

Course Unit	Option 4 - null		Field of study	-	
Classification	Postgraduate Course in Circular and Sustainable Water Design: Health and Wellness		School	School of Hospitality and Wellness	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	1	ECTS credits	3.0
			Code	5067-778-1105-07-23	
Workload (hours)	81	Contact hours	T -	TP 24	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) Alcina Maria Almeida Rodrigues Nunes

#### Learning outcomes and competences

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

1. Identify tourism products and services in a specific region, their supply and demand
2. Design detailed tourism promotion plans for activities around tourism, health, leisure and heritage in wellness regions
3. Analyse tourism services (national and international), with particular focus on the application of SWOT analysis and the application of the marketing mix of services
4. Understand the importance of the characteristics of promotional strategies in force in regions of wellness
5. Develop the ability to apply theoretical knowledge in a practical context

#### Prerequisites

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

#### Course contents

Tourism: tourism supply and demand. Trends in tourism markets: local markets and global markets. Types of tourism products/services: the particular case of health and wellness tourism. Client typologies and service supply. Marketing mix of services. The positioning of destinations. Promotion of destinations' sustainability. Monitoring the success of tourism promotion.

#### Course contents (extended version)

1. Tourism: tourism supply and demand
2. Trends in tourism markets: local markets and global markets
3. Types of tourism products/services: the particular case of health and wellness tourism
4. Client typologies and service supply
5. Marketing mix of services
6. The positioning of destinations
7. Promotion of destinations' sustainability
8. Monitoring the success of tourism promotion

#### Recommended reading

1. Baynast, A. , Lendrevie, J. , Lévy, J. , Lévy, J. , Dionísio, P. , & Rodrigues, J. V. (2021). Mercator 25 Anos: O marketing na Era Digital (18.ª ed. ). Dom Quixote.
2. Cooper, C. , & Hall, M. (2018). Contemporary Tourism: An International Approach (4th ed. ). Goodfellow.
3. Kotler, P. , Bowen, T. , Makens, J. , & Baloglu, S. (2016). Marketing for Hospitality and Tourism. Pearson.
4. Silva, F. , & Umbelino, J. (2017). Planeamento e Desenvolvimento Turístico. Lidel.

#### Teaching and learning methods

Application of theoretical exposure methods to the different contents, using audiovisual media complemented with interactive methods that stimulate students' participation through individual and group application of the techniques presented. In practice, it is intended to consolidate the acquisition of theoretical knowledge and the competencies provided by the unit.

#### Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final)
  - Practical Work - 50%
  - Intermediate Written Test - 50%
2. Alternative 2 - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese

#### Electronic validation

Alcina Maria Almeida Rodrigues Nunes	Maria José Gonçalves Alves
15-01-2024	22-01-2024