



Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Research Project in Tourism		
Scientific area	Tourism		
Teaching method	<p>The teaching methodology is essentially based on personalized monitoring by teachers of different interdisciplinary areas each working group. They are taught some classes involving the expository method.</p> <p>Students will be monitored during the following phases:</p> <p>First Stage: Preparation of design work to be done; Second Phase: Methodology and literature gathering; Stage Three: Fieldwork and data analysis; Phase Four: Development of the "written work"; Fifth Step: Preparation of the oral presentation</p>		
Lecturers:		Language of instruction	English
ECTS	8	Semester	Fall; Spring
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>This Unit aims to introduce the spirit and methodology for carrying out a project, encouraging entrepreneurship and creating skills so that students are interventional in carrying out their professional activity. Thus, specifically, it is intended that the student is able to: - Develop a project during the semester covering the integration of diverse knowledge and skills acquired by students throughout their academic career; - Develop and consolidate such knowledge and skills and provide an effective link theory to practice; - Develop the spirit of innovation and initiative of students with a view to contributing to boosting the local tourism / regional or national level.</p>		
Entry requirements	There aren't any.		
Course contents	<p>In this Unit specific subjects are not taught. Instead, classes consisting of in the monitoring of custom work done by students are given. The expertise has been acquired in other units of the course curriculum. It was suggested an index for the Project and whose general title is "strategic plan for tourism development of a product / service."</p> <ol style="list-style-type: none"> 1. Analysis of Surroundings (in the economic, socio-cultural, political, legal, technological and tourism) 2. Characterization of Company / Organization <p>Presentation Constitution Vision and Mission Analysis of Resources</p> <ol style="list-style-type: none"> 3. Market Analysis <p>Demand Analysis (Market Study; use habits; profile tourist) Analysis of the Offer (Competition, QM; substitutes Products)</p> <ol style="list-style-type: none"> 4. SWOT Analysis 5. Policies and strategies for developing the product / service <p>Objectives Target Market Positioning Plan of action</p>		

	<p>6. Political Marketing</p> <ul style="list-style-type: none"> Product Price Distribution Communication Processes Physical Evidence People
Assessment methods	<p>The approval is obtained in the course with a minimum classification of 10 values, which are obtained considering the following parameters:</p> <ul style="list-style-type: none"> - Continuous assessment resulting from the mandatory meetings with teachers responsible; - Preparation of written work; - Oral Presentation and discussion of the work. <p>The evaluation of UC integrates only the performance and discussion of that work, not being provided any evidence.</p>
Recommended readings	<p>Kotler, P.; Bowen, J.; Makens, J. (2017). Marketing for hospitality and tourism. New Jersey: Prentice-Hall.</p> <p>Given the specificity of this curricular unit, other bibliography will be recommended based on the topics chosen by the students.</p>
Additional information	