



1º Ciclo | Licenciatura
Gestão do Turismo

Direction

Vitor André Leitão Sá

Access Conditions

Number of Semesters

6

ECTS

180

Vila Nova de Gaia
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About

This multidisciplinary academic program offers a comprehensive overview of the tourism industry. Based on a theoretical and practical component, the course prepares students for the effective management of destinations, companies and tourism services, providing them with the essential skills and knowledge to thrive in the dynamic and competitive area of tourism. The study plan has a broad base, covering areas such as tourism marketing, destination planning, hotel operations management, and sustainability in tourism, among others. Thus, students have the opportunity to develop a holistic understanding of the challenges and opportunities presented by the tourism industry and to explore its different facets. The Bachelor's Degree incorporates practical projects, internships and experiential learning opportunities to enable students to apply their knowledge in real-world contexts, working closely with companies and organisations in the sector to ensure that all students have access to work-based learning experiences. Believe in the power of networking and professional relationships to increase student success, a variety of events, workshops and networking opportunities are offered for students to interact with industry professionals, develop contacts and explore career opportunities. In addition, ISLA Gaia recognizes the importance of sustainability in tourism and is committed to empowering students to become responsible and conscious leaders. The course addresses the issues of environmental, social and economic sustainability and prepares students to meet the challenges of a sustainable tourism industry.

Course Plan

Course Structure

1º Ano / Common Core

[Digital Technologies Applied to Tourism](#) 5 ECTS | [Fundamentals of Tourism](#) 5 ECTS | [Organizational Management](#) 5 ECTS | [Quantitative Methods](#) 5 ECTS | [Research Methodologies](#) 5 ECTS | [Sociology of Leisure](#) 5 ECTS | [Economics of Tourism](#) 5 ECTS | [English Language I](#) 5 ECTS | [Foreign Language I](#) 5 ECTS | [Geography and Spatial Planning](#) 5 ECTS | [Natural Heritage and Tourism](#) 5 ECTS | [Tourism Legislation](#) 5 ECTS |

2º Ano / Common Core

[Accounting and Finance for Tourism Companies](#) 5 ECTS | [Cultural Heritage and Tourism](#) 5 ECTS | [English Language II](#) 5 ECTS | [Foreign Language II](#) 5 ECTS | [Product and Destination Marketing](#) 5 ECTS | [Tourism Organization and Policy](#) 5 ECTS | [Event Planning, Organization and Management](#) 5 ECTS | [Management and Sustainability of Tourism Resources](#) 5 ECTS | [Markets and Tourist Destinations](#) 5 ECTS | [People Management in Organizations](#) 5 ECTS | [Quality Management](#) 5 ECTS | [Restoration, Gastronomy and Enology](#) 5 ECTS |

3º Ano / Common Core

[Ethics and Social Responsibility and Citizenship](#) 5 ECTS | [Innovation and Experience Design in Tourism](#) 5 ECTS | [Internship / Applied Project I](#) 10 ECTS | [Mobility and Tourism Transport](#) 5 ECTS | [Travel Agencies and Tour Operators Management](#) 5 ECTS | [Entrepreneurship and Innovation in Tourism](#) 5 ECTS | [Hotel Management](#) 5 ECTS | [Internship / Applied Project II](#) 10 ECTS | [Planning](#)

[and Management of Tourism Projects](#) 5 ECTS | [Strategic Management](#) 5 ECTS |