

## SUBJECT TEACHING GUIDE

### M234 - Planning of Tourist Destination Marketing

#### Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M234 - Planning of Tourist Destination Marketing				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	HECTOR SAN MARTIN GUTIERREZ				
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO PROFESORES ASOCIADOS Y FORMACION (C230)				
Other lecturers					

### 3.1 LEARNING OUTCOMES

- Students will learn the marketing planning for a tourist destination, addressing both the strategic dimension and the operational dimension.

### 4. OBJECTIVES

- To understand the marketing planning for a tourist destination .
- To know the strategic analysis for a tourist destination .
- To know the different marketing actions for a tourist destination .

## 6. COURSE ORGANIZATION

### CONTENTS

1	Strategic marketing for tourist destinations 1.1 Introduction. 1.2 Mission and strategic objectives. 1.3 Strategic diagnosis. 1.4 Marketing objectives and strategies.
2	Operational marketing for tourist destinations. 2.1 Valorization of tourism resources. 2.2 Tourist product clubs. 2.3 Tourist communication tools. 2.4 Tourist marketing channels. 2.5 Use of the Internet according to the tourist cycle.

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam	Written exam	No	Yes	50,00
Team work	Work	No	Yes	35,00
Individual participation	Others	No	No	15,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
- Individual exam: a multiple choice test. - Team work: content and presentation. - Individual participation.				
<b>Observations for part-time students</b>				
Their evaluation will consist of an exam and an individual work.				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

Ejarque, J. (2016): Marketing y Gestión de Destinos Turísticos: Nuevos Modelos y Estrategias 2.0, Ediciones Pirámide, Madrid.