

**COURSE DATA****Data Subject**

Code	35128
Name	Marketing of destinations
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	22 - Marketing and market research II (AP Tour.dest.plan)	Optional

Coordination

Name	Department
ANDREU SIMO, MARIA LUISA	43 - Marketing and Market Research

SUMMARY

The *Marketing of destinations* subject, with a load of 6 ECTS, is a part of *marketing and research of markets II* and of the module *intensification in planning of tourist destinations* of the degree in tourism. This optional course is taught in the first semester of fourth year in this degree. This subject is linked to the Promotion of Tourist Organizations subject, who is also teach in fourth grade in tourism course and where there is special emphasis on tourist communication tools.

The competitive situation that faced the tourist destinations is necessary to know the process through which is generate satisfaction and loyalty in the tourist area, being the marketing a fundamental instrument to apply in the tourist destinations from one strategic and operational perspective. The subject allows you to bring to the student, both from a theoretical point of view, as practical, to the study of marketing in the tourism sector and, in particular, with application in tourist destinations.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Knowledge in Tourism Marketing

OUTCOMES

1317 - Degree in Tourism

- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Turn an empirical problem into an object of study and draw conclusions.
- Have a strong customer service orientation.
- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Define commercial objectives, strategies and policies.
- Lead and manage the different types of tourism entities.
- Have communication skills.
- Identify and manage tourist areas and destinations.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.
- Understand the characteristics of cultural heritage management.
- Show creativity.
- Demonstrate motivation for quality.

LEARNING OUTCOMES

The learning outcomes are:

- Knowledge of the workings of the world overall tourist structure and the types of consumers as well as developments and modalities of international destinations through the analysis of the information and the study of other destinations (benchmarking) for innovation in products.
- Knowledge of the importance of the research of tourism markets, the sources of information available and the qualitative and quantitative methods applied to the tourism developing and presenting a report that analyze, interpret and infer data and results.
- Understanding of the particularities of the tourist service, different types of customers and their needs.
- Advance to expectations of the customer, knowing to navigate interpersonal relations on the basis



of the knowledge of the different aspects and external communication techniques.

- Know the main agents of the current tourism.
- Knowledge of theories and basic concepts in tourism marketing as: demand, consumer, market, segmentation and positioning behaviour.
- Knowledge of tools and basic applications such as: market research, marketing plan, creation of tourist products, determination of prices, communication and distribution
- Application of theories and basic concepts of supply and demand to the different types of companies, destinations and tourism markets, developing marketing plans and designing specific products, prices, distribution and communication in practice

Knowledge of basic principles of the management of the target variables affecting its positioning and image through the interpretation of existing information regarding the destination, the promotion of processes of planning and programming, and the selection and ranking of activities of promotion and development in the tourist destination.

DESCRIPTION OF CONTENTS

1. Destination marketing & management

2. Destination marketing planning

3. Consumer behaviour, segmentation and marketing trends

4. Information systems in destination marketing

5. Marketing strategy in tourism destinations

6. Product development and experiences in destinations

7. Distribución y redes en el destino

**8. Visitor management in destinations****9. Communication management in destinations****10. Digital marketing in tourism destinations****11. Digital metrics and web analytics****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of individual work	30,00	0
Study and independent work	10,00	0
Readings supplementary material	15,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	10,00	0
Preparation of practical classes and problem	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

From a teaching point of view, the subject has two distinct blocks: lectures and practical classes. Also, recommended the use of tutorials and virtual classroom.

Theoretical classes. Theory classes shall be based in the explanations of the teacher (participatory Masterclass), in the study of the basic bibliography and/or supplementary recommended, and in participation and competence of the students to discuss the marketing in the scope of tourist destinations. Students will develop a presentation on a subject the Professor assigned on contemporary issues and whose presentation by the student will be exposed in the theoretical class.

Also, to achieve maximum use of the Masterclass, recommended students prepare each topic, for which they are encouraged to make use of the provided bibliography. Other teaching resources provided by the teacher will also be used. In each of the subjects, teaching resources are structured in the following way:



- *Basic bibliography*, in which are indicated a series of manuals that allow to cover adequately the topic in question as for points of treating and level of depth.
- *Readings of support (recommended and to deepen)*. Reading will allow the student to have a much more broad and view rich content of the matter in class or addressed in the basic bibliography.
- *Internet addresses*, which seek to bring students to institutions, associations or magazines to get current and real information and contact about issues directly related to the topic under study

Practical classes. Throughout the practical part, students will present four reports in deadlines and form indicated by the teacher. The first report will be individual and the remaining three in group.

- Practice 1: attendance at seminars and report each of the seminars.
- Practice 2: analysis of markets (realization of report and presentation).
- Practice 3: analysis and strategic planning (preparation of report and discussion).
- Practice 4: design of the operating plan (realization of report and presentation).

At the beginning of the course Professor will publish more details of the schedule and content of these practices in virtual classroom.

Tutorials and seminars. The wearing of mentoring as a complement of classes, attendance at the proposed seminars and publications on the subject, available in the library reading, periodicals and electronic data sources.

Use of the virtual classroom. The virtual classroom will be used for any information/news provided by the performance of the subject. In the virtual classroom resources for carrying out the tasks of practical classes, as well as theory-related material will be provided.

EVALUATION

In the FIRST CALL, the evaluation will be based on the following sections:

1.- A written exam part of theory, which will consist of questions theory or theoretical - practical. The contents of the examination will be able to evoke both explanations of the teacher as a reference to presentations by students based on academic relevance articles. The exam is valued with 5 points.

2.- The practical part is assessed in the following way (5 points):

3.1. report on seminars or cases:

3.2. Work in group-analysis of the markets: maximum 1 point (0.25 and 0.75 for the delivery of the report the oral presentation / discussion on the date agreed upon by the teacher to beginning of course)



2.3. Work in group - analysis and planning of destinations: maximum 1 point (delivery of the report).

2.4. Work in group - development operational plan: maximum 2 points (0.5 and 1.5 for the delivery of the report oral presentation / defence on the date agreed upon by the teacher to beginning of course).

In the SECOND CALL, the evaluation will be based on the following sections:

1.- Realization of an examination, which will consist of both theoretical and practical or theoretical questions. The contents of the examination will be able to evoke both explanations of the teacher as a reference to presentations by students based on academic relevance articles.

3.- Practice: the practical part is assessed in the following way:

3.2. Only recovers 50% of the note of the practice relating to reports on (i) analysis of markets issuers, Max. 0.5 points; (ii) analysis and strategic planning (max.) 0.5 (points) and (iii) making of the operational plan (max.) 1 (point).

Important: The theory and/or practice note is not saved for subsequent courses.

It is essential to **overcome separately** the two parties to pass the course. It is also **essential to the elaboration and presentation of the work** (communication campaign) to pass the course. Practices and the final work by their nature **they are not recoverable**.

REFERENCES

Basic

- Bigné, E.; Font, X. y Andreu, L. (2000). Marketing de destinos turísticos. Análisis y estrategias de desarrollo. Esic, Madrid.

Ejarque, J. (2016). Marketing y gestión de destinos turísticos
Nuevos modelos y estrategias 2.0. Pirámide, Madrid.

BÁSICA:

1. Kotler, P., Bowen, J. y Makens, J. (2017) Marketing Turístico, Editorial Pearson

2. Marketing turístico: Fundamentos y dirección (Economía y Empresa) (2020)
de Manuel Rey Moreno. Ediciones Pirámide

Plan estratégico de Valencia (Turismo Valencia)

Plan estratégico de la Comunidad Valenciana (Agencia Valenciana del Turisme)



Additional

- AECIT (2016). La actividad turística española en 2015. Asociación Española de Expertos Científicos en Turismo. Madrid.
Instituto Valenciano de Tecnologías Turísticas (2015). Manual Operativo para la Configuración de Destinos Turísticos Inteligentes. Agencia Valenciana del Turisme, Invat.tur
- Kotler, P., Bowen., J.T., Makens, J.C., García de Madariaga, J. y Flores, J. (2011). Marketing Turístico. Pearson, Madrid.
- Hair, J. Harrison, D. & Ajjan, H (2022) FUNDAMENTOS DE ANALITICA DE MARKETING 1.ª Edición Mc Graw Hill.