

— 6 ECTS —

# SUMMER SCHOOL

ISG

2023

Field: tourism

**“A TRIP THROUGH  
TOURISM”**

july 10th to 14th



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

**FIELD: TOURISM**

**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, demonstrating the acquired learning.

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

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.