

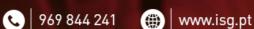
ECTS -

2023

"A TRIP THROUGH TOURISM" Field: tourism

july 10th to 14th









Av. Marechal Craveiro Lopes, nº 2, Campo Grande, 1700-284 Lisboa, Portugal

JULY 10th TO 14th IN PERSON

"A TRIP THROUGH TOURISM"

Major Goals:

The major goals from this Summer School is to take participants on a journey through the best, most innovative and differentiating aspects of tourism. The daily study visits will allow participants to get in touch with different areas of tourism, which allows to increase the practical knowledge about the sector.

ECTS:

6 or Certificate of attendance

Target:

University students or staff of companies, universities, NGOs and Associations who wish to deepen their knowledge in the field of tourism.

Evaluation:

Participants must have a minimum of 90% attendance and must, at the end, prepare a final report, demosntrating the acquired learning.

	SLOT TIMES	TOPIC	HOURS
1st day	10AM - 1PM 02:30PM - 5:30PM	Portugal Geography: Trails and Pedestrian Routes; accessible tourism Trail at Monsanto forest park with Accessible Portugal	6
2nd day	10AM - 12PM 1:30PM - 6:30PM	Food & Wine – gastronomy and wine tourism Trip to José Maria da Fonseca Caves (Azeitão)	7
3th day	10AM - 12:30PM 2:30PM - 5:00PM	Relationship marketing and guest loyalty Trip to one of the hotels with protocol with ISG	5
4th day	10AM - 1PM 2:30PM - 6:30PM	Culture and heritage Trip to Lisbon Story Center and Museu do Dinheiro	7
5th day	10AM - 12:30PM 2:30AM - 5:00PM	Events and tourist animation Trip to Altice Arena or another events space	5

Price: €400* (Include: classes, field trips and certificates. Does not include travel, accommodation, and meals).

^{*} Course dependent on obtaining a minimum number of participants for enrollment.