

**Masters • Lisboa**

# DEVELOPMENT AND MANAGEMENT OF TOURISM DESTINATIONS



## Direction

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## Secretariat

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## Duration

2 Years

## Credits

120 ects

## Presentation

Master's Degree in Development and Management of Tourist Destinations  
Qualification upon completion of 120 ECTS for a Master's degree Discover the opportunities and challenges that arise from the development of tourist destinations in a sustainable way! This course intends, through the close relationship with companies and regional bodies to enable the student to acquire innovative strategies in areas transversal to the sustainable development of Tourist Destinations. With the presentation of international case studies, the student will learn to assess global changes in destinations and interpret these changes from a regional and local perspective.

# STUDY PLAN

## 1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Geopolitics of Tourism	6	Development of Organizational Competencies in Tourism	6
Option	3	Innovation in Tourism	3
Scientific Research Methodologies	6	Quality Management in Tourism	3
Strategic Management and Competitiveness	6	Strategic Control of the Tourism Development	6
Tourism Consumption and Trends	3	Sustainable Development Models in Tourism	6
Tourism Resource Analysis and Management	6	Tourism Destinations' Marketing	6

## 2nd Year / Common Core

Anual	ects
Master Classes in Tourism	6
Thesis or Project	54

Linha direta  
para o teu futuro



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