

## DESENVOLVIMENTO DE DESTINOS TURÍSTICOS

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Code: 21800

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Sérgio Dominique Ferreira Lopes

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 30h Total Workload: 138h

ECTS: 6,0

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### **Objectives**

The objectives of the course aimed at understanding the specificity of the development of tourist destinations and respective concepts. Students should understand and justify the importance of the activity of planning, a perspective of development. It is intended to explain the importance of managing supply and demand, competitiveness of tourist destinations, considering the interests of different stakeholders and businesses. This course also aims to develop skills of analysis and product proposals according to destinations tourism trends.

### **Learning Outcomes**

The main knowledge and skills to be acquired are:

- a) to understand the main elements of a strategic planning of tourist destinations;
- b) to understand the elements that increase the competitiveness of destinations;
- c) how to develop the sustainability of tourist destinations;
- d) to understand the relationship between demand and supply (tourism products) of destinations;
- e) to identify relevant stakeholders in the development and management of destinations;
- f) to analyse the role of Destination Management Organizations (DMOs) in tourism destination planning;
- g) to analyse trends in the development of tourist destinations;
- h) to analyse the role of strategic marketing management in the development of tourist destinations, e.g., the importance of the destination image and positioning;
- i) to analyse case studies in the development of tourist destinations.

### **Course Contents**

Development of tourism destinations: Concepts  
Planning and Strategic goals for tourism destinations  
Understanding tourism destinations demand  
Satisfaction of destination stakeholders  
The competitiveness of tourism destinations  
Product development in the destination

Application of tourism trends in the development of destination

### **Recommended Bibliography**

1. Buhalis, D. C. Costa, Tourism Management Dynamics - trends, management and tools. Oxford: Elsevier.
2. Burns, P. M. Novelli, M. (2008). Tourism Development. CABI. UK. ISBN-10: 1845934253
3. Goeldner, C. R., Ritchie, J. R. B., McIntosh, R. W. 2000. Tourism: Principles, Practices, Philosophies John Wiley Sons.
4. Gunn, C. (2007). Tourism Planning: Basic, Concepts, Cases (5 ed.). Routledge: London. ISBN-10: 0415954584.
5. Hall, C. M. (2008). Tourism Planning: Policies, Processes and Relationships (2 ed.). Pearson Education: Canada. ISBN-10: 0132046520.
6. Morrison, A.M. (2013). Marketing and managing tourism destination. New York: Routledge.
7. OECD. 2012. OECD Tourism Trends and Policies 2012: OECD Publishing.
8. World Tourism Organization. 2007. A Practical Guide to Tourism Destination Management. Madrid: UNWTO.
9. World Tourism Organization. 2010. Survey on Destination Governance. Madrid UNWTO.

### **Learning and Teaching Methods**

The objectives outlined in essence, the skills to be acquired by the student at the end of the course. The syllabus provides students with the skills necessary to understand the specificity of tourist destinations and its development. The acquisition of the necessary skills to define strategies for planning and development are covered in the syllabus.

### **Assessment Methods**

Practical work: 40%

Presentation: 60%