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# Undergraduate Degree Tourism and Cultural Heritage Management



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### Career opportunities

Graduates in Tourism and Cultural Heritage Management have a wide range of career opportunities:

- Tourism and culture managers;
- Cultural tourism and heritage officers;
- Cultural heritage managers;
- Event managers;
- Travel industry operators;
- Hotel managers;
- Senior officer in museology, museography and cultural heritage;
- Cultural service manager;
- Business and project consultant;
- Content manager (tourism and heritage) for communication and advertising companies;
- Teaching and research.

Graduates of this degree will be able to work in:

- Central, regional and local public administration;
- Public and private companies;
- Municipal associations;
- Local and regional development associations;
- Cultural associations;
- Among other possibilities.

### Entry requirements

#### Regional Preferences

(50%): Castelo Branco, Leiria, Portalegre and Santarém.

#### Other Preferential Requirements

(20%): Vocational Courses: 602, 677, 717, A23, A24, G12, G54, G80, P67, P69, P77, P91, R92, T28.

#### Entrance Examinations

One of the following groups of courses:

- 11 History  
or 18 Portuguese  
or 04 Economics and 18 Portuguese
- or 11 History and 18 Portuguese  
or 04 Economics and 11 History  
or 17 Mathematics Applied to Social Sciences\*  
and 18 Portuguese
- or 11 History and 13 English  
or 04 Economics and 13 English

\* *Students who have taken the Mathematics A, Mathematics B or Mathematics Applied to Social Sciences exams can take this test.*

### Course curriculum

#### year 1 . semester 1

##### COURSE UNITS . ECTS

- Cultural Anthropology . 5.0
- Portuguese Language and Literature . 4.0
- Principles of Tourism . 6.0
- Humanities, Mobility and Global Sustainability . 5.0
- Introduction to Management . 5.0
- Research Methods for Social Science . 5.0

#### year 2 . semester 1

##### COURSE UNITS . ECTS

- Cultural Heritage Management . 6.0
- History, Archaeology and Heritage . 5.0
- Methods of Analysis . 6.0
- Security and Accessibility in Tourism . 5.0
- English II . 4.0
- Foreign Language II (\*) . 4.0

#### year 3 . semester 1

##### COURSE UNITS . ECTS

- Tourism Planning . 5.0
- Contemporary Art and Culture . 6.0
- Event Organisation and Management . 5.0
- Tourist Itineraries . 5.0
- Cultural and Creative Industries . 4.0
- Tourist Marketing . 5.0

#### year 1 . semester 2

##### COURSE UNITS . ECTS

- Economics of Tourism . 6.0
- Art History . 6.0
- English I . 4.0
- Foreign Language I (\*) . 4.0
- Information and Communication Technologies . 5.0
- Geography for Tourism . 5.0

#### year 2 . semester 2

##### COURSE UNITS . ECTS

- Financial Management . 5.0
- Hospitality and Tourist Information . 5.0
- Tourism and Heritage Legislation . 5.0
- Hotel Management . 5.0
- English III . 4.0
- Museology and Patrimonialisation . 6.0

#### year 3 . semester 2

##### COURSE UNITS . ECTS

- World Heritage and Cultural Diversity . 3.0
- Travel Agencies and Tour Operators . 4.0
- Multimedia Systems in Cultural Heritage . 5.0
- Governance and Tourism Development . 3.0
- Project . 5.0
- Internship / Placement . 10