



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Tourism Itineraries

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Tourism Itineraries (V2126)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester



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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 ILÍDIA CATARINA GONÇALVES CARVALHO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Using various transversal knowledges and skills acquired by students throughout the course, the lecturer aims providing them with the necessary tools for the conceptualization and construction of different types of itineraries, considering that the construction and implementation of this tourism product is extremely important for local, regional and national growth and development.

15. Specific Objectives

After theoretical reflection on the various types of itineraries and the important relationship between the various elements that make up this tourism product, we will critically analyse some national and international itineraries on the market. Then, we will proceed to the construction of thematic itineraries taking into account the specificities of each of them (individual work). This exercise will require a thorough knowledge of the different heritage sites available.

16. Skills to be acquired

In addition to a general knowledge of the country's resources, which is fundamental for all the professionals in the tourism sector, students should be able to make a selection of resources and services in a feasible way for the construction of an itinerary. It is also intended that they are able to interpret customer requests, develop itineraries in line with them and also create the budgets of those itineraries.



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17. Teaching Methodology

This is a theoretical-practical course and the following methods will be used: expositive and active-interrogative, bringing, whenever possible, to the classroom practical cases from the teacher's own experience, as well as from research made by experts in the area. We would also like, if possible, to include a study visit so that students can see in practice the importance of the articulation of the various tourist resources.

18. Course Unit Program



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- 1 - Introduction to concepts and terminology
 - 1.1 - Tourism goods, services, products and resources
 - 1.2 - Heritage
 - 1.3 - Route, Routes and Itinerary
 - 1.4 - The Tourism Information Professionals
- 2 - The Geography and the itineraries
 - 2.1 - The importance of geography for tourism
 - 2.2 - The Geography of Europe: territorial, social, demographic economic and political
 - 2.3 - The importance of Geographic Orientation Systems for tourism
 - 2.4 - The touristic geography of Portugal
- 3 - The Tour Packages
 - 3.1 - Reading and Interpretation of National and International Travel Programmes
 - 3.2 - Survey and Characterization of the Tourist Package Elements
 - 3.3 - The adaptation of travel programs to different types of customers
 - 3.3.1 - Nationality, age, accessibility, motivations
 - 3.4 - The transport and its constraints
- 4 - Group typologies
 - 4.1 - open
 - 4.2 - closed
 - 4.3 - incentives/congresses
 - 4.4 - others
- 5 - Touristic itineraries
 - 5.1 - Importance of tourist itineraries for the enhancement of the territory
 - 5.2 - Critical analysis of various national and international itineraries
 - 5.3 - The different types of itineraries
 - 5.3.1 - General
 - 5.3.2 - Thematic
 - 5.3.3. - Regular Tours
 - 5.3.4 - Circuits
 - 5.3.5. - Others
 - 5.4 - Itinerary design
 - 5.5.1 - The different stages of developing an itinerary
 - 5.5.2 - The budget and the sales price
 - 5.5 - Publicizing and marketing of tourist itineraries
 - 5.6 - Evaluation and continuous improvement of the itineraries
- 6 - Practical examples of the construction of various types of itineraries

19. Assessment Methods



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Throughout the semester will be taken into account for assessment:

1. 2 written tests
2. group work - max. 2 pax
3. Attendance, punctuality and participation

20. Didactic Resources

Bibliography
Power point with theoretical/practical material
Case studies
Visits to several locations

21. Sustainability Objectives

- to draw attention to the importance of sustainability in general in the age in which we live;
- to draw attention to the need to consider the sustainability aspect of tourism in general and health and wellness tourism in particular;
- to demonstrate how this type of tourism can be one of the most sustainable, when well managed

22. Keywords

Itineraries, tourism programmes, resources, heritage, budgeting



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23. Main Bibliography

Author(s): Lew, A., Mckercher, B
Title: Modeling Tourist Movements -A local destination Analysis
Edition: Year: 2006
Local: Journal of tourist Research
Publisher: Pergamon

Author(s): Gonçalves, L, Ribeiro, R.
Title: Rota e roteiro: desafios para uma nova conceitualização
Edition: Year: 2016
Local: Caderno de Estudos e Pesquisa no Turismo
Publisher: Reserarch Gate

Author(s): Michelin, Edições de Viagem
Title: O guia Verde - Portugal, Madeira e Açores
Edition: Year: 2004
Local:
Publisher: Michelin

24. Complementary Bibliography

Author(s): Ambrósio, Vitor
Title: O Turismo Religioso. O desenvolvimento das cidades santuário
Edition: Year: 2006
Local: Tese de Doutoramento
Publisher: Univesidade Nova de Lisboa

Author(s): Brito, M. , Farrugia, G
Title: On Tourist Guiding: Reflecting on a Centuries-old Profession and Proposing Future Challenges
Edition: Year: 2020
Local: International Journal of Tour Guiding Research: Vol. 1: Iss. 1, Article 3.
Publisher: Technological University of Dublin



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