

Bachelor • Porto

# TOURISM AND TOURISM BUSINESS MANAGEMENT



## Direction

Isabel Andrés Marques  
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## Secretariat

Carla Silva  
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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 / Comon Core

1º Semestre	ects	2º Semestre	ects
English I	5	Accounting Principles	5
Foreign Language I	5	English II	5
General Art History	5	Foreign Language II	5
Introduction to Management	5	History and Urban Heritage	5
Introduction to Tourism	5	Information Systems for Management	5
Research Methods in Social Sciences	5	Tourism Geography	5

## 2nd Year / Comon Core

1º Semestre	ects	2º Semestre	ects
Economics of Tourism	5	Financial Management	5
Management Accounting	5	Human Resources Management	5
Marketing de Produtos Turísticos	5	Option I	5
Natural Heritage Management	5	Sociology/Anthropology of Tourism	5
Quantitative Methods	5	Tourism and Sustainability	5
Tourism Legislation	5	Tourist Entertainment	5

## 3rd Year / Comon Core

1º Semestre	ects	2º Semestre	ects
Brand Management for Tourist Destinations	5	Airport Management and Tourism	5
Event Planning and Organisation	5	Innovation and Entrepreneurship	5
Hotel Management	5	Nautical Tourism	5
Restaurant Management	5	Project / Internship	10
Tourism Operations and Travel Agency	5	Quality Management	5
Tourism Planning and Development	5		

Linha direta  
para o teu futuro



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