



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

This training offer allows for the continuation of studies towards higher education in a related area, establishing the connection between the training of intermediate-level professionals, the recognition of knowledge and skills, and the completion of a higher education cycle.

The Schools of Tourism in Portugal therefore have agreements with several national and international higher education institutions.

Structure

2 Semesters + 1 curricular internship.

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.

TUITION FEES

Course fee €1.200 Payment of €120x10 monthly instalments



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• Porto

CURRICULAR PLAN

1st Semester

Course Category	Competence Unit	Hours
Generic and Scientific	Interact in English in providing information about tourism	25
	Communicate in Portuguese during tourist activities	50
Total		75
Technological	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
Total		425
1st Semester Total		500

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
	Total	75
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
	Total	425
2nd semester Total		500
Company Training	Curricular Internship	500



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