



PORTUCALENSE
UNIVERSITY

DEPARTMENT OF
TOURISM, HERITAGE
AND CULTURE

upt.pt

bachelor's degree in

Hospitality Management

COORDINATION.

lic.gestaohospitalidade@upt.pt

DURATION.

3 years

ECTS.

180

ATTEND. REGIME.

daytime

CREATE EXPERIENCES. MANAGE WITH EXCELLENCE. LEAD THE WAY IN HOSPITALITY.

The Bachelor's degree in Hospitality Management prepares professionals to manage services, create distinctive experiences, and lead organisations in a rapidly growing sector characterised by high standards, innovation, and a customer-focused approach. With a practical approach that reflects the realities of the market, this course equips students to work in the hospitality, catering, tourism, and leisure sectors, both nationally and internationally.

SKILLS DEVELOPED

- Developing and managing operational activities within the hospitality industry
- Analysing operations in the hotel, catering, rural tourism, and wellness sectors
- Identifying and optimising organisational processes and growth opportunities
- Designing and assessing service levels based on quality standards and certification
- Communicating and interacting in international and multicultural settings
- Applying the hospitality sector legal framework
- Developing leadership and teamwork skills
- Acting with integrity, responsibility, and respect for cultural diversity

CAREER PROSPECTS

- Hotel management and administration
- Accommodation operations management
- Food and beverage management
- Commercial management and marketing
- Quality management
- Management of catering companies
- Health and wellness facilities management
- Operations management in hotel facilities

THE FUTURE STARTS HERE!

With a history spanning 40 years, Universidade Portucalense provides a high-quality academic education, preparing professionals to manage services, create experiences, and contribute to excellence in the hospitality industry.

Manage. Serve. Differentiate.

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ADMISSIONS OFFICE.

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5 REASONS TO STUDY HOSPITALITY MANAGEMENT AT UNIVERSIDADE PORTUGALENSE

. Practical training in real-world environments

Training Hotel and Training Restaurant with simulated professional environments

. Direct link to the industry

Contact with professionals, companies, and market trends

. Applied technology training

Use of professional hotel and restaurant management software

. High employability

A growing sector with strong demand for qualified professionals

. International and multicultural profile

Preparation for working in global and diverse environments

STUDY PLAN

1st YEAR 1 st sem.	Research Methods and Techniques . 7 ects	2 nd sem.	Business Organisation . 7 ects
	General Principles of Tourism . 6 ects		Food and Beverage Practices . 7 ects
1st YEAR 2 nd sem.	Food and Beverage Management . 5 ects	2 nd sem.	Data Analysis . 6 ects
	Hotel Industry Fundamentals . 4 ects		Corporate Law . 5 ects
	Planning and Management of Hotel Facilities . 3 ects		Elective - English 2 . 5 ects
	Elective - English 1 . 5 ects		Elective - French 2 . 5 ects
	Elective - French 1 . 5 ects		
2nd YEAR 1 st sem.	General Accounting . 6 ects	2 nd sem.	Internship 1 . 7 ects
	Event Organisation and Management . 6 ects		Financial Management and Analysis . 5 ects
	Supply Management and Logistics . 5 ects		Quality Management . 5 ects
	Organisational Psychology . 5 ects		Rural Tourism Management . 5 ects
	Accommodation Management . 4 ects		Food and Wines . 4 ects
2nd YEAR 2 nd sem.	Customer Management and Protocol . 4 ects	2 nd sem.	Project in the Hospitality Industry . 4 ects
3rd YEAR 1 st sem.	Entrepreneurship . 5 ects	2 nd sem.	Internship 2 . 8 ects
	Service Operations Management . 5 ects		Tourism and Hospitality Law . 5 ects
	People Management . 5 ects		Public Relations and Communication . 5 ects
	Strategic Management . 5 ects		Management of Thermal Baths and Spas . 4 ects
	Marketing de Serviços . 5 ects		Innovation, Trends, and Sustainability in Hospitality . 4 ects
	Sociology of Tourism and Consumer Behaviour . 5 ects		Management Planning and Control . 4 ects