

Updated On	2023/09/16																															
Curricular Year / Period	2023/24 / S1																															
Course	Tourism																															
Curricular Unit	Tourism Marketing																															
Language(s) of Instruction	Português																															
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>150</td> <td>0</td> <td>62</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> </tr> </tbody> </table> <p style="font-size: small; text-align: left;">T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6	150	0	62	0	0	0	0	0	15	0
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6	150	0	62	0	0	0	0	0	15	0																						
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Eva Maria Marques Milheiro / eva@ippportalegre.pt																															
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>	None.																															
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<p>Know the concepts of marketing and distinguish between goods and services; Raise awareness of the importance of sustainability as a marketing strategy; Recognise the importance of marketing in tourism; Understand the specificities of tourism marketing and its differentiating characteristics; Know which strategies to adopt to respond to the challenges posed to the tourism sector by the unique characteristics of tourism products; Know the trends in consumer behaviour in tourism and know how to act on them; Identify segmentation strategies, the target market and positioning; Understand the marketing plan as a strategic tool; Analyse the challenges facing tourism marketing; Design a tourism marketing plan.</p>																															
Sustainable Development Goals																																
Syllabus	<p>Concepts and fundamentals of marketing, specifically, marketing services The importance of marketing to the tourism sector Tourist marketing specifics Marketing-mix in tourism: product, price, distribution and communication Tourist market Consumer behavior in tourism Segmentation, target market identification and positioning Tourism marketing management: the marketing plan as a strategic tool Future trends in the development of the tourism sector and the new challenges posed to tourism marketing.</p>																															
Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	<p>1 - Teaching methodologies</p> <p>The curricular organization of the course includes theoretical-practical classes. The theoretical classes will assume a more expository character, in order to disseminate some basic scientific information and information. Spaces will be reserved for discussion and critical reflection on the different themes of the program or others related to it. The practical classes will be essentially used for the elaboration of a marketing plan for a national tourist destination. A number of experts will also be invited to share their practical experiences in the field of tourism marketing.</p>																															

	<p>2 - Period assessment</p> <p>The approval in the Tourism Marketing course unit is obtained with a minimum classification of 9.5 values, resulting from the following evaluation parameters, with the presented valuation:</p> <ul style="list-style-type: none"> - 1 individual knowledge assessment test: 40%; - 1 Group work: 40%; - Exercises to establish knowledge and commitment during classes: 20%. <p>According to the frequency regime in force at ESECS, students will have to attend 75% of the classes taught.</p> <p>3 - Examination assesement</p> <p>Exam - 100%</p>
<p align="center">Bibliography</p>	<p>1 - Main Bibliography</p> <p>GhFly & HubSpot. (2022). Tendências 2023: a era do consumidor conectado. Godin, S. (2002). Vaca Roxa. Penguin. Kotler, P., Makens, J. C., Bowen, J. T., & Balogu, S.(2018). Marketing for hospitality and tourism. Pearson Education. Kotler, P(2021). Marketing 5.0. Actual. Kotler, P. (2000). Marketing para o Século XXI, 8ª edição. Editorial Presença. Morrison, A. & Gretzel, U. (2018). Tourism Marketing: In the Age of the Consumer, 1st edition, Routledge. Sarmiento, E., Abranja, N. & Carvalho, R. (2022). Plano de Marketing e Marketing Digital na Hotelaria e no Turismo. Lidel. Seaton & Bennet. (2000). Marketing Tourism Products: Concepts, Issues, Cases. International Thomsom Business Press.</p> <p>2 - Complementary Bibliography</p>
<p align="center">Special Situations [Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>The student workers will be able to carry out individual research work, guided by the teacher, to be delivered as a final report on a date to be agreed upon. Valuation of valuation parameters is maintained.</p> <p>2 - Examination assesement - Students with special status</p> <p>In times stipulated.</p>