



PORTUCALENSE  
UNIVERSITY

DEPARTMENT OF  
**TOURISM, HERITAGE  
AND CULTURE**

upt.pt

master's degree in

# Tourism and Hospitality

**COORDINATION.**

mest.turismohospitalidade@upt.pt

**DURATION.**

2 years

**ECTS.**

120

**ATTEND.  
REGIME.**

presential/  
online

## ANTICIPATING. INNOVATING. LEADING THE WAY IN TOURISM.

The Master's degree in Tourism and Hospitality prepares professionals to work in one of the most dynamic and competitive sectors of the global economy, characterised by digital transformation, sustainability, and growing consumer expectations.

With strong links to businesses and organisations in the sector, the programme develops the skills needed to design unique experiences, manage complex operations, and contribute to the enhancement and competitiveness of tourist destinations. Hospitality is approached in an integrated manner, enabling students to understand and respond to new trends in global tourism.

The programme uses a practical and multidisciplinary approach, combining tourism, management, marketing, heritage, technology, and innovation. Students are involved in real-world projects, applied research, and business challenges, developing solutions that have a direct impact on the market.

## SKILLS DEVELOPED

- Development of innovative strategies for tourism and hospitality
- Sustainable planning and management of tourist destinations
- Designing unique tourism experiences and products
- Applying market research and analysis methods
- Operations management in the hospitality, leisure, and events sector
- Heritage enhancement and community engagement
- Integrating digital trends and innovation within the sector

## CAREER PROSPECTS

- Companies in the tourism sector
- Hospitality and catering
- Rural and nature tourism
- Health and wellness tourism
- Event organisation and management
- Tourism consultancy and planning
- Destination and heritage management
- Public and private tourism organisations

f @ in v



**ADMISSIONS OFFICE.**

e-mail. [ingresso@upt.pt](mailto:ingresso@upt.pt)

tel. +351 225 572 222/3

tfn. 800 270 201

## 5 REASONS TO STUDY TOURISM AND HOSPITALITY AT UNIVERSIDADE PORTUCALENSE

### . Training in line with global trends in tourism

It combines sustainability, digitalisation, innovation, and customer experience.

### . A direct link to the industry and the real-world challenges

Development of applied projects in collaboration with companies and organisations.

### . Preparing to create value in destinations and businesses

Focus on differentiation, competitiveness, and the quality of tourism offerings.

### . An international and multicultural environment

Lectures in Portuguese and English and exposure to different cultures and global contexts.

### . A flexible model and connection to the global ecosystem

Integration of face-to-face and distance learning, strengthening links with the national and international tourism market.

#### PARTNERSHIPS.



## THE FUTURE STARTS HERE!

With a history spanning 40 years, Universidade Portucalense trains professionals to anticipate trends, innovate, and lead the tourism sector of the future.

**Create. Stand out. Lead.**

## STUDY PLAN

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

Research Methodology . 7 ects  
Hospitality and Tourism: Theoretical Approaches and Trends . 6 ects  
Planning and Strategies in Tourism and Leisure . 6 ects  
Sustainable territories and cultural landscapes . 6 ects  
Data Analysis . 5 ects

2<sup>nd</sup> YEAR  
annual

OP - Dissertation . 60 ects  
OP - Internship . 60 ects  
OP - Project . 60 ects

2<sup>nd</sup> sem.

Innovation and experiences in Tourism and Hospitality . 7 ects  
Strategic Marketing and Digitalization . 6 ects  
New Technologies applied to Tourism . 6 ects  
Projects in Tourism and Hospitality . 6 ects  
Management in Events, Tourism and Hospitality . 5 ects