

SUBJECT TEACHING GUIDE

M234 - Planning of Tourist Destination Marketing

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2022-2023

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 main marketing strategies and actions in the field of tourist destinations.

4. OBJECTIVES

- Understand the marketing plan of a tourist destination.
- Know the strategic analysis of a tourist destination.
- Know how to put in value the resources of a tourist destination.
- Know the different marketing actions of a tourist destination.

6. COURSE ORGANIZATION	
CONTENTS	
1	1. THE NEW REALITY OF TOURIST DESTINATIONS - 1.1. Evolution of the destination concept - 1.2. Main components of tourist destinations - 1.3. An holistic marketing approach for tourist destinations - 1.4. Towards a sustainable and smart destination
2	STRATEGIC MARKETING OF TOURIST DESTINATIONS 2.1 Introduction to the strategic diagnosis of destinations. 2.2 External analysis: opportunities and threats 2.3 Internal analysis: strengths and weaknesses 2.4. Main tourist information systems 2.5. Marketing objectives and strategies of tourist destinations.
3	3. OPERATIONAL MARKETING OF TOURIST DESTINATIONS - 3.1. Tourism resources valorization. - 3.2. Tourism product clubs. - 3.3. Tourism promotion tools. - 3.4. Tourism marketing channels.

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Individual exam	Activity evaluation with Virtual Media	No	Yes	50,00
Team work	Work	No	Yes	35,00
Individual participation	Others	No	No	15,00
TOTAL				100,00
Observations				
- Individual exam: evaluation, through an exam, of the theoretical knowledge acquired by students (Moodle platform). - Team work: assessment of students' ability to apply theoretical knowledge in the context of a real tourist destination. - Individual participation: evaluation of students' participation both in the work group and in the tasks proposed by the teacher.				
Observations for part-time students				
Students enrolled part-time will be assessed with a written exam and individual practical work (following the guidelines established in the subject).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Ejarque, J. (2016): Marketing y Gestión de Destinos Turísticos: Nuevos Modelos y Estrategias 2.0, Ediciones Pirámide, Madrid.