



PORTUCALENSE  
UNIVERSITY

DEPARTMENT OF  
**TOURISM, HERITAGE  
AND CULTURE**

upt.pt

# bachelor's degree in **Tourism**

**COORDINATION.**  
lic.turismo@upt.pt

<b>DURATION.</b> 3 years	<b>ECTS.</b> 180	<b>ATTEND. REGIME.</b> daytime
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## **EXPLORE DESTINATIONS. CREATE EXPERIENCES. TRANSFORM TOURISM.**

The Bachelor's degree in Tourism prepares professionals to work in one of the most dynamic sectors of the economy, meeting the demands of a constantly evolving market. With a multidisciplinary and practice-oriented education, students develop skills in tourism management, planning, and promotion, equipping them to contribute to product development, destination management, and the sustainable development of tourism.

The strong links with the industry, through partnerships with public and private organisations, enable students to gain direct exposure to the professional world throughout their academic studies.

### **SKILLS DEVELOPED**

- Perform tourism management in line with tourism, heritage, and cultural policies at local and national levels
- Act in accordance with the principles of sustainability and social responsibility
- Communicate effectively in internal and external organisational contexts
- Apply ethical principles and the legal framework in one's work

### **CARREER PROSPECTS**

- Travel agencies and tour operators
- Tourist entertainment and organisation of leisure activities
- Customer service and tourist information
- Tourism consultancy
- Tourism management and promotion
- Organization and management of tourist destination
- Organization and management of events
- Transport and accessibility
- Heritage and cultural tourism
- Health and well-being tourism
- Rural and nature tourism



**ADMISSIONS OFFICE.**  
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## 5 REASONS TO STUDY TOURISM AT UNIVERSIDADE PORTUCALENSE

### . **Practical, industry-focused training**

Learning in real-world and simulated settings

### . **Direct link to the job market**

Partnerships with public and private organisations in the field

### . **Use of technological tools**

Preparing for the digital challenges facing tourism

### . **Multidisciplinary approach**

Integrating management, territory, culture, and sustainability

### . **High employability in a growing sector**

A valued profile in one of the main drivers of the economy

## THE FUTURE STARTS HERE!

With a history spanning 40 years, Universidade Portucalense trains professionals to explore destinations, create experiences, and transform tourism.

**Manage.  
Serve.  
Stand out.**

## STUDY PLAN

### 1<sup>st</sup> YEAR 1<sup>st</sup> sem.

Research Methods and Tech. in Tourism . 6 ects  
General Principles of Tourism . 6 ects  
Geography of Tourism . 5 ects  
English 1 . 4 ects  
French 1 . 4 ects  
Tourism Markets and Products . 4 ects

### 2<sup>nd</sup> YEAR 1<sup>st</sup> sem.

Event Organization and Management . 6 ects  
Tourist Entertainment . 5 ects  
English 3 . 5 ects  
French 3 . 5 ects  
Sociology of Tourism and Consumer Behaviour . 5 ects  
Monuments and Sites . 4 ects

### 3<sup>rd</sup> YEAR 1<sup>st</sup> sem.

Travel Agencies and Tour Operators . 5 ects  
Entrepreneurship . 5 ects  
Tourist Dest. Management . 5 ects  
Marketing for Tourism Companies . 5 ects  
Digital Transf. in Tourism . 5 ects  
Food and Wine Tourism . 5 ects

### 2<sup>nd</sup> sem.

Data Analysis . 6 ects  
Organization and Management of Tourism Enterprises . 5 ects  
Public Relations and Communication . 5 ects  
English 2 . 5 ects  
French 2 . 5 ects  
Environment, Sustainability, and Tourism . 4 ects

### 2<sup>nd</sup> sem.

Internship 1 . 8 ects  
Tourism Economics and Politics . 5 ects  
Planning and Management of Tourism Resources . 5 ects  
Accommodation and Hospitality . 4 ects  
Transport in Tourism . 4 ects  
Heritage and Cultural Tourism . 4 ects

### 2<sup>nd</sup> sem.

Internship 2 . 8 ects  
Innovation and Development of Tourism Products . 5 ects  
Tourist Routes . 5 ects  
Development and Implementation of Tourism Projects . 4 ects  
Tourism Law and Ethics . 4 ects  
Inclusive Tourism . 4 ects