

**Masters • Lisboa**

# DEVELOPMENT AND MANAGEMENT OF TOURISM DESTINATIONS



## Direction

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## Secretariat

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## Duration

2 Years

## Credits

120 ects

## Presentation

Discover the opportunities and challenges that arise from the development of tourist destinations in a sustainable way! This course intends, through the close relationship with companies and regional bodies to enable the student to acquire innovative strategies in areas transversal to the sustainable development of Tourist Destinations. With the presentation of international case studies, the student will learn to assess global changes in destinations and interpret these changes from a regional and local perspective.

# STUDY PLAN

## 1st Year / No Branch Name

| 1º Semestre                               | ects | 2º Semestre                                           | ects |
|-------------------------------------------|------|-------------------------------------------------------|------|
| Geopolitics of Tourism                    | 6    | Development of Organizational Competencies in Tourism | 6    |
| Option                                    | 3    | Innovation in Tourism                                 | 3    |
| Strategic Management and Competitiveness  | 6    | Quality Management in Tourism                         | 3    |
| Sustainable Development Models in Tourism | 6    | Scientific Research Methodologies                     | 6    |
| Tourism Consumption and Trends            | 3    | Strategic Control of the Tourism Development          | 6    |
| Tourism Resource Analysis and Management  | 6    | Tourism Destinations' Marketing                       | 6    |

## 2nd Year / No Branch Name

| Anual                     | ects |
|---------------------------|------|
| Master Classes in Tourism | 6    |
| Thesis or Project         | 54   |