

Academic Year/course: 2021/22

29133 - Tourist Destinations: Marketing and Quality

Syllabus Information

Academic Year: 2021/22

Subject: 29133 - Marketing y calidad de destinos turísticos

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

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. 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).

4.2. 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

4.3. 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

4.4. Course planning and calendar

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

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=29133>