



1º CICLO | LICENCIATURA

Gestão de Turismo

Direction

Adão de Jesus Gonçalves Flores

Number of Semesters

6

ECTS

180

Access Conditions

About

Course Plan

Course Structure

1º Ano / Comon Core

[Introduction to Tourism and Hospitality Business](#) 5 ECTS | [Marketing Management and Hospitality Services](#) 6 ECTS | [Option I](#) 4 ECTS | [Scientific Research Methodologies in Tourism](#) 4 ECTS | [Technology and Information Systems in Tourism](#) 5 ECTS | [Tourism and Hospitality Economics](#) 6 ECTS | [Audit](#) 6 ECTS | [General and Hotel Accounting](#) 6 ECTS | [Option II](#) 4 ECTS | [Strategic Management of Tourist Destinations](#) 5 ECTS | [Technology and Information Systems in Tourism](#) 5 ECTS | [Tourism and Hospitality Law and Legislation](#) 4 ECTS |

2º Ano / Comon Core

[Accommodation Management](#) 6 ECTS | [Hospitality Resort Management](#) 5 ECTS | [Human Resources Management](#) 5 ECTS | [Logistics and Operations Management](#) 5 ECTS | [Option III](#) 4 ECTS | [Statistics](#) 5 ECTS | [CRM and Business Intelligence Management](#) 4 ECTS | [Event Management and Leisure Experiences](#) 4 ECTS | [Financial Analysis and Management](#) 6 ECTS | [Internship in Tourism I](#) 7 ECTS | [Leadership and communication techniques](#) 4 ECTS | [Strategic Management for Hospitality in Tourism](#) 5 ECTS |

3º Ano / Comon Core

[Digital and Relationship Marketing](#) 5 ECTS | [Innovation and Entrepreneurship in Tourism](#) 5 ECTS | [Innovation and Experience Design in Tourism](#) 5 ECTS | [Management of Luxury Tourism and Hospitality Services](#) 5 ECTS | [Option IV](#) 5 ECTS | [Seminars - Tourism and Hospitality Management](#) 5 ECTS | [Business Plan and Business Simulation in Tourism](#) 6 ECTS | [Design and Development of Tourism and Hospitality Products](#) 5 ECTS | [Ethics and Social Responsibility](#) 3 ECTS | [Guest Relations and Multiculturalism](#) 4 ECTS | [Internship in Tourism II](#) 7 ECTS | [Quality and Sustainability Management](#) 5 ECTS |