

29133 - Tourist Destinations: Marketing and Quality

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Course	4
Period	First semester
Subject Type	Optional
Module	---

1. Basic info

1.1. Recommendations to take this course

1.2. Activities and key dates for the course

2. Initiation

2.1. Learning outcomes that define the subject

2.2. Introduction

3. Context and competences

3.1. Goals

3.2. Context and meaning of the subject in the degree

3.3. Competences

3.4. Importance of learning outcomes

4. Evaluation

5. Activities and resources

5.1. General methodological presentation

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).

5.2. Learning activities

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

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- 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

5.3.Program

Unit 1. Introduction and basic topics in marketing

Unit 2. Tools and marketing strategies in the tourism industry

Unit 3. Consumers in the tourism industry

Unit 4. Tourism destinations from a marketing perspective

Unit 5. Tourist brands from a marketing perspective

Unit 6. Quality in organizations and tourism destinations

5.4.Planning and scheduling

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

5.5.Bibliography and recommended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29133&Identificador=14822>