

Summer Course Proposal

Total Hours: 40 Hours, 4H/day, from 9:00 to 13:00, during 2 weeks (16 to 27 of July)

ECTS: 4

Course Name: Tourism, Tourism Marketing and Tourism Destinations Management

Course Description:

The course will have a theoretical and a practical component. Initially the main theoretical concepts and theories about Tourism Marketing and Tourism Destinations Management will be analyzed. Next, discussion of tourism destinations management and marketing research. During the course, some practical works will be conducted.

Main Goals (maximum 3):

- ✓ Provide marketing basis and cross marketing concepts applied to tourism, such as market analysis, segmentation options discussion, target markets and positioning, marketing-mix elements applied to tourism products;
- ✓ Recognize the specificity of tourism destinations development and concepts: tourism destination, destination management functions, the assumptions for a successful destination management, governance and the DMO (Destination Management Organizations);
- ✓ Discuss and justify the benefits of the planning activity, in a development perspective, regarding the partnerships in destinations management, team-building, stakeholders and performance, and the destinations competitiveness.

Syllabus:

- **Tourism (10 hours)**
 - Tourism concepts
 - Assessment elements in tourism
 - Tourism offer and demand
 - Tourism in Portugal: case studies
 - Tourism trends
- **Tourism Marketing - 15 hours**

- What's tourism marketing?
- The concept of value in tourism
- Segmentation and positioning
- Marketing-mix in tourism.
- **Tourism Destinations Management – 15 hours**
- Tourism destinations development.
- Destination strategic planning and objectives.
- Tourism destinations competitiveness.

Responsible Teachers (ESHT): Dália Liberato and Pedro Liberato

International Invited Teacher: To be defined

Required course materials: documents and practical case studies available in moodle platform.
Room with computer and projector

Assessment: Individual work (50%) and group work (50%).

Main References (maximum 3):

Bowie, D., Buttle, F., Brookes, M., Mariussen, A. (2017). Hospitality Marketing (3rd ed.), Routledge, London and New York.

Kotler, P., Bowen, J., Makens, J., Baloglu, S. (2017). Marketing for Hospitality and Tourism (7th ed.), Pearson, London.

Morrison, Alastair M. (2013). Marketing and Managing Tourism Destinations. Routledge: New York. ISBN 978-0-415-67250-4

Short Bio of responsible teacher (maximum of 200 words):

Dália Liberato is graduated in Geography, from Faculty of Arts and Humanities of University of Porto, and PhD in Tourism Management and Planning from the Faculty of Business Sciences and Tourism of University of Vigo, Spain. She has been teaching in Polytechnic of Porto, Portugal, since 2016, at Porto Accounting and Business School and School of Hospitality and Tourism. She has published several papers and communications at national and international journals and meetings and is a Researcher at CITUR and CEI. She is a researcher on Tourism Management.

Short Bio of other teachers (if applicable – maximum of 200 words):

Pedro Liberato has a PhD in Tourism Management and Planning from the Faculty of Business Sciences and Tourism of University of Vigo, Spain. Adjunct Professor at the School of Hospitality and Tourism of the Polytechnic Institute of Porto (ESHT – P.PORTO).

Has been teaching in Polytechnic of Porto, Portugal, at Porto Accounting and Business School (since 1998) and School of Hospitality and Tourism since 2016, in the areas of: Tourism, Tourism Planning, Tourism Marketing, Simulation, Marketing, New Digital Products Development, and Technologies and Information Systems. He is Coordinator of the Department of Tourism and Leisure at ESHT, director of the degree in Tourist Activities Management and coordinator of the in and out mobility at ISCAP.

He has published several papers and communications at national and international journals and meetings and is a Researcher at CITUR and CEI. He is a researcher on Tourism Management, Tourism Marketing and E-Tourism.