

## TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING

### SUBJECTS AVAILABLE FOR ERASMUS STUDENTS

#### Spring Semester

Tourism, Catering, Hotel Management, and Marketing		
Code	Subject	ECTS
8514212	Events Marketing	4
2131033	Food and Beverage Management II	6
9254228	Heritage Interpretation	6
8514225	Management of Event Recreation	6
9848312	Music and Dance Applied to Recreation I	6
9848326	Sea and Maritime Activities	6
9207325	Society and Communication	4
9178248	Spa and Thermal Springs Management	5
9207326	Tourism Destinations Marketing	6
9254226	Tourism Planning and Development	6
9254244	Tourism Sociology	6
9254243	Tourist Markets	6

**Note:** All subjects are thought in Portuguese. It depend on each teacher to give the class in English or other language. Students will be given material in English and evaluation will also be in English. Tutorial appointments can be schedule with each teacher.

#### **Events Marketing      4 ECTS**

This course aims to equip future events managers with specific tools of the marketing area to enable them to analyse the market in order to identify opportunities for implementing new events or to identify how they can optimize events already conceived. By addressing the various stages of conducting a Marketing Plan students will be able to create a plan for an event while in charge of it.

##### **Aims:**

Create a body of knowledge base in the marketing area; Explain the concept of marketing, its evolution and its importance to industry events; Describe the elements of the marketing environment and its strategic relevance; Develop analytical capacity of the marketing environment of an event; Fostering creativity in developing strategies to seize opportunities or overcome threats identified in the marketing environment; Describe, develop and implement the various phases of a marketing plan for an event.

#### **Food and Beverage Management      6 ECTS**

With this subject, it is intended that students specialize in specific management of food and drinks. The food and beverage department is very important for hotel operations but presents great challenges. This subject aims to provide students with tools to control costs and boost food and beverages sales. The tools presented are intended to be adjustable to any food and beverage establishment.

##### **Aims:**

Learn to calculate and interpret the food cost and beverage cost (potential and actual); Learn to calculate rates of waste; Knowledge of F & B budgeting; Learn to create various control maps using Excel.

#### **Heritage Interpretation      6 ECTS**

This course seeks to introduce the student to the major issues raised by the attractive world of heritage. It is proposed a course on the concept evolution, its various forms of presentation, its legislation, as well as their conservation and management. The strong social dimension that it assumes, especially in relation to tourism

activities, justifies the study of methods and techniques of heritage presentation to the public that visit it during their free time.

**Aims:**

To understand concepts and to analyse the phenomena of cultural heritage in relation to tourism; To communicate through different media; To develop teamwork methods; To know the concept of cultural heritage and its evolution; To integrate the heritage in its various aspects: legal, conservation, social and management; To identify and to analyse heritage resources with interpretive potential; To apply methodological tools of target groups analysis for the interpretation; To apply interpretative techniques in order to adapt messages to different types of public; To know resources and interpretive media and the criteria for their selection; To plan programs and interpretive activities.

**Management of Event Recreation      6 ECTS**

The paradigms of the contemporary demand a multidisciplinary preparation of any professional. For a technician to manage and communicate tourism marketing products they must have a perception of how they are formed. It will be important the perception of the globalized world we live in and what means there are to communicate a tourism product or a company. The events are communication vehicles.

**Aims:**

As primary objectives the students should: know how to integrate the tourist entertainment area and events as products associated with tourism; understand the events as a kind of product, subject to rules of conception and development; view the recreation as a tourist activity that requires strategic planning and ultimately face the events as a communication too; Know how to characterize events and tourist activities according to different categories; Learn to plan recreation and different types of events; Learn to develop recreation actions and events as products; Know to promote action of recreation.

**Music and Dance Applied to Recreation II      6 ECTS**

In the course of Music and Dance Applied to Recreation I students will have opportunity to: - Know the basic concepts of music and reflect the cultural importance of the same with a view to their integration into projects of tourist activities; Learn the basics of dance and reflect the cultural importance of the same with a view to their integration projects in tourism activities.

**Aims:**

Conceptual understanding of music theory and choreographic language; Develop and improve vocal and / or instrumental practice and relate it to body movement; Producing / participate in different types of shows; To deepen the understanding and the use of musical vocabulary and body language; Understanding the Music and Dance as Human, Social and Cultural Construction; Develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to Recreation; Understand the need to cultivate multidisciplinary and interdisciplinary phenomenon of tourism and entertainment tourism. Using the creative potential of the various types of dance and music as personal development factor.

**Sea and Maritime Activities      6 ECTS**

Sea, Leisure and Recreation is a curricular unit (CU) included in the 3rd semester of the Tourism Recreation study plan at ESTM, and is mandatory for all the 1st cycle students willing to complete a degree in that area. Its main objectives are to offer basic knowledge about the diversity of marine sport activities available, and to inform about the recreational possibilities on offer in marine areas and in the littoral zone.

**Aims:**

To know the diversity of the sea-related sport activities; To improve writing skills and specific report making capabilities; To develop abilities for multidisciplinary team work and training communication strategies; To promote contact with trading firms doing business on marine recreation and sea-oriented activities; To offer hands-on experiences in nautical activities and observation of marine wildlife; To provide closer contact with the aquatic environment, to help expand job creation opportunities in sea-oriented recreational activities adapted to the conditions on the Portuguese coast.

**Society and Communication      4 ECTS**

Being able to look at communication as a problematic issue of Society and Culture, updated and constantly problematized.

**Aims:**

To understand diverse meanings and presences of Communication in the current world; To understand the importance of symbolic thinking and the integration of the symbol in Marketing; To understand Media specifics and each medium's text typologies; To be able to transform communication knowledge into marketing strategies; To understand some

models of human communication; To understand basic concepts of semiotics; To deal with different mass media and different communicational languages; Problematicize the Internet as a new language.

### **Spa and Thermal Springs Management                      5 ECTS**

It is essential for the future hotel manager to know health and wellness tourism and all its modalities. Today tourist profile clearly points to the perception and appreciation assigned to SPA hotels, thalassic centres and renewed thermal spring resorts. Therefore, acknowledgment of SPA, thalassic and thermal management is crucial in order to meet the new necessities and orientations of tourism demand.

#### **Aims:**

Characterize health and wellness tourism and understand its potential; Acknowledge how SPAs integrate in Hotels; Understand the structure and organization of a thermal spring resort; Plan and schedule activities related to health and wellness tourism; Comprehend the importance of thalassotherapy as a health and wellness tourism product; Understand how to increase occupation and consumption in a hotel through the SPA facilities; Acknowledge new trends for health tourism to develop the hotel industry.

### **Tourism Destinations Marketing                      6 ECTS**

The application of marketing in defining strategic orientations of a territory.

#### **Aims:**

To know the process of diagnosis and strategic territorial planning; To dominate the methodologies for increase the value of the territory as a product; To know operating instruments for the promotion of the territory; To know the present inter-relations in the economic systems of territorial base and the processes of dynamic interaction in a context of growing territorial competitiveness.

### **Tourism Planning and Development                      6 ECTS**

The planning activity has been playing an increasingly important role in defining strategies for improvement and enhancement of urban and rural economic development and coordination of common interests in terms of policies, on many different levels.

#### **Aims:**

Understand the dependence between the Tourism and Environment, to ensure the growth of a sustainable economy and the natural balance; Recognize the kind of planning instruments and land allocations in the development of tourism; Understand the policy guidelines and strategic directions in the world and Europe in relation to tourism; development; Recognize the importance of tourism planning in various fields of activity; Understand the process of tourism planning and recognize the role of public participation.

### **Tourism Sociology                      6 ECTS**

Sociology of Tourism has provided a strong contribution to the understanding of tourism from the human dimension, social and behavioural. It is a science that finds regularities associated behavioural needs, preferences, motivations and desires to travel inherent in contemporary social condition.

#### **Aims:**

Identify dominant social practices of tourism in Portuguese society; Distinguish trends in urban public consumption in tourism (cultural factor and factor emotional); Understand dominant typologies of tourist behaviour; Analyse new dominant in the tourism sector related to different variables Sociological: age, gender, profession, lifestyle (from case studies); Conduct surveys in order to define the behaviour in tourism; Interpret the results of investigations into the practices of tourism.

### **Tourist Markets                      6 ECTS**

To provide a large understanding of three factors that determine the tourism markets, from both sides – the demand and the supply.

#### **Aims:**

Provide the students with a holistic understanding of the functioning of tourism markets, according to a systemic perspective; To provide students with knowledge about the structure of supply and demand and how to act on the source markets; To facilitate the understanding of tourism policy and, in particular, the structuring of the supply and its adequacy to demand; To know the official systems of promotion and their interaction with private agents; To develop a correct perception of the strategic importance of new trends in demand; To promote the necessary skills to implement promotional departments in companies; To promote the necessary skills to a continuous analysis of market trends; To promote the necessary skills to re-structuring the promotion to the new motivations, the company and the territory.

## TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING

### SUBJECTS AVAILABLE FOR ERASMUS STUDENTS

#### Winter Semester

Tourism, Catering, Hotel Management, and Marketing		
Code	Subject	ECTS
8514228	Creativity Management in Events	4
9178241	Food and Beverage Management	6
9848331	Group Dynamics	4
8514229	Human Resources Management	4
9254237	Innovation and Entrepreneurship	4
9207306	Marketing Creativity	4
9848304	Music and Dance Applied to Recreation I	6
9178218	Oenogastronomy (Gastronomy & Wines)	6
2131018	Restaurant Industry Marketing	6
9254234	Tourism Recreation	6
9254236	Tourist Itineraries	6
9178227	Tourist Markets	6

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#### **Restaurant Industry Marketing                  6 ECTS**

This course strengthens the knowledge management particularly in terms of marketing strategy, marketing and operational initiatives of communication and promotion of products and services pertaining to the restoration and catering.

##### **Aims:**

Allow students to develop the skills necessary to design and implement effective marketing programs for restaurant industry; understand the importance of marketing and its surroundings in the management of organizations; analyse how the market can influence management decisions of organizations; Know the process of segmentation and become aware of the importance of these tools in the strategic planning of organizations; Understand the differences between product marketing and services marketing; Know the variables of Marketing - Mix: Product, Price, Distribution, Communication; Understand the concept of relationship marketing and its importance in understanding and meeting the needs of clients / guests; Developing capacities for analysis and constructive criticism.

#### **Creativity Management in Events                  4 ECTS**

Since the potential of a company is the creativity and the innovation of its projects, it's fundamental to develop new models and new strategies to the organization; so, it's urgent to plan, coordinate and control activities related to the event's organization using skills of creative thinking (such as flexibility, fluidity, critical ability, originality). Thus, we intend to provide effective tools for fostering individual and team innovation, fostering individual and team creative ability.

##### **Aims:**

To distinguish Creativity from Innovation; To know the main Creativity Theories; To know how to use Creative Problem Solving Techniques; To lead a; creative team using the right strategy; To understand the importance of management knowledge applying the creative process on the organization; To establish a basic plan to the management of individual and professional creativities; To measure the creative efficacy pointing the right solution to improve better results.

### **Food and Beverage Management      6 ECTS**

With this subject, it is intended that students specialize in specific management of food and drinks. The food and beverage department is very important for hotel operations but presents great challenges. This subject aims to provide students with tools to control costs and boost food and beverages sales. The tools presented are intended to be adjustable to any food and beverage establishment.

#### **Aims:**

Knowing the basics about the organization, management and functionality of the department of foods and beverage (B&F); Planning a system of cost control in the department of F & B; Developing tests to production in order to reduce waste; Developing sales analysis in order to increase sales and profits; Knowing the operational management of kitchen and restaurant; Understanding the importance of the choice of products; Understanding the potential of budgeting, developing budgets for the various sections.

### **Food Quality      6 ECTS**

Provide students with knowledge and understanding of basic concepts of food hygiene in catering.

#### **Aims:**

State common causes of physical, chemical and biological contamination and their effect on health; Understand the importance of personal hygiene in food handling; Understand the role of cleaning in preventing food contamination; To know the health implications of inadequate cleaning practices; State the main ways in which food is preserved and how preserved foods should be stored; Identify the appropriate storage conditions; Knows the techniques and procedures related with the sensorial evaluation of foods; Understand of how physiological and psychological factors affect a judge's performance on a sensory test; Understand basic sensorial tests and appropriate use. To know how to conduct tests, analyse and interpret the results.

### **Group Dynamics      4 ECTS**

Using Group Dynamics in Tourism Recreation.

#### **Aims:**

Learn to observe groups; learn how to improve personal relationships in group experience; Act as a facilitator of group dynamics in Tourism Recreation; Grasping at facilitating group dynamics in the desired direction; Grasp the specific techniques.

### **Human Resources Management      4 ECTS**

Finished the semester, students should be able to understand the dynamics of human resource management, administrative and strategic perspective, with a view to future application of knowledge in a professional context for which they are preparing.

#### **Aims:**

Students should be able to foster a policy of human resource management that includes administrative management and strategic management of human resources, given the knowledge acquired in the course, linking the technical core of this area of knowledge with the remaining powers of management in their own professional area; Understanding the importance of human resources in the organization; Managing human resources audits; Acquisition of notions about motivation and performance; Understanding the importance of training; Analyse the relations and identify ways to manage potential conflicts; Acknowledge on the importance of the various subsystems of human resource management for the individual performance, group and organizational.

### **Innovation and Entrepreneurship      4 ECTS**

The promotion of entrepreneurship and innovation is no longer an option for Portugal. It is a prime necessity. And to promote entrepreneurship in the country, we not only understand "how to" promote good practice elsewhere, but also to realize the innovation and use it as a tool of the entrepreneur. The aim of this course provides a solid knowledge about the concepts of entrepreneurship and innovation and make known the interconnections and interdependencies.

#### **Aims:**

Enable students to participate actively in the planning and technical assessment - theoretical creation or reformulation of productive entrepreneurship; Provide students with an integrated overview of the decision factors in managing projects in a competitive economic environment; Identify the main obstacles to the development of entrepreneurship; Assess the likely impact of potential public policies to overcome them.

### **Marketing Creativity      4 ECTS**

The strategic potential of a company is the creativity and innovation of its projects, the development of new models and new forms of strategic guidance to the organization, so, it is urgent to develop skills in critical and creative thinking as flexibility, fluidity expression, and critical ability, originality of design and construction of artefacts. Thus, it is intended to provide effective creative tools for fostering innovation, promoting the creative capacity either individually or in teams.

**Aims:**

To develop methods of research, recording and processing of information; To use Creative Problem Solving techniques; To develop critical thinking; To develop and improve communication skills both oral and written; To lead a group of individuals using appropriate strategies to a creative team; To develop the ability to associate ideas, images, memories, situations, turning them into a text; To improve individual expression through experimental investigation and exploitation of linguistic materials, improving communication skills.

### **Music and Dance Applied to Recreation I      6 ECTS**

In the course of Music and Dance Applied to Recreation I students will have opportunity to: - Know the basic concepts of music and reflect the cultural importance of the same with a view to their integration into projects of tourist activities; Learn the basics of dance and reflect the cultural importance of the same with a view to their integration projects in tourism activities.

**Aims:**

Conceptual understanding of music theory and choreographic language; Develop and improve vocal and / or instrumental practice and relate it to body movement; Producing and / or participate in different types of shows; To deepen the understanding and the use of musical vocabulary and body language; Understanding the Music and Dance as Human, Social and Cultural Construction; Develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to Recreation; Understand the need to cultivate multidisciplinary and interdisciplinary phenomenon of tourism and entertainment tourism; Using the creative potential of the various types of dance and music as personal development factor; You can also understand the Dance and Music as Human, Social and Cultural construction and develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to recreation. This study will help to reflect the relationship of music and dance with the international phenomenon of tourism, for which theoretical content will be worked and developed practical work that will endow the essential and critical to the sustainable use of tourism resources and tools of its relationship with the Music and Dance. Also develop skills of teamwork, self-awareness, motivation and acceptance of others.

### **Oenogastronomy      6 ECTS**

The gastronomy and the wine have come to assert itself, particularly in the last two decades, as important and undeniable attraction factors, whether primary, secondary, or tourist destinations. In addition to food and wine experiences are present in most tourist visitors, due to their need to feed, the niche tourism products including culinary tourism and wine tourism, an increase. It's even worth mentioning that are increasingly the tourist regions seeking to enhance their Oenogastronomy, often in conjunction with specialist tour operators.

**Aims:**

Endow students general knowledge, as well as technical, about gastronomy and wines; Show students the important role of gastronomy and wine while components of the tourist product and as tourist attraction factors; Recognize the different gastronomic regions of Portugal, as well as its characteristic cuisine; Recognise the Portuguese wine regions and the nomenclature of national varieties; Identify the gastronomic and viticulture diversity worldwide; Know planning a food route; Organize a wine and food event, including the preparation of gastronomic products.

### **Tourism Recreation      6 ECTS**

This subject aims to provide an understanding of the processes and dynamics inherent in the tourism recreation, as well as to deliver the necessary information about the functions and professional skills of tourist recreation staff in the wider context of the tourism system.

**Aims:**

To be aware about the historical evolution of leisure and recreation; To understand the position of tourism recreation in the field of the leisure; To understand the structure and the organization of a tourism recreation department; To know about planning and programming of tourism recreation activities; To implement a recreation plan, making the budget for all the resources to be employed; To understand the importance and the role of the recreation professional; To be aware of the importance of marketing and promotion in tourism recreation.

### **Tourist Itineraries      6 ECTS**

This course will seek to guide the student in the analysis and critical reflection on the persistence and recent trends of tourist behaviour in the context of planned trips. Departing from methodological skills, students will be equipped with conceptual and management tools for the conversion of resources in tourist products rooted in their geographic component.

**Aims:**

To identify geographically resources and tourist products; to analyse critically the content presented in tourist information documents; to distinguish types of tourist itineraries; to develop tools for conception, implementation and evaluation of tourist itineraries; to apply new technologies in the construction and promotion of tourist itineraries

**Tourist Markets**

**6 ECTS**

Provide students with knowledge about the structure of supply and demand and the way the emissive markets act. Understanding tourism policy.

**Aims:**

Knowing the sector structure. To analyse tourism impacts. Knowing the specific characteristics of tourism demand and supply. Understanding the specific points of the evolution of this economic trade in a globalized world. To analyse new trends. To get capacity to understand structure, logic and the way market works. National touristic strategies. Comparative analysis with the Spanish case