

TURISMO DE
PORTUGAL



escolas

Heritage and Cultural Tourism Management

Technological Specialisation Courses

Access with the 12th Grade

Lectured in PT

Career Opportunities

The Specialist Technician in Heritage and Cultural Tourism Management is the professional qualified to plan, coordinate, develop tourism programmes, promote, communicate and market cultural tourism and heritage products that contribute to the knowledge of the tourist destination, its attractiveness, enhancement and sustainability, in public and private entities, as well as in tourism and/or cultural services, equipment and sites.

Main Activities

- Design and plan cultural tourism and heritage programmes
- Programme, organise and promote cultural tourism and heritage programmes, activities, visits, routes and events, in accordance with the needs, interests and expectations of the market
- Cooperate with the different partners interested in the tourism and cultural development of the region or site
- Establish and implement a marketing and communication plan
- Establish and implement distribution and sales strategies for tourism programmes and products
- Monitor and assess the implementation of tourism programmes carried out in the various components of the process

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 Heritage and Cultural 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 training.

Induction Program

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

TUITION FEES

Course fee €1.000 Payment of €100x10 monthly instalments



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- Porto
- Coimbra
- Lisboa

CURRICULAR PLAN

INDUCTION PROGRAM

Topics	Hours
Tourism Hospitality	15
Communication & storytelling	15
English	20
Tourism Geography	30
Heritage and Cultural Identity	50
Art History	20
Total	
	150

1st Semester

Component	Module	Hours
Generic and Scientific Training	Business Initiative and Entrepreneurship	25
	Portuguese Language - Communication	25
	Personal and Creative Development	25
	Total	75
Technological Training	English Language – Reception and Client Assistance (Scholarship A)	50
	French Language – Culture and Traditions (Scholarship B)	25
	Foreign Language III (German/Spanish/Mandarin) – Culture and Traditions (Scholarship B)	25
	ITC for Tourism	25
	Types of Cultural and Artistic Expression	50
	National and International Tourist Itineraries	50
	Artistic Heritage in Portugal	50
	Tourism Animation and Events	25
	Tourist Information – Techniques and Functions	25
	Management of Cultural Tourism and Heritage Projects – Design and Planning	50
	Sustainability in Tourism	25
	Business Ethics and Protocol	25
	Total	425
1st Semester Total		500

2nd Semester

Component	Module	Hours
Generic and Scientific Training	Business Model in Entrepreneurship	25
	Society and Economy	25
	Leadership and Coaching	25
	Total	75
Technological Training	English Language Applied to Cultural Tourism and Heritage	50
	French Language Applied to Cultural Tourism and Heritage (Scholarship C)	50
	Foreign Language III (German/Spanish/Mandarin) Applied to Cultural Tourism and Heritage (Scholarship C)	50
	Museological Heritage	25
	Tourism and Digital Marketing	50
	Management of Cultural Tourism and Heritage Interpretation	50
	Accessible Tourism	25
	Nature Tourism	25
	Management of Cultural and Heritage Projects – Implementation and Evaluation	50
	Safety in Tourism Activities	25
	Trends and Innovation Tourism	25
	Total	425
2nd Semester Total		500
FPCT*	Curricular Internship	500



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