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**Politécnico  
Castelo Branco**

Polytechnic University

## BIP – BLENDED INTENSIVE PROGRAM PRACTICAL INFORMATION

### MAIN INFORMATION

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Title: Sustainable Events and Tourism

BIP ID: to be filled by the International Relations Office

Country of Venue: Portugal  
Nova

City of Venue: Castelo Branco e Idanha-a-

ECTS: 3

Main Teaching Language: English

Field of Education ([ISCED code](#)): 1015

Maximum number of participants: 30

Prerequisites:

Contact at hosting university: (name & email address)

Priorities Addressed: Other

### REGISTRATION:

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Registration period: to be filled by the International Relations Office

Registration procedure: to be filled by the International Relations Office

### PHYSICAL AND ONLINE COMPONENT

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Online **start** date: 15/06/2026

Physical **start** date: 22/06/2026

Online **end** date: 18/06/2026

Physical **end** date: 26/06/2026

### OBJECTIVES AND DESCRIPTION:

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Please provide a brief description of the course's main objectives and characteristics.

The course will provide participants with the skills necessary for developing sustainable destinations by crafting sustainable tourism products and implementing established best practices.

The primary objectives of this course are to familiarize participants with the concept of sustainability in tourism and events, including its evolving trends and future projections. Furthermore, it aims to stimulate critical analysis of tourism establishments and events through a sustainability lens, fostering a broader understanding of sustainability within the tourism industry.

In this sense, the course aims:

1. To raise awareness about sustainable practices in tourism industry.
2. To delve into a sustainable approach in alignment with theoretical insights.



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3. To share international experience related to the development of modern tourism industry.
4. To create space for critical and creative thinking.
5. To foster interuniversity collaboration and linkage between higher education institutions and stakeholders in tourism in an intercultural and multidisciplinary environment.

### **ONLINE COMPONENT DESCRIPTION:**

Please provide a brief description of the course's online component

Virtual Component

Contents for online sessions

(from 10:00 a.m. to 12:00 p.m.)

Day 1\_ June 15<sup>th</sup>

Sustainable Tourism: The Tourism Phenomenon: an introduction to the concept. Tourism Classification and Segmentation. Understanding tourism supply and demand. Overview of the Tourism Industry. Definition and principles of sustainable tourism. Tourism Impacts: Environment; Culture; Economy. Best practices in sustainable tourism approaches. By George Ramos (ESGIN/ IPCB).

Day 2\_ June 16<sup>th</sup>

Sustainable Events: Events: concept, objectives, and typology. Event organization and planning. Events impacts. Best practices in sustainable events. By Ana Rita Garcia (ESGIN/ IPCB).

Day 3\_ June 17<sup>th</sup>

Tourist Products: Notions of tourism product and products. Components and characteristics of the tourism product. Creation and development of tourism products: phases of development. Tourist resources: definition, categorization, and inventory. Tourist Itineraries: Concepts, terminology, and modalities. Planning, design, and implementation of tourist's itineraries. Animation: concept, characteristics, and typologies. By Sandra Teixeira and Ricardo Martins (ESGIN/ IPCB).

Day 4\_ June 18<sup>th</sup>

Cultural and Natural Heritage:

Introduction and conceptualization: heritage. Types of heritage: cultural heritage and natural heritage. Tourism and heritage interpretation. By André Costa (ESGIN/ IPCB).

### **METHODS AND OUTCOMES**

Please provide a brief description of the course's main methods and expected outcomes.

The BIP Sustainable Events and Tourism is designed to provide participants with a comprehensive understanding of the principles and practices involved in planning, organizing, and managing sustainable events and tourism experiences. As the world increasingly focuses on sustainability, this course equips learners with the knowledge and skills needed to create and promote eco-friendly, socially responsible, and economically viable events and tourism ventures.

The BIP Sustainable Events and Tourism course is a short program designed for students, as well as teaching and non-teaching staff members of higher education institutions. This course aims to equip participants with the necessary skills to foster sustainable destinations by crafting eco-friendly tourism offerings and implementing well-established best practices in the field.



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The course uses a blended learning approach, consisting of an online theoretical component (comprising four sessions of 4 hours each) and an in-person component held in Castelo Branco and Idanha-a-Nova, Portugal (involving five days of face-to-face work at IPCB).

Upon completion of both the online and in-person components of the course, participants will receive a total of 3 ECTS credits. The course workload is distributed as follows: 8 hours for online sessions (virtual component), 32 hours for autonomous work, and 35 hours for the in-person component. In total, the course involves 75 hours of dedicated learning.

Following an initial online approach during Mobility Week, participants will be grouped into teams. These teams will then either devise a sustainable tourist product or elucidate the best practices observed in the Idanha-a-Nova region. The groups will comprehensively consider various dimensions of sustainability. On the final day, each group will present their findings and outcomes. The expected learning outcomes are participants will enhance their understanding of sustainability within the field of tourism, refine their abilities in presentation, critical thinking, and creative problem-solving, and further develop their competencies in tourism. These acquired skills will not only aid in their research endeavors but also contribute to the advancement of their careers.

### **ORGANIZATIONAL REMARKS:**

Ex: Included: Lunch on Monday and Friday, Excursion, Farewell dinner. Not included: Accommodation

After the theoretical approach in the four online sessions, the 5 days of face-to-face work will take place in Castelo Branco and Idanha-a-Nova, Portugal.

The classroom sessions will be organized in workshop format – work groups will create sustainable tourism products. Presentations by stakeholders will occur and some visits to the best practices case studies will take place. The sessions are organized as follows:

#### **Day 1\_June 22<sup>nd</sup>**

At Prof. Valter Lemos Students Residence

09:00 a.m. – 10:00 a.m.: Welcoming Session (Vice-President of IPCB Ana Ferreira; Director of Management School José Pedro Sousa).

10:10 a.m. – 12:30 p.m.: Opening Seminar. Organize the groups and define the typology of tourism products (by George Ramos, Ricardo Martins, André Costa, Ana Rita Garcia,).

14:00 p.m. to 17:30 p.m.: Tourism in Castelo Branco. Visit natural and cultural heritage.

#### **Day 2\_June 23<sup>rd</sup>**

At Prof. Valter Lemos Students Residence at 08:45 a.m. to take a bus to visit Boomland.

At Management School at 15:30 p.m. to assist a seminar about Events in Idanha-a-Nova, at classroom 4.

Return to Castelo Branco at 17:00 p.m., bus in front of the Management School.

#### **Day 3\_June 24<sup>th</sup>**

At Prof. Valter Lemos Students Residence at 08:45 a.m. to take a bus to visit Penha Garcia and Monsanto. The visit is guided by local guide.

Return to Castelo Branco at 17:00 p.m..

#### **Day 4\_June 25<sup>th</sup>**

09:00 a.m. – 12:30 p.m.: Work team to develop the tourist product.

14:00 p.m. – 17:30 p.m.: Work team to develop the tourist product.

#### **Day 5\_June 26<sup>th</sup>**

09:00 a.m. – 12:30 p.m.: Work team to develop the tourist product.

14:00 p.m. – 17:30 p.m.: Results Presentation.

20:00 p.m. – Farewell Dinner. The documentation of the BIP will be delivered in this dinner.



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## **RECURSOS NECESSÁRIOS**

Indique aqui eventuais necessidades de contratação de serviços, que não estejam contempladas no documento “Funcionamento dos Blended Intensive Programs (BIP) organizados pelo IPCB”.

Tratando-se de um BIP da Escola Superior de Gestão de Idanha-a-Nova, torna-se imperativo que os estudantes se possam deslocar à Escola e conhecer os casos de sustentabilidade do território, pelo que necessitamos de um autocarro para mais um dia.



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