



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 €1.500 Payment of €150x10 monthly instalments



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• Porto

# CURRICULAR PLAN

## 1st Semester

Course Category	Competence Unit	Hours
<b>Generic and Scientific</b>	Interact in English in providing information about tourism	25
	Communicate in Portuguese during tourist activities	50
<b>Total</b>		<b>75</b>
<b>Technological</b>	Create and manage tourist entertainment programmes and activities	50
	Manage and market trips for different audiences	50
	Manage groups in tourist programmes	50
	Manage the reception and welcome service at a hotel or tourist complex	25
	Promote and advertise national tourism products	25
	Promote and advertise the different types of heritage	25
	Interact in a foreign language in tourism information service programmes	25
	Implement legislation regulating the tourism industry	25
	Apply ethical values and the rules of business protocol in the tourism industry	25
	Implement sustainable practices in tourism activities	25
	Provide excellent service in luxury tourism	50
	Organise and manage information on tourism as an economic activity	25
	Handle emergency situations in tourism programmes	25
<b>Total</b>		<b>425</b>
<b>1st Semester Total</b>		<b>500</b>

## 2nd Semester

Course Category	Competence Unit	Hours
Generic and Scientific	Interact in English in providing information about tourism	25
	Create and develop business ideas	50
	<b>Total</b>	<b>75</b>
Technological	Manage tourism events	50
	Manage tourism and digital marketing strategies	50
	Manage digital channels in the marketing of tourism products	25
	Implement new trends and innovation in tourism	25
	Apply new technologies to tourism services	25
	Apply the global distribution system for travel agencies (GDS)	25
	Carry out sales and after-sales in tourist services	25
	Coordinate teams in hotels and restaurants	25
	Interact in a foreign language in tourism information service programmes	25
	Implement safety rules and risk management techniques in tourism programmes	50
	Implement the requirements of accessible and inclusive tourism	25
	Promote ethical and social responsibility in tourism	25
	Provide a quality service in health and wellness tourism	25
	Apply storytelling in communication	25
	<b>Total</b>	<b>425</b>
<b>2<sup>nd</sup> semester Total</b>		<b>500</b>
Company Training	Curricular Internship	<b>500</b>



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