

## 29177 - Digital Marketing of Tourist Destinations

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 29177 - Digital Marketing of Tourist Destinations

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 616 - Degree in Tourism

**ECTS:** 6.0

**Year:** 4

**Semester:** First semester

**Subject type:** Optional

**Module:**

### 1. General information

The subject aims to broaden knowledge in the area of marketing and market research in the tourism sector.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), such that the acquisition of the subject learning results provides training and competence to contribute to some extent to their achievement:

- Goal 8: Decent Work and Economic Growth
- Goal 10: Reduction of Inequalities
- Goal 11: Sustainable Cities and Communities

### 2. Learning results

- Understand the quality systems used in the tourism sector
- Understand the importance of quality in the relationships established within the organization and between the organization and customers/users.
- Understanding the need to assess customer feedback and customer satisfaction
- Be able to suggest improvements in the destination based on customer knowledge
- Generate loyalty strategies for the destination

### 3. Syllabus

Unit 1. Introduction and basic marketing concepts

Unit 2. Destination management from a marketing perspective

Unit 3. Marketing tools and strategies in the tourism sector

Unit 4. Consumers in the tourism sector

Unit 5. Brands and tourist destinations

Unit 6. Quality in tourism organizations and destinations

### 4. Academic activities

Attendance to theoretical classes (30 hours)

Attendance to practical classes (30 hours)

Tutorial attendance (3 hours)

Examinations (2 hours)

Autonomous student work (85 hours)

### 5. Assessment system

#### Continuous Assessment

1) **Individual written tests (50%):** 2 individual written tests will be given throughout the term. In these two

the student must demonstrate his or her knowledge of the various concepts, and his or her ability to interrelate and critically analyze these concepts from an eminently practical point of view.

In order to evaluate the grade of the written tests together with the group work, the grade of each written test must be higher than 4 out of 10.

2) **Final group work** (50%): completion of a group work that applies the concepts studied.

**Global assessment**

Individual written test (100%): the student must show his/her knowledge of the different concepts, and his/her capacity to interrelate and critically analyze these concepts from an eminently practical point of view. To pass this test the grade must be equal to or higher than 5 out of 10.