



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Tourism

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Introduction to Tourism (V2104)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester



UNIVERSIDADE LUSÍADA
LISBOA

8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA SOFIA ALMEIDA LOPES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

This Curricular Unit aims to develop strategic management skills related to tourism sector analysis.

15. Specific Objectives

This curricular unit is designed for students to critically explore the complexity of important aspects inherent in tourism, more specifically, demand, supply, the tourist system, its impacts, sustainability and public policies related to tourism sector.

16. Skills to be acquired

At the end of this curricular unit, the student should be able to:

1. Use the main concepts related to tourism;
2. Analyze the configurations of the tourism sector;
3. Assess the main issues, current and future, of tourism;
4. Apply systemic approaches in analysis and resolution of important issues inherent to tourism management.

17. Teaching Methodology

The Flipped Classroom methodology will be adopted. Classes will also feature other active learning strategies, namely: cooperative learning, brainstorming, creative controversy, discussion of the topics studied and case studies, peer feedback, group research and concept maps. In addition, external speakers will also be invited to speak on specific issues related to the content of this curricular unit.



UNIVERSIDADE LUSÍADA
LISBOA

18. Course Unit Program

1. Introduction
 - 1.1 History of Tourism
 - 1.2 Concepts and main characteristics
 - 1.3 Types of Tourism
 - 1.4 Different approaches to the study of Tourism
2. Tourist Demand
 - 2.1 Characteristics of the search
 - 2.2 Determining factors
 - 2.3 Dimension of demand
3. Tourist Offer
 - 3.1 Concepts
 - 3.2 Characteristics
 - 3.3 Components
4. The Tourism System
 - 4.1 Organizations
 - 4.2 System of relationships between the main stakeholders
5. Impacts of Tourism
 - 5.1 Destination
 - 5.2 Local community
 - 5.3 Tourist
6. Tourism and Sustainability
 - 6.1 Environmental sustainability
 - 6.2 Social sustainability
 - 6.3 Economic sustainability
7. Public Policies for Tourism
 - 7.1 Structure
 - 7.2 Planning and development

19. Assessment Methods

Elements of continuous assessment: two written tests.
All elements referred to will have the same weighting in the final grade.

20. Didactic Resources

1. Collection of texts;
2. Scientific articles;
3. Worksheets;
4. Case studies;
5. Internet Resources.



UNIVERSIDADE LUSÍADA
LISBOA

21. Sustainability Objectives

SDG4
SDG8
SDG13
SDG16

22. Keywords

Management
Innovation
Offer
Search
Sustainability
Tourism



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): Cunha, L.
Title: Introdução ao Turismo
Edition: 6^a Year: 2019
Local: Lisboa
Publisher: Verbo

Author(s): Fletcher, J., Fyall, A., Gilbert, G. & Wanhill, S.
Title: Tourism: Principles and Practice
Edition: 6^a Year: 2018
Local: London
Publisher: Pearson

Author(s): Goeldner, C.R. & Ritchie, J.R.B.
Title: Tourism: Principles, Practices & Philosophies
Edition: 12^a Year: 2012
Local: New Jersey
Publisher: Wiley

24. Complementary Bibliography

Author(s): Buhalis, D. & Darcy, S.
Title: Accessible Tourism: Concepts and Issues
Edition: 1^a Year: 2010
Local: Bristol
Publisher: Channel View Publications

Author(s): Jamal, T. & Robinson, M.
Title: The SAGE handbook of tourism studies
Edition: 1^a Year: 2012
Local: London
Publisher: Sage



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO AO TURISMO': Academic Year 2023/2024
Autor / Author	Prof. Doutora ANA SOFIA ALMEIDA LOPES
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2024	