

TOURISM MARKETING

Degree in Touristic Activities Management

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Code: 16402

Main Scientific Area: Marketing and strategy

Lecturer: Bruno Miguel Barbosa de Sousa

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The aim is to provide students with some sensitivity to the understanding the importance of marketing as a management philosophy. It aims to contribute to the understanding of marketing mix in tourism and give students the ability to develop marketing planning strategies and tourism marketing campaigns. These aims will be achieved towards a both theoretical and practical approach.

Learning Outcomes

At the end of the semester the student must be able to:

Apply marketing concept to hospitality and tourism;

Understand marketing services specificities;

Apply the marketing mix concept to hospitality and tourism;

Develop marketing strategy planning and tourism marketing campaigns

Course Contents

Chapter I - Introduction to marketing. Concept and importance of the concept of marketing. The evolution of the concept and distinctive aspects. Ethics and Social Responsibility in Tourism Marketing. Concrete cases and questions of reflection.

Chapter II - Analysis of the Strategy in Tourist Contexts (general environment, specific environment and micro environment)

Chapter III - The Marketing-mix in Hotel and Tourism Services. The marketing-mix for tourism services The formulation of the product in tourism. The definition of pricing strategy. The main distribution channels. The communication strategy of the products. The importance of people, processes and physical evidence.

Chapter IV - Meaning of Marketing in Hospitality and Tourism and Service Management. The special characteristics

of Marketing in Hospitality and Tourism. The dynamic business environment. Factors influencing tourist demand

Chapter V - Productivity and Quality in Tourism Services Management

Recommended Bibliography

Kotler, P., Bowen, J. e Makens, J. (2010). Marketing for Hospitality and Tourism, (5th ed). USA – Upper Saddle River, New Jersey: Prentice-Hall.

McCabe, S. (2009). Marketing Communications in Tourism Hospitality: concepts, strategies and cases. Oxford: Butterworth-Heinemann.

Middleton, V.T.C., Fyall, A., Morgan, M. e Ranchhod, A. (2009). Marketing in Travel and Tourism (4th ed.). Oxford: Butterworth-Heinemann.

Middleton, V.T.C. e Clarke, J. (2001). Marketing de Turismo: Teoria e Prática. Rio de Janeiro: Campus.

Zardo, E.F. (2003). Marketing Aplicado ao Turismo, 1.^a ed. São Paulo: ROCA. Briggs, S. (2001). Successful Web Marketing for the Tourism and Leisure Sectors, Londres: Ed. Kogan Page

Learning and Teaching Methods

The discipline of Tourism and Hospitality Marketing aims to provide students with an understanding of the relationships between the sectors of hospitality and tourism, illustrating the importance of marketing as a management philosophy in the context of these activities. Thus, the program's first chapter begins by deepening the concept of marketing, its evolution and how it should be understood today. Specific features in the hotel and tourism sectors are addressed in the second chapter in order to relate the concept of marketing to the sector of activity that students will take part. The course also has the purpose of enabling students to understand the definition of the marketing mix in these areas and still provide them with an ability to develop the marketing strategy planning and tourism marketing campaigns. Thus, the third chapter describes the variables that comprise the marketing mix of tourism businesses and illustrative examples are presented. Yet in order to meet this goal, the fourth and final chapter discusses the planning of Marketing Strategy and Tourism Marketing Campaigns.

Assessment Methods

The evaluation of students should be done as follows: 60% - Individual assessment element (minimum score of 8 points) 40% - Development of a practical work, in groups The practical work consists of promoting a Tourism Expositor at ESHT (replacement of the Tourism Activity by Marketing Project - working group, due to the covid-19).

Group member (40%) - April 23

Individual member (60%) - May 25