

MARKETING E ESTRATÉGIA EM TURISMO

Code: 21723

Main Scientific Area: Marketing and strategy

Lecturer: Maria Alexandra Pereira da Silva Malheiro

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 138h

ECTS: 6,0

Objectives

The discipline of Tourism and Hotel Marketing aims to provide students with an understanding of the relationships between the hotel and tourism sectors, illustrating the importance of marketing as a management philosophy,

In the context of these activities. The aim of the course is also to enable students to understand the definition of Marketing mix in these sectors and also provide them with an ability to develop Marketing strategy and tourism marketing campaigns.

Learning Outcomes

At the end of the course the learner is expected to be able to:

- Understand the role of marketing in the company, the marketing system and the functional dimensions of tourism marketing;
- Analyze customers in light of current market / consumption trends, potential market, competitive action and the potential of the surrounding;
- Know and understand consumer behavior, market approach and key marketing variables and evaluate the impact of options on marketing variables in company strategy;
- To understand the extent to which marketing contributes to the management model of the tourism company.

Course Contents

Chapter I - Introduction to marketing. Marketing concept: importance, evolution of and distinctive aspects. Ethics and social responsibility in marketing.

Chapter II - Meaning of Marketing in hospitality and tourism. Special features of Marketing in tourism sector. The dynamic business environment.

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

Chapter IV - Planning Marketing Strategy and Tourism Marketing Campaigns. planning

marketing strategy. Planning of marketing campaigns.

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

After an awareness of students to the concept of marketing (Chapter 1) and in order to provide students with an understanding of the relations between hospitality and tourism, Chapter 2 of the UC program proposes to analyze the special characteristics of marketing in hospitality and tourism, exploring real marketing challenges posed to agents of this sector.

Since the UC aims to provide students with the ability to manage the marketing variables mix this sector, Chapter 3 proposes to discuss each of the variables in tourism context: product, price, communication, distribution, processes, people, physical evidence. More than understanding the importance of each of these variables by themselves is intended that the students learn the importance of looking at these variables as an aggregate compound.

Finally, and in order to meet the goal of stimulating the capacity for planning and implementation of marketing tools to the development of campaigns, Chapter 4 will provide the content needed to understand the structure of the plan and how the objectives defined herein are can translate into concrete actions for tourism marketing.

Assessment Methods

The continuous evaluation of the students is based on the elaboration of an individual work, with a weighting of 100% in the final classification.

Students who do not carry out the continuous evaluation may take a written exam at the time of appeal.