

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

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|----------------------|---------------------------|
| Code | 35128 |
| Name | Marketing of destinations |
| Cycle | Grade |
| ECTS Credits | 6.0 |
| Academic year | 2023 - 2024 |

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

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

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 three different blocks: theory sessions, practical sessions and seminars/activities (educational innovation project, PIE). Additionally, the use of tutorials and virtual classroom is recommended.

Theory classes. The theory classes will be based on the lecturer's explanations (participative master class, with student presentations), on the study of the recommended basic and/or complementary bibliography, and on the participation and competence of the students to debate on marketing in the field of tourist destinations. Students will prepare a presentation on a topic assigned to them by the teacher on current issues and whose presentation by the student will be presented in the theoretical and/or practical class.

In order to get the most out of the lecture, students are recommended to prepare each topic, for which they are encouraged to make use of the bibliography provided. Other teaching resources provided by the lecturer will also be used. In each of the topics, the teaching resources are structured as follows:



- Basic bibliography, in which a series of manuals are indicated that allow adequate coverage of the subject in question in terms of points to be covered and level of depth.
- Secondary reading (recommended and for further reading). Their reading will allow the student to have a much broader and richer vision of the contents of the subject matter presented in class or dealt with in the basic bibliography.
- Internet addresses, which aim to bring the student closer to institutions, associations or magazines in order to obtain current and real information and contact on issues directly related to the subject under study.

Practical classes. Throughout the practical part of the course, students will present activities within the deadlines and in the manner indicated by the teacher. At the beginning of the course, the lecturer will publish more details of the schedule and content of these practical classes in the virtual classroom.

PIE seminars/activities. In the first week of the course, the workshops and methodology of the innovation project will be detailed, in which professionals will participate and an interactive methodology/inverted classroom will be followed.

Tutorials. The use of tutorials is recommended as a complement to classes, attendance at the proposed seminars (e.g. the Tourism Forum) and the reading of publications on the subject, available in the library, periodicals library and electronic data sources.

Use of the virtual classroom. The virtual classroom will be used for any information/news that will facilitate the performance of the course.

EVALUATION

In the evaluation of the course, for all students, in first and second call, the following is taken into account:

40%: final exam

20%: elaboration of individual exercises and participation in practical sessions.

40%: continuous evaluation: attendance to seminars and weekly delivery of individual reports (13 assignments will be organized in the virtual classroom).

For the assessment of the continuous evaluation, the following scenarios are considered:

Option A. Those students who participate in subjects of the Educational Innovation Project (Sustainability, Planning and Marketing): the minimum attendance to be evaluated in the seminars will be 8. The seminars will be recoverable in the 2nd call by means of a practical exam of the contents of the subject.

Option B. For those who have only enrolled in this subject (Destination Marketing), the 40% corresponding to the seminars will be added to the % of the exam, with a practical case study in the 1st and 2nd call.



In both options, the subject is passed with a 5. The minimum score for the exam grade to be added to the grade obtained in the continuous evaluation and the elaboration of individual exercises is 2 points (out of 4 points). In no case can a lower theoretical grade be passed. It is necessary to pass each of the parts (written exam, elaboration of individual exercises and continuous evaluation through attendance to seminars) to pass the course.

Policy Statement: Students in the Marketing of Tourism Destination course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

REFERENCES

Basic

- Ejarque, J. (2016). Marketing y gestión de destinos turísticos: Nuevos modelos y estrategias 2.0. Pirámide, Madrid.
- Morrison, A. (2019). Marketing and Managing Tourism Destination. Routledge, New York.

Additional

- Agència Valenciana del Turisme. Invat.tur (2015). Destinos turísticos inteligentes. Manual operativo para la configuración de destinos turísticos inteligentes, accesible online en <https://invattur.es/modelo-destinos-turisticos-inteligentes.html>
- Bigné, E., Font, X. y Andreu, L. (2000). Marketing de destinos turísticos. ESIC, Madrid.
- Bigné, E., Andreu, L. y Zanfardini, M. (2013). El valor de la Responsabilidad Social Corporativa en la equidad de marca de destinos turísticos. Editorial Universitaria Ramón Areces, Madrid.
- Giner Sánchez, D. (2017). Social media marketing en destinos turísticos: implicaciones y retos de la evolución del entorno online. Barcelona: Editorial UOC.
- Pike, S. (2021). Destination Marketing Essentials. Routledge, New York.