

Course Unit	Tourism Destination Management	Field of study	Tourism
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2019/2020	Year of study	3
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - 3 TP 60 PL - TC - S - E - OT - O -
		Level	1-3
		ECTS credits	6.0
		Code	9254-532-3102-00-19

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) Marco Paulo 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. ISBN 978-0984957408.
2. Ejarque, J. (2016). Marketing y gestión de destinos turísticos nuevos modelos y estrategia 2. 0. Madrid: Ediciones Pirámide. ISBN 9788436835090.
3. Lawton, L. & Weaver, D. (2014). Tourism management. (5th edition). Milton, Qld: John Wiley & Sons. ISBN: 9781118644812.
4. Morrison, A. (2013). Marketing and managing tourism destinations. London: Routledge. ISBN 978-0415672504.
5. World Tourism Organization (2007). A Practical guide to destination management. Madrid: World Tourism Organization (UNWTO). ISBN 978-9284412433.

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. Distributed Assessment - (Regular, Student Worker) (Final)
 - Final Written Exam - 35% (Same assessment for ERASMUS students (Incoming) and for student workers if they so communicate.)
 - Practical Work - 15% (Same assessment for ERASMUS students (Incoming) and for student workers if they so communicate.)
 - Development Topics - 50% (Same assessment for ERASMUS students (Incoming) and for student workers)
2. Final Exam Assessment - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Erasmus students (incoming) and student workers - (Regular, Student Worker) (Final)
 - Final Written Exam - 50% (ERASMUS students (Incoming) and student workers, if they communicate this.)
 - Development Topics - 50% (Same assessment for ERASMUS (Incoming) students and for student workers)

Language of instruction

1. Portuguese
2. Portuguese, with additional English support for foreign students.

Electronic validation

Marco Paulo Martins	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
29-02-2020	02-03-2020	02-03-2020	04-03-2020