



## Polytechnic Institute of Viseu

### School of Technology and Management of Viseu

Course title	Tourism Itineraries		
Scientific area	Tourism		
Teaching method	During the course many different teaching methods will be used. Mainly, it will be theoretical-practical classes with active participation of students.		
Lecturers:	Ana Sofia Duque	Language of instruction	English
ECTS	6	Semester	Fall
Hours per week	1,5	Hours per semester	TP:19,5; OT: 13
Objectives of the course	<p>The main objectives of this curricular unit are:</p> <ul style="list-style-type: none"> <li>- Identify the types and forms of tourist itineraries;</li> <li>- Identify the main national and international itineraries and tourist circuits;</li> <li>- Recognize the importance of itineraries in boosting tourist destinations;</li> <li>- Promote the construction of itineraries for different themes and territories;</li> <li>- Plan and execute a tourist itinerary.</li> </ul>		
Entry requirements	There aren't any.		
Course contents	<p>1. Tourism itineraries</p> <ul style="list-style-type: none"> <li>- Definitions and typologies</li> <li>- The importance of itineraries for the development of destinations</li> <li>- The construction of an itinerary: step by step</li> </ul> <p>2. Thematic itineraries: examples</p> <ul style="list-style-type: none"> <li>- National</li> <li>- International</li> </ul> <p>3. Design and organization of tourist itineraries</p> <ul style="list-style-type: none"> <li>- Create a tourist itinerary in Viseu</li> </ul> <p>4. Geography of Tourism: an introduction</p> <ul style="list-style-type: none"> <li>- Portugal</li> <li>- World</li> </ul>		
Assessment methods	<p>a) Participation in tasks requested in classes;</p> <p>b) Group work "Proposed itinerary for an international destination";</p> <p>c) Group work "Proposed itinerary to Viseu";</p>		
Recommended readings	<ul style="list-style-type: none"> <li>- Boniface, B. &amp; Cooper, C. (2009). <i>Worldwide Destinations: The Geography of Travel and Tourism</i>; Oxford: Elsevier</li> <li>- Calvignac, C.; Canu, R. &amp; Jalaudin, C. (2018). The building of touristic itineraries. <i>Via Tourism Review</i> (14)</li> <li>- Cooper, C. (2012) <i>Essentials of Tourism</i>. United Kingdom: Pearson Education Limited</li> <li>- Nelson, V. (2017) <i>An Introduction to the Geography of Tourism</i> (2<sup>nd</sup> Ed.). United Kingdom: Rowman &amp; Littlefield</li> <li>- Palmi, P.; Esposito, M. &amp; Prete, M. (2021) Change in perspectives in cultural tourism: a sustainable managerial model for cultural thematic routes creating territorial value. In</li> </ul>		

	Demartini,P.; Marchegiani, L.; Marchiori, M. & Schiuma, G. (Eds.), Cultural Initiatives for Sustainable Development (pp. 199-224). Springer.
Additional information	