



Bachelor • Lisboa

TOURISM



Direction

Mafalda Luísa De Almeida Serra Patuleia
p4998@ulusofona.pt

Secretariat

Aléxis Miguel Fernandes Marote
deg.crm@ulusofona.pt

Duration

3 Years

Credits

180 ects

Exams

Have one of the following sets:

- 04 Economia and 17 Matemática Aplicada às Ciências Sociais
- 04 Economia and 18 Português
- 17 Matemática Aplicada às Ciências Sociais and 18 Português
- 13 Inglês and 18 Português
- 09 Geografia and 18 Português
- 09 Geografia and 17 Matemática Aplicada às Ciências Sociais

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 the Sustainable Development Goals	5	Strategic Management of Tourist Destinations	5
Tourism and Transport	4	Tourism Business Management	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
Digital Transformation in Tourism	5	Globalisation and Human Rights	4
Option II	3	Professional Traineeship / Project	12
People and Team Management	4	Tourism-related Businesses Management and	
Quality Management	4	Financial Analysis	5
Scientific Research Methods	4	Touristic Project Elaboration and Analysis	5
Strategy, Creativity and Innovation	5		