

# Tourism Management

Technological Specialisation Courses  
Access with the 12th Grade



## Career Opportunities

A Tourism Management Specialist is a professional qualified to plan, develop, promote and market products, services and tourist destinations in tourism companies, travel agencies and other organizations that carry out different operations in the tourism sector.

## Main Activities

- Plan, design and manage products, services and/or destination products
- Organize, promote and market products, services and destinations, according to the interests and needs of customers
- Plan, organize, streamline and promote tourist entertainment events and activities
- Define and implement strategic and operational marketing plans
- Collaborate in the development of commercial policies for companies working in the tourism sector, ensuring the highest quality and customer satisfaction
- Develop efficient management procedures for the tourism companies
- Manage different work groups/teams

## Requirements

- High-school diploma (or legal equivalent in Portugal) or Vocational qualification level 4 diploma (European Qualifications Framework)
- Minimum B2 English level (Council of Europe standard), to be assessed through a written test

## Further studies

With this training students are granted credit units (ECTS) recognized under the Bologna Process, enabling students to pursue further training in related areas at several Universities and Higher Education Centers.

Schools of Turismo de Portugal have established protocols with different national and international higher education institutions.

## Structure

2 Semesters + 1 curricular internship + Induction Programme (150h).

The Tourism Management Programme is a 1 year (full-time) course, consisting of two semesters, including a 3-month internship. Students have the opportunity to select top restaurants, hotel chains and resorts in Portugal and abroad to do their internship.

## Induction Program

Induction Programme (150h) consists of a training beginner level programme aimed at students with no previous training or experience in the area.

## TUITION FEES

annual value of the fee 1.500€ Installments payment  
150€ x 10 months

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- Porto
- Algarve

## INDUCTION PROGRAM

	<b>Total</b>
Tourism & Hospitality	20
Communication Skills & Storytelling	20
Travel Agencies and Customer Management	60
Global Distribution System	50
	<b>Total</b>
	<b>150</b>

## 1st Semester

Course Category	Course	Contact Hours		
		Classroom	Practice	Total
<b>Generic and Scientific</b>	English	25		<b>25</b>
	Creativity & Personal Development		25	<b>25</b>
	Intrapreneurship	10	15	<b>25</b>
Generic and Scientific Total		35	40	<b>75</b>
<b>Technological</b>	French Applied to Tourism Management	10	15	<b>25</b>
	German/Spanish Applied to Tourism Management	10	15	<b>25</b>
	Ethics and International Business Protocol	10	15	<b>25</b>
	Information Technologies – Introduction to Management		25	<b>25</b>
	Leadership	10	15	<b>25</b>
	Accessible Tourism	10	15	<b>25</b>
	Hygiene & Safety in Tourism	10	15	<b>25</b>
	Trends and Innovation in Tourism	10	15	<b>25</b>
	Tourism Geography	20	30	<b>50</b>
	Online Distribution Systems		50	<b>50</b>
	Tourism Entertainment Management		50	<b>50</b>
	National Tourism Products		25	<b>25</b>
	Tourism Projects Management – Conception and Planning		50	<b>50</b>
<b>Technological Total</b>		<b>90</b>	<b>335</b>	<b>425</b>
<b>Overall Total</b>		<b>125</b>	<b>375</b>	<b>500</b>

## 2nd Semester

Course Category	Course	Contact Hours		
		Classroom	Practice	Total
<b>Generic and Scientific</b>	English	25		<b>25</b>
	English Language – Communication Skills	10	15	<b>25</b>
	Entrepreneurship – Business Model	10	15	<b>25</b>
Generic and Scientific Total		45	30	<b>75</b>
<b>Technological</b>	French – Culture and Traditions	10	15	<b>25</b>
	German/Spanish – Culture and Traditions	10	15	<b>25</b>
	Arts		25	<b>25</b>
	Sustainable Tourism	25		<b>25</b>
	Staffing & Career Management	25		<b>25</b>
	Marketing and Digital Tourism	20	30	<b>50</b>
	Digital Technologies in Airline Operation		50	<b>50</b>
	Tourism Products – option I		50	<b>50</b>
	Tourism Products – option II		25	<b>25</b>
	National and International Tourism Itineraries		25	<b>25</b>
	Tourism Events		50	<b>50</b>
	Tourism Projects Management – Implementation and Assessment		50	<b>50</b>
	<b>Technological Total</b>		<b>90</b>	<b>335</b>
<b>Overall Total</b>		<b>135</b>	<b>365</b>	<b>500</b>
<b>Company Training</b>	Curricular Internship			<b>500</b>





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