



Year : 2018/19

29133 - Tourist Destinations: Marketing and Quality

Syllabus Information

Academic Year:	2018/19
Subject:	29133 - Tourist Destinations: Marketing and Quality
Faculty / School:	177 -
Degree:	445 - Degree in Tourism
ECTS:	6.0
Year:	4
Semester:	First semester
Subject Type:	Optional
Module:	---

General information

Aims of the course

Context and importance of this course in the degree

Recommendations to take this course

Learning goals

Competences

Learning goals

Importance of learning goals

Assessment (1st and 2nd call)

Assessment tasks (description of tasks, marking system and assessment criteria)

Methodology, learning tasks, syllabus and resources

Methodological overview

Learning activities will be based on theoretical and practical approaches. The students will have the opportunity to practice the practical contents in a team work project. Moreover, tutorials will be available for every student (4 hours per week).

Learning tasks

In order to achieve the objectives in this course, the following activities will take place:

- Practical exercises at the end of each lesson
- Professional experts in tourism marketing will expose their experiences in class
- Team work about tourism marketing applied to destinations
- Tutorials

Syllabus

Unit 1. Introduction and basic topics in marketing

Unit 2. Tourism destinations from a marketing perspective

Unit 3. Tools and marketing strategies in the tourism industry

Unit 4. Consumers in the tourism industry

Unit 5. Tourist brands from a marketing perspective

Unit 6. Quality in organizations and tourism destinations

Course planning and calendar

This course will take place along the first semester (Septembre-February)

Bibliography and recommended resources