



Universidade de Évora

Open call rules

Applications for Admission: Mestrado em Turismo e Desenvolvimento de Destinos e Produtos (Tourism and Development of Destinations and Products)
Academic Year 2025/2026

1. The program is promoted by

Universidade de Évora - Escola de Ciências Sociais

2. Course Committee

Jaime Manuel Moleiro Serra (jserra@uevora.pt)
Maria do Rosário Pereira da Silva Borges (mrborges@uevora.pt)
Joana Inês Silva de Lima (jisl@uevora.pt)
Maria Noémi Nunes Vieira Marujo (noemi@uevora.pt)

3. Program description

The University of Évora is recognized for the quality of its research, graduate courses, organization of scientific conferences and applied projects in the area of Tourism. This recognition and work developed allows master's students to receive consistent theoretical and empirical training, based on new paradigms of thinking in Tourism from a perspective of Sustainable Development of Destinations and Products.

The Master's degree also guarantees the transmission of knowledge in terms of theories, research methods and a set of specialized analytical instruments that contribute to improving students' skills and abilities to work in an extremely complex, dynamic and constantly changing sector. This learning philosophy promotes the development of self-employment so that students can follow their specialization paths in accordance with their professional aspirations and employment opportunities. The master's study plan, although complementary to the 1st cycle plan, highlights the role of cultural, social, environmental and economic impacts in the development of Sustainable Tourism, in accordance with the guidelines of specific institutional documents for the national, regional and local sector. Therefore, this Master's degree offers complementary training to students coming from Social Sciences and Humanities and Natural and Environmental Sciences.

4. Career opportunities

Public, private and third sector organizations involved in the planning, development and management of tourism. In particular, professional/trade associations; 3rd sector organizations ; specialized consultants; teachers/trainers in the area of Tourism and Hospitality; responsible in R&D companies for tourism products; responsible for companies specialized in Sustainable Tourism and specific domains in areas of Cultural Tourism, Urban Tourism, Rural Tourism, Nature Tourism; Wine tourism companies.

Management of companies in the areas of Tourism, Leisure and Recreation (Travel Agencies/Tour Operators/Transport/Accommodation Companies); Boards of bodies in the public tourism sector (Ministries/Regional Tourism Entities/Tourism Institutes/Tourism Observatories/Municipal Tourism Departments); Boards of public and private organizations related to cultural, recreation and leisure activities, organization and management of events and tourist recreation activities.

5. Number of registration at DGES

R/A -Cr 183/2015/AL01

6. Number of accreditation process by A3ES

PERA/2021/1401816

7. Program Creation Norm

Diário da República n.º 33 de 16 de fevereiro, Aviso n.º 3183/2022

8. General conditions of access and admission

i Legal conditions for access to the cycle of studies leading to the master degree

Those who meet the following conditions may apply to the cycle of studies that leads to the master degree:

- Holders of the bachelor degree or legal equivalent;
- Holders of a foreign academic degree duly recognised as satisfying the objectives identical to the bachelor degree by the relevant scientific body of the higher education institution they wish to be admitted to;
- Holders of an academic, scientific or professional curriculum vitae that is recognized as attesting to the capacity to carry out this cycle of studies by the relevant scientific body of the higher education institution they wish to be admitted to.

ii Conditions of access to the cycle of studies at the Universidade de Évora

On the application date, the undergraduate students must satisfy conditions that guarantee the conclusion of their undergraduate degree until the 30th of October of the admission year. The admission and enrollment of these students is conditioned on the conclusion of the degree until this date, and the enrollment is canceled if the student does not complete the degree within that period

During the first application phase, students who have a maximum of 6 curricular units or 36 ECTS missing for conclusion of their degree can apply for the 2nd cycle; in the 2nd application phase students can apply if they have at most 3 curricular units missing and in the 3rd application phase if they have at most one curricular unit missing

The previous condition does not apply to students with a curriculum that reveals professional or scientific experience, which can be recognized by the competent scientific body, as attesting the students ability to carry out the masters degree/post-graduation, provided that the student required that recognition in the application process

iii **Specific admission conditions**

The Master's in Tourism and Development of Destinations and Products is intended, preferably, for graduates in Tourism or courses in the area of social sciences and humanities from Portuguese or foreign universities. Preference is given to holders of a bachelor's degree or legal equivalent with a classification equal to or greater than 14. Holders of a Master's degree, in the fields of Social Sciences, or legal equivalent of qualifications with a minimum classification of 14.

9. Selection Process

- Academic Qualifications: 60%
 - Area of qualifications: 40%
 - Level of qualifications: 30%
 - Average grade in the highest qualification: 30%
- Curriculum Analysis: 30%
 - Professional Experience in the area of the program or related fields: 40%
 - Professional Training in the area of the program or related fields: 20%
 - Teaching experience in training programs in the area of the program: 10%
 - Training in transversal competences: 10%
 - Participation in conferences and similar activities: 10%
 - Participation in research projects: 10%
- Interview: 10%
 - Understanding of Program Objectives: 40%
 - Ability to understand: 25%
 - Ability to communicate: 25%
 - Availability: 10%

The interview will be carried out in person or remotely. Failure of the candidate to attend the interview will result in their elimination from the application process for the Master's course.

Candidates must present a detailed CV with all certificates and proof of qualifications or other skills they declare to possess. Failure the presentation of such supporting documents implies non-counting in the corresponding curricular evaluation criteria.

10. Maximum number of admissions

- Maximum number of admissions for candidates with nationality of European Union countries: 24
- Maximum number of admissions for candidates without nationality of European Union countries: 6

Depending on the number of applications, there may be transfer of vacancies from the international students applications to the European Union students applications or vice-versa.

11. Minimum number of students

Minimum number of students: 8

12. Tuition fee

- Candidates with nationality of European Union countries: 1 050,00 €
- Candidates without nationality of European Union countries: 2 500,00 €
 - Annual Tuition fee for international students with merit scholarship: 1 050,00 €
 - Annual Tuition fee for international students with cooperation and development scholarship: 1 250,00 €

In the admission year, all students with international student status who have an undergraduate average of 15 or above (on a 0-20 scale) benefit from the international student merit scholarship tuition fee and all students from PALOP countries benefit from the tuition fee for international students with cooperation and development scholarship.

In the following years, to keep the merit or cooperation and development scholarship, the student has to meet the conditions stipulated in article 22 of the Academic Regulations of the University of Évora and the results are published until October 31 of each academic year, without the need to apply for the scholarship.

13. Organization / Duration

- a. **Duration of the program:** 4 semesters
- b. **Number of ECTS to obtain the degree:** 120
- c. **Number of ECTS to obtain the master's course (conclusion of the curricular part):** 66

14. Language(s) of teaching

- Portuguese

15. Learning Type

Presencial

16. Schedule type

Labor

17. Classes schedule (week days and schedule)

Lectures are taught in 2 half days between Monday to Friday (between 8.00 am and 6:00 p.m)

18. Program starting date

September de 2025

February 27, 2025
The Rector

Hermínia Vasconcelos Vilar