

MASTERS in TOURISM AND COMMUNICATION (2023/24)

Escola Superior de Hotelaria e Turismo do Estoril

Instituto de Geografia e Ordenamento do Território (Universidade de Lisboa)

TOURISM AND COMMUNICATION - 1st Year (1st and 2nd Semesters)				
Course Unit	Curricular Year / Semester	ECTS	Regime	
Structural Analysis of Tourism	1.º/1.º	6	Mandatory	
English for Specific Purposes	1.º/1.º	6	Mandatory	
Innovation in Tourism	1.º/1.º	6	Mandatory	
Research Methodologies in Tourism	1.º/1.º	6	Mandatory	
Digital Communication in Tourism	1.º/1.º	6	Optional	Mandatory 1 optional course
Travel Writing and Journalism	1.º/1.º	6	Optional	
Communication and Culture	1.º/2.º	6	Mandatory	
Tourism Marketing	1.º/2.º	6	Mandatory	
Tourism Geography	1.º/2.º	6	Mandatory	
Tourist Resources and Itineraries	1.º/2.º	6	Mandatory	
Management of Cultural Resources in Tourism	1.º/2.º	6	Optional	Mandatory 1 optional course
Urban Cultures and Sensorial Tourism	1.º/2.º	6	Optional	
TOURISM AND COMMUNICATION - 2nd Year				
Course Unit	Curricular Year / Semester	ECTS	Regime	
Research Seminar	2.º/1.º	6	Mandatory	
Digital Communication in Tourism	2.º/1.º	6	Optional	Mandatory 1 optional course
Travel Writing and Journalism	2.º/1.º	6	Optional	
Critical Studies of Tourism and Territory	2.º/1.º	6	Optional	
Dissertation / Internship report / Project	2.º	48	Mandatory	