

Course Unit	Communication in Tourism		Field of study	Marketing	
Master in	Tourism Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	2	ECTS credits	6.0
Code	5048-586-1201-00-23				
Workload (hours)	162	Contact hours	T -	TP 45	PL -
			TC -	S -	E -
			OT 6	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Elsa da Encarnação Gonçalves Tavares Esteves

Learning outcomes and competences

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

1. Know the conceptual framework of marketing communication in the operational and strategic level.
2. Clarify the specifics of communication in the tourism industry.
3. Purchase the necessary knowledge for the development of communication policies for tourism products and destinations.
4. Understand the current dynamics of communication in tourism.

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable.

Course contents

1. The communication and marketing; 2. Design of communication strategies in tourism; 3. Promotion of tourism products and destinations; 4. New forms of communication in tourism.

Course contents (extended version)

1. The communication and marketing
 - Communication: scope and objectives
 - Some models and theories of communication
 - The Politics of Communication
 - Communication on services and products
2. Design of communication strategies in tourism
 - Identification of the target audience
 - Determination of communication objectives
 - Drawing the message
 - Selection of communication channels
 - Budget
 - Mix of communication
 - Control
3. Promotion of tourism products and destinations
 - Objectives
 - The main means of Promotion
 - Promotion Development programs
 - Control
4. New forms of communication in tourism
 - Evolution of Traditional Media Communication
 - The Internet as the main way of selling products and tourist destinations
 - Content and Web Advertising Strategies

Recommended reading

1. Goeldner, C. R. , & Ritchie, J. R. B. (2012). Tourism: principles, practices, philosophies. Twelfth Edition. New Jersey, John Wiley & Sons, Inc. ISBN: 978-1-118-07177-9.
2. Kayode, O. (2014). Marketing Communications. Bookboon. com. ISBN: 978-87-403-0674-3.
3. McCabe, S. (2009). Marketing Communications in Tourism & Hospitality, Concepts, Strategies and Cases. Elsevier. ISBN: 978-0-7506-8277-0.
4. Mourão, L. P. , Ferreira, L. , & Pinto, J. R. (2021). Portugal e o Turismo. Porto: Book Cover Editora, Lda. ISBN: 978-989-9067-09-7.
5. Sarmiento, E. M. , Abranja, N. , & Carvalho, R. V. (2022). Plano de Marketing e Marketing Digital na Hotelaria e no Turismo. Lisboa: Lidel - Edições Técnicas, Lda. ISBN: 978-989-752-686-2.

Teaching and learning methods

Each class will have theoretical and practical components. The methodologies will focus on active methods, using discovery methods, presentation of issues, debate, autonomous work, mixed expository methods and case studies, among others. The aim is to create "design thinking" dynamics in working groups and individually.

Assessment methods

1. Continuous Evaluation - (Regular, Student Worker) (Final)
 - Development Topics - 25% (Research and present a scientific article that contributes to the theme of the course.)
 - Case Studies - 75% (Research and present the communication policy of a tourist agent.)
2. Final Evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Realization of a final exam with all the subjects taught during the semester.)
3. Incoming students - continuous evaluation - (Regular) (Final, Supplementary)
 - Development Topics - 25% (Research and present a scientific article that contributes to the theme of the course.)
 - Case Studies - 75% (Research and present the communication policy of a tourist agent.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation			
Elsa da Encarnação Gonçalves Tavares Esteves	Ricardo Alexandre Fontes Correia	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
01-03-2024	08-03-2024	08-03-2024	12-03-2024

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