

## MASTER IN TOURISM - Specialisation in EVENTS' STRATEGIC MANAGEMENT - ESM

| 1 <sup>ST</sup> YEAR - 1 <sup>ST</sup> SEMESTER           | ECTS | 1 <sup>ST</sup> YEAR - 2 <sup>ST</sup> SEMESTER             | ECTS | 2 <sup>ST</sup> YEAR - 1 <sup>ST</sup> SEMESTER      | ECTS        |
|---|------|---|------|--|-------------|
| <b>SPECIFIC CU</b>  |      | <b>SPECIFIC CU</b>  |      | <b>CU</b>  |             |
| Events' Programming and Management                        | 5    | Economic and Financial Feasibility Analysis of Events       | 5    | Methodology Seminar I **                             | 4           |
| Public Relations and Protocol                             | 5    | Catering in Events  | 5    | Methodology Seminar II **                            | 6           |
| Safety and Risk Management in Events                      | 5    | Management of Logistics and Technological Aspects in Events | 5    | <b>2<sup>ST</sup> YEAR - 2<sup>ST</sup> SEMESTER</b> | <b>ECTS</b> |
| <b>OPTIONAL CU</b>  |      | Strategies in Attracting Events                             | 5    | <b>CU</b>  |             |
| Structural Analysis of Tourism *                          | 5    | Specialisation Seminars on Tourism Events                   | 10   | Final Project  | 50          |
| Events Marketing  | 5    | <b>OPTIONAL CU</b>  |      |  |             |
| Ethics and Sustainability in Tourism                      | 5    | Business Communication and Group Dynamics                   | 5    |  |             |
| Tourism Markets   | 5    | Planning and Development of Tourism Products                | 5    |  |             |
| Planning of Tourism Destinations                          | 5    | e-Tourism   | 5    |  |             |
| Accessible and Inclusive Tourism                          | 5    | Strategic Marketing in Tourism                              | 5    |  |             |
| Cultural and Urban Tourism                                | 5    | Tourism and Creative Destinations                           | 5    |  |             |
| Health Tourism and Wellness                               | 5    | Tourism and Globalisation                                   | 5    |  |             |
| Models and Processes in Tourism Businesses                | 5    | Geography of Tourism Spaces                                 | 5    |  |             |
| Environmental Management Systems                          | 5    | Innovation and Entrepreneurship in Tourism                  | 5    |  |             |
| Innovation in Rural and Nature Tourism                    | 5    | Feasibility Studies of Tourism Investments                  | 5    |  |             |
| Planning and Management in Active and Experiences Tourism | 5    | Strategic Management of Tourism Destinations                | 5    |  |             |
| Resilience and Risk Management                            | 5    | Quality and Certification in Tourism                        | 5    |  |             |
|   |      | Tourism Entertainment                                       | 5    |  |             |

In general students should organize their curricular plan considering 5 to 7 curricular units (CU) per semester (60 ECTS in 1st year - 11 to 12 CU).

Consider at least 30 ECTS in Specific CU of the branch that attends, and the rest considering preferences and availability of schedules.

There are multiple options, but some have overlapping schedules. You can choose Specific CU from the other branches, considered as optional.

Language of lessons: Predominantly in Portuguese

\* CU recommended for those who do not have a degree in tourism, taught in an intensive regime in the first weeks.

\*\* Curricular units (CU) taught in an intensive regime between September and November of the second curricular year