

Course Unit	Tourism Destination Management	Field of study	Tourism
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	3
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
		Level	1-3
		ECTS credits	6.0
		Code	9254-532-3102-00-22

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) Márcio Domingos Alves Ribeiro Martins

#### Learning outcomes and competences

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

1. Discuss the main challenges for structuring and managing a destination.
2. Operationalize the tourism destinations relational management.
3. Understand the network principles applied to destination management.
4. Propose appropriate touristic products for different destinations.
5. Increase the value and manage the tourism destinations brands.
6. Conduct and analyze market research.
7. Forecast developments in touristic markets and establish suitable forms of intervention to the various forecast contexts.
8. Identify the touristic destinations' competitiveness factors.

#### Prerequisites

Not applicable

#### Course contents

1. Touristic destination
2. Tourism destination's competitiveness
3. Development of policies and strategies for the destination
4. Destinations management models
5. Market research for destinations management

#### Course contents (extended version)

1. Touristic Destination
  - Concepts, functions, components, stakeholders.
  - Structure, life cycle and sustainability.
  - Types of destinations.
2. Tourism destination's Competitiveness
  - Competitiveness dimensions
  - Destination competitiveness models
  - Clusters
3. Development of policies and strategies for the destination
  - Tourism experiences.
  - Tourism supply and tourism products.
  - Target markets.
  - Strategic-Positioning.
  - Destination's Brand and Image.
  - Communication Tools.
4. Destinations Management Models
  - Touristic Networks.
5. Market research for destinations management
  - Strategic and operational level.
  - Tourism Observatories.
  - Market Intelligence.
  - Mediation and Monitoring.
  - Evaluation of results.

#### Recommended reading

1. Baker, B. (2012). Destination branding for small cities (2nd ed. ). St. John's: Creative Leap Books.
2. Ejarque, J. (2016). Marketing y gestión de destinos turísticos nuevos modelos y estrategia 2. O. Madrid: Ediciones Pirámide.
3. Lawton, L. , & Weaver, D. (2014). Tourism management. (5th edition). Milton, Qld: John Wiley & Sons.
4. Morrison, A. (2013). Marketing and managing tourism destinations. London: Routledge.
5. World Tourism Organization (2007). A Practical guide to destination management. Madrid: World Tourism Organization (UNWTO)

#### Teaching and learning methods

Each class will necessarily have theoretical and practical components, with emphasis on active methods, using research methods, presentation of problems, debate, autonomous work, mixed expository methods and case studies, among others.

#### Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final, Supplementary)
  - Intermediate Written Test - 50% (minimum grade 7, 5 values)
  - Development Topics - 50% (minimum grade 7, 5 values)
2. Final Exam Assessment - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100%
3. Erasmus students (incoming) - (Regular, Student Worker) (Final, Supplementary)
  - Development Topics - 100% (They can also select the distributed assessment if they communicate this.)

#### Language of instruction

Portuguese, with additional English support for foreign students.

## Electronic validation

Márcio Domingos Alves Ribeiro Martins	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
03-03-2023	04-03-2023	06-03-2023	14-03-2023