

MASTER IN TOURISM - Specialisation in INNOVATION IN ACTIVE AND EXPERIENCE TOURISM - IAET

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

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

At least 30 ECTS should be in Specific CU of the branch in which the student is enrolled, and the rest will be according to 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