

Course Unit	Touristic Marketing		Field of study	Tourism	
Bachelor in	Tourism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9254-532-2103-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	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) Ricardo Alexandre Fontes Correia

### Learning outcomes and competences

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

1. Understand the tourism reality in a Marketing perspective.
2. Understand and analyze tourism consumer behaviour.
3. Operationalize touristic products supply chain management.
4. Manage the communications process and the image of tourism organizations.
5. Structure and coordinate tourist products commercialization.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Identify basic management, tourism, and mathematics concepts

### Course contents

1–The marketing environment 2–The market 3–Tourist and Service Marketing characteristics 4-Consumer behaviour 5-The marketing Mix

### Course contents (extended version)

1. The marketing environment
  - Marketing concerning tourism organisations
  - Tourism marketing essence
2. The market
  - Tourism market and touristic actor's description
  - Segmentation and positioning
  - Target market selection
3. Services marketing characteristics
  - Services culture
  - Services marketing characteristics
  - Services quality management
4. Consumer behaviour
  - Consumer behaviour influences
  - Consumer behaviour theories and models
  - Consumer behaviour in touristic markets
5. The marketing mix
  - Touristic product
  - The price
  - Communication and promotional mix in tourism
  - Touristic Distribution

### Recommended reading

1. Eiglier, P & Langeard, E. (2002). Servuction, a gestão de marketing de empresas de serviços. McGraw-Hill, Lisboa. ISBN 972-9241-26-0
2. Gronroos, C. (2015). Service management and marketing: managing the service profit logic (4 ed. <sup>a</sup>). John Wiley & Sons. ISBN: 978-1-118-92144-9
3. Hashim R., Hanafiah, M. & Jamaluddin, M. (2019). Positioning and branding tourism destinations for global competitiveness. IGI Global. ISBN: 9781522572534
4. Kotler, P., Bowen, J. Makens & J., Baloglu, S. (2021). Marketing for hospitality and tourism (7 ed. <sup>a</sup>). Pearson. ISBN: 9781292363516
5. McCabe, S. (2017). The routledge handbook of tourism marketing. Routledge. ISBN: 978-0-415-59703-6

### Teaching and learning methods

Theoretical and practical components, with a prevalence on active methods like case studies and discussions.

### Assessment methods

1. Final Evaluation - (Regular, Student Worker) (Final, Supplementary)
  - Final Written Exam - 60% (Minimum grade of 7 required)
  - Practical Work - 40% (Minimum grade of 7 required)
2. Exchange Students - (Regular, Student Worker) (Final, Supplementary, Special)
  - Practical Work - 100%
3. Special Season Evaluation - (Regular, Student Worker) (Special)
  - Practical Work - 100%

### Language of instruction

Portuguese, with additional English support for foreign students.

### Electronic validation

Ricardo Alexandre Fontes Correia	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
08-10-2023	10-10-2023	10-10-2023	15-10-2023