

TOURISM, HERITAGE AND DEVELOPMENT

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Who is this course for? People who have a Bachelor's degree in Tourism, Geography, Communication Sciences, Heritage Management, History, Marketing, Public Relations, Anthropology, Sociology, Multimedia Communication Technologies, a similar subject, or a legal equivalent.

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This course is designed to produce a group of professionals and researchers duly prepared with a range of tools to apply, in order to increase their advanced specialised performance and improve the efficiency and effectiveness of human resources in the cultural tourism field. The Master's degree aims to provide students with theoretical, practical and methodological knowledge and competences in fields where cultural leisure, heritage and development are central topics. At the same time, it aims to provide sound scientific knowledge about the country's tourism and heritage potential.

Professional opportunities

Public administration, regional bodies, development agencies and companies, local authorities and municipality associations, regional development associations, entrepreneurship, firms of consultants, tourism product managers, cultural activity planning, education and research.

What makes this course different?

The course is linked to the Centre for Tourism Development Studies (CEDTUR - <http://cedtur.ismai.pt>), a research unit at ISMAI. The centre's researchers integrate GRI – Tourism, Identities and Cultural Heritage (CETRAD uID 4011/ FCT), classified as “Very Good” in the Foundation for Science and Technology's international evaluation.

The research objectives are focused on the following study areas:

- i) Cultural heritage, heritage and landscape resources;
- ii) Tourism destinations and products;
- iii) Governance and tourism.

YEAR 1
SEMESTER 1 • 30 ECTS

- 6 Tourism Product Marketing
- 6 Information and Communication Technology Applied to Tourism
- 6 Tourism Economics
- 6 Geography of Development and Tourism
- 6 Research Methods Seminar

YEAR 1
SEMESTER 2 • 30 ECTS

- 6 Themed Routes and Tourist Itineraries
- 6 Gastronomy, Oenology and Culture
- 6 Heritage and Museology
- 6 History of Art in Portugal
- 6 Contemporary Portuguese Culture

YEAR 2
SEMESTERS 1 and 2 • 60 ECTS

- 60 Dissertation