



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Tourism

Academic Year 2024/2025

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



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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 ANA SOFIA ALMEIDA LOPES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

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 to tourism, more specifically, demand, supply, the tourism system, its impacts, sustainability and public policies related to the sector.

16. Skills to be acquired

At the end of this course, students should be able to:

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

17. Teaching Methodology

The Flipped Classroom methodology will be adopted. Classes will also include 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 talk about specific issues related to the content of this course.



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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. Tourism demand
 - 2.1 Demand characteristics
 - 2.2 Determining factors
 - 2.3 The size of demand
3. Tourist supply
 - 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 Tourists
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

Two written tests, each weighted at 50%.

20. Didactic Resources

1. Scientific articles;
2. Exercise sheets;
3. Case studies;
4. Internet resources.



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21. Sustainability Objectives

SDG4; SDG11; SDG13.

22. Keywords

Management;
Innovation;
Supply;
Demand
Sustainability;
Tourism.



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23. Main Bibliography

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

Author(s): Abram, S., Macleod, D., & Waldren, J. D.
Title: Tourists and tourism: Identifying with people and places.
Edition: Year: 2021
Local:
Publisher: Routledge.

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

24. Complementary Bibliography

Author(s): Christou, P. A.
Title: The History and Evolution of Tourism.
Edition: Year: 2022
Local:
Publisher: CABI.

Author(s): Cooper, C.
Title: Essentials of Tourism.
Edition: 2^a Year: 2016
Local:
Publisher: Pearson.



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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutora ANA SOFIA ALMEIDA LOPES
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