



Bachelor • Lisboa

TOURISM



Direction

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Secretariat

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Duration

3 Years

Credits

180 ects

Exams

Have one of the following national exams:

- 04 Economia
- 17 Matemática Aplicada às Ciências Sociais
- 18 Português

Presentation

STUDY PLAN

1st Year / Common Core

| 1º Semestre | ects | 2º Semestre | ects |
|--|------|----------------------------------|------|
| Academic and Professional Competences in Tourism | 3 | Contemporary Tourism | 4 |
| Digital Technologies Applied to Tourism | 4 | Economics of Tourism | 5 |
| Introduction to Economy | 5 | Event Planning and Organisation | 5 |
| Introduction to Tourism | 5 | Geography of Tourism | 4 |
| Technical English for Tourism I | 3 | Hotel Management | 4 |
| Tourism and Territory | 5 | Technical English for Tourism II | 3 |
| Tourism Planning and Development | 5 | Tourism Legislation | 5 |

2nd Year / Common Core

| 1º Semestre | ects | 2º Semestre | ects |
|------------------------------------|------|---|------|
| Restaurant Management | 4 | Community Development and Entrepreneurship | 4 |
| Technical English for Tourism III | 3 | Heritage and Tourism | 4 |
| Tourism and Art | 5 | Option I | 3 |
| Tourism and Transport | 4 | Strategic Management of Tourist Destinations | 5 |
| Tourism Business Management | 5 | Tourism and the Sustainable Development Goals | 5 |
| Tourism Markets and Products | 5 | Tourism Indicators for Investment Management | 4 |
| Travel Agencies and Tour Operators | 4 | Tourism Products and Destinations Marketing | 5 |

3rd Year / Common Core

| 1º Semestre | ects | 2º Semestre | ects |
|--|------|---|------|
| Accountancy | 5 | Designing and Structuring Tourism Experiences | 4 |
| Option II | 3 | Digital Transformation in Tourism | 5 |
| People and Team Management | 4 | Globalisation and Human Rights | 4 |
| Quality Management | 4 | Professional Traineeship / Project | 12 |
| Scientific Research Methods | 4 | Touristic Project Elaboration and Analysis | 5 |
| Strategy, Creativity and Innovation | 5 | | |
| Tourism-related Businesses Management and Financial Analysis | 5 | | |

Linha direta
para o teu futuro



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