



escolas

Tourism Management

Technological Specialisation Courses
Access with the 12th Grade
Lectured in EN



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

Course fee €1.200 Payment of €120x10 monthly instalments



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• Porto

CURRICULAR PLAN

INDUCTION PROGRAM

Topics	Hours	
Tourism & Hospitality	20	
Communication Skills & Storytelling	20	
Travel Agencies and Customer Management	60	
Global Distribution System	50	
Total		150

1st Semester

Component	Module	Hours
Generic and Scientific Training	English	25
	Creativity & Personal Development	25
	Intrapreneurship	25
Total		75
Technological Training	French Applied to Tourism Management	25
	German/Spanish Applied to Tourism Management	25
	Ethics and International Business Protocol	25
	Information Technologies – Introduction to Management	25
	Leadership	25
	Accessible Tourism	25
	Hygiene & Safety in Tourism	25
	Trends and Innovation in Tourism	25
	Tourism Geography	50
	Online Distribution Systems	50
	Tourism Entertainment Management	50
	National Tourism Products	25
	Tourism Projects Management – Conception and Planning	50
Total		425
1st Semester Total		500

2nd Semester

Component	Module	Hours
Generic and Scientific Training	English	25
	English Language – Communication Skills	25
	Entrepreneurship – Business Model	25
	Total	75
Technological Training	French – Culture and Traditions	25
	German/Spanish – Culture and Traditions	25
	Arts	25
	Sustainable Tourism	25
	Staffing & Career Management	25
	Marketing and Digital Tourism	50
	Digital Technologies in Airline Operation	50
	Tourism Products – option I	50
	Tourism Products – option II	25
	National and International Tourism Itineraries	25
	Tourism Events	50
	Tourism Projects Management – Implementation and Assessment	50
Total		425
2nd semester Total		500
Company Training	Curricular Internship	500



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