UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Tourism Itineraries

Academic Year 2025/2026

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

The lecturer aims providing the students 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. Nowadays the skills necessary to built an itinerary reveals to be fundamental for the development of tourism based on diversity and sustainability.

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:
- Interpret customer requests, taking into account their motivations and constraints
- Select the suitable tourism resources and services
- Build coherent itineraries (sequence, timing, accessibility,etc.)
- Budget the itineraries
- Respond in a precise way, presenting the caracteristics and price of the itinerary

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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 at least 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, resources and tourism products
1.2 - The different types of 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 for tourism of Geographic Information Systems (GIS) as well as
Orientation Tools (GPS)
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
5.4.1 - The different stages of developing an itinerary
5.4.2 - 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

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19. Assessment Methods

Throughout the semester will be taken into account for assessment:
1. 2 written tests (50%) min 8 points in each
2. individual or group work - max. 2 pax (40%)
3. Attendance, punctuality and participation (10%)

20. Didactic Resources

Bibliography
Power point with theoretical/practical material
Case studies
Visits to several locations
class with an invited specialist

21. Sustainability Objectives

- to draw attention to the importance of sustainability in general;
- to draw attention to the need to consider the sustainability aspect of tourism in general and the itineraries in particular;
- to demonstrate how tourism can and should be sustainable, being the correct management necessary to achieve this purpose.

In this sense, we will align the course with the following Sustainable Development Goals (SDGs) that are part of the 2030 Agenda: SDG 8,10,11,12,and 13

22. Keywords

Itineraries, tourism programms, resources, heritage, budgeting

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23. Main Bibliography

Author(s): Reis, P. & Lavaredas, A.
Title: Gestão de itinerários turísticos
Edition: Pactor Year: 2024
Local: Lisboa
Publisher: Pactor/Lidel
ISBN Code:

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

Author(s): Ren, C., Johanneson, G., van der Duin, R.
Title: Co-creating Tourism Research: Towards Collaborative Ways of Knowing
Edition: 1st Edition Year: 2018
Local: London
Publisher: Routledge
ISBN Code:

24. Complementary Bibliography

Author(s): Lew, A & Mckercher, B.
Title: Modeling tourist movements - a local destination Analysis
Edition: 33, pp 403-423. Year: 2006
Local: Annals of Tourism Research
Publisher: Elsevier
ISBN Code:

Author(s): Brito, M. & Farrugia, G
Title: On Tourist Guiding: Reflecting on a Centuries-old Profession and Proposing Future Challenges
Edition: Vol 1, Issue 1, Year: 2020
Local: International Journal of Tour Guiding Research. V1, Issue 1, Article 3.
Publisher: Technological University of Dublin

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ISBN Code:

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ITINERÁRIOS TURÍSTICOS': Academic Year 2025/2026
Autor / Author	Prof. Doutora ILÍDIA CATARINA GONÇALVES CARVALHO
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

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