation and discussion of the work. <p>The evaluation of UC integrates only the performance and discussion of that work, not being provided any evidence.</p>
Recommended readings	<p>Given the specificity of this curricular unit, will be recommended bibliography adapted to various topics.</p>

Course title	English for Guiding		
Teaching method	A communicative approach will be used. Students will be given the widest possible opportunities to use English for self-expression; they will learn it by using as well as analysing it.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	5
Semester	Spring	Type of course	Optional
Hours per week	4,5	Hours per semester	TP: 58,5; OT: 13
Objectives of the course	<p>After completing this course students will be able to:</p> <ul style="list-style-type: none"> -Master the main skills needed to welcome people and provide them assistance, general information and facts about cultural, historical and contemporary heritage to people on organized tours as well as to individual clients at tourism information centres, historical sites, museums, and other venues of significant interest. -Handle the main structures of the language with some confidence, demonstrate knowledge of a wide range of vocabulary and use appropriate communicative strategies in a variety of tourism related situations (attractions, itineraries, guided tours) -Produce written descriptions, showing the ability to develop an argument as well as describe buildings, artwork, monuments and festivals. -Adapt their language use to a variety of social situations, express opinions and take part in discussions and arguments in a culturally acceptable way. 		
Entry requirements	There aren't any.		
Course contents	<p>I.Guiding:</p> <ol style="list-style-type: none"> Welcoming visitors, explaining rules and etiquette; Giving advice and suggestions on tourist attractions; Describing buildings, Describing a heritage site; Describing artefacts and artwork; Describing a festival; Creating audio guides; Giving a guided tour; <p>II. Write an interesting commentary in an appropriate tone and style;</p> <p>III. Write descriptive essays;</p> <p>IV. Intercultural communication:</p> <ol style="list-style-type: none"> Cultural differences; Cultural misunderstandings; Taking part in international meetings; <p>V. Write reports on a variety of subjects.</p>		
Assessment methods	As far as assessment is concerned, there is a focus on a holistic approach that monitors teaching effectiveness and student learning in multiple ways. Students will be evaluated through different means: an oral exam, a written exam, written and oral tasks as well as their participation and attitudes.		
Recommended readings	<p>Beaver, A. (2005). A dictionary of travel and tourism terminology. Wallingford, UK: CABI Publ.</p> <p>Raymond, M. (2015). English Grammar in Use Book With Answers and Interactive Ebook Self-study Reference and Practice Book for Intermediate Learners of English. Cambridge: Cambridge University Press.</p> <p>Strutt, P. (2013). English for International Tourism: Intermediate. Essex: Pearson</p> <p>Strutt, P. (2013). English for International Tourism: Upper-Intermediate. Essex: Pearson</p> <p>Walker, R., & Harding, K. (2009). Oxford English for Careers: Tourism 1. Oxford: Oxford University Press.</p> <p>Walker, R., Harding, K. (2007). Oxford English for Careers Tourism 2. Oxford: Oxford University Press.</p> <p>Walker, R., Harding, K. (2009). Oxford English for Careers Tourism 3. Oxford: Oxford University Press</p>		

Course title	Marketing		
Teaching method	During the course many different teaching methods will be used.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	Optional
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>The student should understand that:</p> <ul style="list-style-type: none"> the concepts and practices of marketing have changed over time; the role of marketing in business organizations has also evolved over time and is continuing to change; marketing should be viewed as an organization-wide activity; strategic marketing planning is an essential component of effective marketing management. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1) Marketing concept 2) Evolution of marketing thought and practice 3) Marketing Analysis <ol style="list-style-type: none"> 3.1) The marketing environment 3.2) Understanding consumer behaviour 4) The strategic marketing 5) Market segmentation and positioning 6) Marketing Mix Decisions 7) The Strategic Marketing Planning Process 8) Relationship marketing 9) International marketing 		
Assessment methods			
Recommended readings	<p>Boyer, Luc; Burgaud, Didier (2000), Le Marketing Avancé: du One To One au E-Business, Editions D' Organisation.</p> <p>Gordon, Ian H. (1998), Relationship Marketing, John Wiley & Sons Canada, Ltd., 1^a Edition.</p> <p>Kotler, P. (2006), Marketing Management, Analysis, Planning, Implementation and Control, 12^a Edição, Prentice – Hall International Editions.</p> <p>Peppers, Don; Rogers, Martha (1997), Enterprise one to one. Tools for competing in the interactive age, Currency Doubleday, Sydney Auckland.</p> <p>Peppers, Don; Rogers, Martha (1999), The One to One Manager, Currency Doubleday, Sydney Auckland.</p>		
Additional information			

Course title	English II		
Teaching method	A communicative approach will be used. Students will be given the widest possible opportunities to use English for self-expression; they will learn it by using as well as analysing it.		
Person responsible for the course		E-mail address:	
Language of instruction	English	ECTS points	4
Semester	Spring	Type of course	Optional
Hours per week	4,5	Hours per semester	TP: 58,5; OT: 13
Objectives of the course	<ul style="list-style-type: none"> - Describe and discuss different types of travellers and tourists and the ways in which they travel. - Describe and explain the different job roles and work relationships that occur in the hotel, catering, airline, ground transport, hospitality and tourism industries. - Use the specialised language of the travel and tourism industry. - Understand routine information and/or instructions related to the tourism industry and act upon these or respond appropriately. - Contribute to and interact effectively in a variety of simulated practical tourism-related tasks. - Read, interpret accurately and respond unambiguously, to business and tourism texts and data taken from manuals, timetables and guides used by the industry. - Re-present data to complete charts, tables, booking forms, report forms and produce notes and lists. - Complete a variety of simulated practical tourism related tasks. 		
Entry requirements	There aren't any		
Course contents	<p>I. Talk about the different holiday types (destinations and activities);</p> <p>II. Describe the different types of travellers and tourists and explain their reasons for travelling;</p> <p>III. Describe the variety of ways in which people can travel;</p> <p>a. Explain the advantages and disadvantages of different types of travel;</p> <p>IV. Perform the following tasks specific to airports and airlines:</p> <p>a. make and confirm reservations;</p> <p>b. make announcements; and</p> <p>c. give boarding directions and instructions;</p> <p>V. Perform the following tasks specific to rail, bus, or coach stations:</p> <p>a. extract ticket costs (adult, children, promotional fares);</p> <p>b. confirm numbers, passengers, seats or tickets;</p> <p>VI. Perform the following tasks specific to: cruise ships, holiday/ski resorts, leisure centres, theme parks, etc.:</p> <p>a. check and amend guest/passenger lists/requirements;</p> <p>b. give information on places of interest;</p> <p>c. advise upon and explain anomalies;</p> <p>VII. Taking bookings and asking for confirmation over the phone;</p> <p>VIII. How to make presentations.</p>		

Assessment methods	As far as assessment is concerned, there is a focus on a holistic approach that monitors teaching effectiveness and student learning in multiple ways. Students will be evaluated through different means: an oral exam, a written exam, written and oral tasks as well as their participation and attitudes.
Recommended readings	<p>Beaver, A. (2005). A dictionary of travel and tourism terminology. Wallingford, UK: CABI Publ.</p> <p>Raymond, M. (2015). English Grammar in Use Book With Answers and Interactive Ebook Self-study Reference and Practice Book for Intermediate Learners of English. Cambridge: Cambridge University Press.</p> <p>Strutt, P. (2013). English for International Tourism: Intermediate. Essex: Pearson</p> <p>Strutt, P. (2013). English for International Tourism: Upper-Intermediate. Essex: Pearson</p> <p>Walker, R., & Harding, K. (2009). Oxford English for Careers: Tourism 1. Oxford: Oxford University Press.</p> <p>Walker, R., Harding, K. (2007). Oxford English for Careers Tourism 2. Oxford: Oxford University Press.</p> <p>Walker, R., Harding, K. (2009). Oxford English for Careers Tourism 3. Oxford: Oxford University Press</p>