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 Tourims 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.
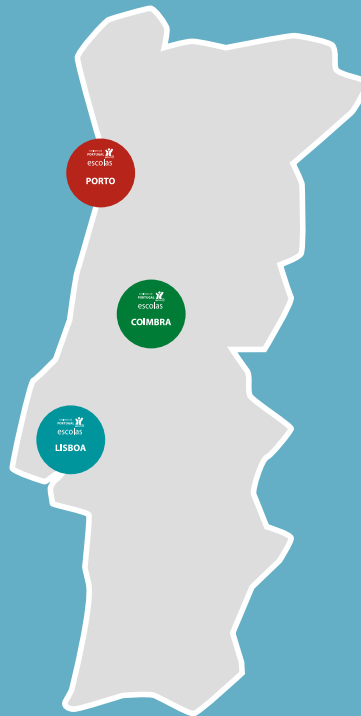
Induction Program

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

✉ formacao@turismodeportugal.pt

- Porto
- Coimbra
- Lisboa

PORTO

COIMBRA

LISBOA

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CURRICULAR PLAN

INDUCTION PROGRAM

	Hours
Key moments in the history of Portugal and its artistic production	40

1st Semester

Component	Competence Unit	Hours
Generic and Scientific Training	Communicate in Portuguese during tourist activities	50
	Interact in English in providing information about tourism	25
	Total	**75**
Technological Training	Analyse and transmit information about artistic heritage in Portugal	50
	Plan and advertise cultural and heritage tourism programmes	50
	Provide information about and advertise cultural heritage	50
	Promote and advertise cultural and artistic expressions	50
	Organise and manage information on tourism as an economic activity	25
	Apply ethical values and the rules of business protocol in the tourism industry	25
	Adopt quality management practices in tourism services	50
	Implement sustainable practices in tourism activities	25
	Interact in a foreign language in cultural tourism and heritage	25
	Handle emergency situations in tourism programmes	25
	Provide excellent service in luxury tourism	50
	Organise and manage information on tourism as an economic activity	25
	Total	**425**
	1st Semester Total	**500**

2nd Semester

Component	Competence Unit	Hours
Generic and Scientific Training	Interact in English in providing information about tourism	25
	Create and develop business ideas	50
	Total	**75**
Technological Training	Create and manage cultural and heritage tourism projects	50
	Design entertainment programmes and cultural tourism events	25
	Organise and promote heritage discovery projects	50
	Manage groups in tourist programmes	50
	Manage tourism and digital marketing strategies	50
	Manage the online and offline communication of tourism products and services	25
	Implement new trends and innovation in tourism	25
	Implement legislation regulating the tourism industry	25
	Implement safety rules and risk management techniques in tourism programmes	50
	Implement the requirements of accessible and inclusive tourism	25
	Interact in a foreign language in cultural tourism and heritage	25
	Applying storytelling in communication	25
	Provide a quality service in health and wellness tourism	25
	Total	**425**
	2nd Semester Total	**500**
Company Training	Curricular Internship	**500**

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