

Gestão Turística



Code M647

Department Management Department

Degree Mestre

Initial registry:

Registry R/A-Cr 203/2012 from 17-10-2012

Changes registry:
R/A-Cr 203/2012/AL01 from 17-06-2019

Duration 2 year(s)

Regime Evening

Course director Cristina Maria Jesus Barroco

Course Secretariat Lurdes Duarte Patrício +351 232 480 597

Curricular structure

1st Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
6647-31821603 - Communication and New Technologies in Tourism	-	16	16	-	6
6647-31821604 - Digital Marketing	-	16	16	-	6
6647-31821605 - Destination Management	-	32	-	-	6
6647-31821601 - Identity and Culture	-	32	-	-	6
6647-31821602 - Trends in Tourism	-	32	-	-	6

T - Theoretical; TP - Theoretical and Practical; PL - Practical and laboratorial; O - Other types

1st Year - 2nd Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
6647-3182468 - Consumer Behavior in Tourism	-	32	-	-	6
6647-31821606 - Strategy and Competitiveness in Global Markets	-	32	-	-	6
6647-31821607 - Innovation and Sustainability in Tourism	-	32	-	-	6
6647-31821608 - People Management and Leadership	-	32	-	-	6
6647-31821609 - Business Plan	-	32	-	-	6

T - Theoretical; TP - Theoretical and Practical; PL - Practical and laboratorial; O - Other types

2nd Year - 1st Semester

Course unit	Contact hours				ECTS
	T	TP	PL	O	
6647-31821610 - Research Methods in Tourism	-	16	16	-	6

T - Theoretical; TP - Theoretical and Practical; PL - Practical and laboratorial; O - Other types

2nd Year - Annual

Course unit	Contact hours				ECTS
	T	TP	PL	O	
6647-31821002 - Dissertation/Project Work/Professional Work Placement	-	-	-	78	54

T - Theoretical; TP - Theoretical and Practical; PL - Practical and laboratorial; O - Other types

Scientific areas

Areas	ECTS
Management	84
Tourism	90
Total	174 (*)

(*) Some course units are assigned to more than one scientific area. The total ECTS of the course is .