

## 29133 - Tourist Destinations: Marketing and Quality

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.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).

#### **5.2.Learning tasks**

## 29133 - Tourist Destinations: Marketing and Quality

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

### 5.3.Syllabus

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.Course planning and calendar

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

### 5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

<b>BB</b>	Alonso Almeida, Mar. Gestión de la calidad de los procesos turísticos / Mar Alonso Almeida, Lucía Barcos Redín, Juan Ignacio Martín Castilla Madrid : Síntesis, D.L. 2006
<b>BB</b>	Bigné Alcañiz, Enrique. Marketing de destinos turísticos : Análisis y estrategias de desarrollo / Enrique Bigné Alcañiz, Xavier Font Aulet, Luisa Andreu Simó . - [1a ed.] Madrid : Esic, 2000
<b>BB</b>	Kotler, P. Marketing turísticos / Kotler, P. ...[et.al]. 2011 Madrid: Prentice Hall

## 29133 - Tourist Destinations: Marketing and Quality

BC

González, L.. La calidad en las organizaciones turísticas ( hostelería y turismo)/ González, L. ...[et.al]. - 2014 [Zaragoza]: Paraninfo