



# POLYTECHNIC INSTITUTE OF VISEU

## POLYTECHNIC INSTITUTE OF VISEU

### SCHOOL OF TECHNOLOGY AND MANAGEMENT

#### MANAGEMENT DEPARTMENT

### AREAS/FIELDS: Tourism

### INTERNATIONAL SEMESTER 2011/2012

#### AUTUMN SEMESTER / 1<sup>ST</sup> SEMESTER:

SUBJECT	PERIOD	ECTS CREDITS
Wine Tourism	1 <sup>st</sup> Semester	5
International Tourism	1 <sup>st</sup> Semester	5
Promotion and Advertising	1 <sup>st</sup> Semester	5
<b>Option 1</b> – Tourism Operations <b>OR</b> Geography and Tourism Itineraries	1 <sup>st</sup> Semester	5
<b>Option 2</b> – Marketing <b>OR</b> Services Marketing	1 <sup>st</sup> Semester	5
<b>Option 3</b> – English <b>OR</b> French <b>OR</b> Spanish <b>OR</b> Free option (to be chosen among the subjects offered by all international semesters)	1 <sup>st</sup> Semester	5

#### SPRING SEMESTER / 2<sup>ND</sup> SEMESTER:

SUBJECT	PERIOD	ECTS CREDITS
Events Organization	2 <sup>nd</sup> Semester	5
Computer Applications to Tourism	2 <sup>nd</sup> Semester	5
Hotel Management And Restaurant Services	2 <sup>nd</sup> Semester	5
Spa Tourism	2 <sup>nd</sup> Semester	5
<b>Option 1</b> - International Tourism <b>OR</b> Rural Tourism <b>OR</b> English	2 <sup>nd</sup> Semester	5
<b>Option 2</b> - French <b>OR</b> Spanish <b>OR</b> Free option (to be chosen among the subjects offered by all international semesters)	2 <sup>nd</sup> Semester	5