

Promotion of Tourist Destinations

Code: 104962
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teachers

Arena Yáñez Gago

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

By the end of this course, the student will be able to:

1. To know the most important antecedents of the promotional strategies.
2. To know how to use the language and the main promotional resources.
3. To be able to write and to interpret a briefing.
4. To have enough information to evaluate an advertising campaign.
5. To analyze the elements of entrepreneurship that the institutions use in the promotion of tourism.
6. To know the idiosyncrasies and the promotion activity of the main touristic institutions.
7. To recognize, to highlight and use the particularities of the place, the institution, the season, the costumer profile, etc.
8. To know the main information and promotion channels, as well as their effectiveness level depending on different circumstances, styles and trends, giving special interest on the environmental issues.

Competences

- Behave responsibly towards the environment.
- Demonstrate knowledge and understanding of the tourism phenomenon from the perspective of sustainability and quality management.
- Develop a capacity for independent learning.
- Identify and evaluate the elements of a tourism system and how they interact with and impact the environment.
- Innovate in tourism: both in planning and commercialisation and in the management of organisations.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.

- Negotiate with different bodies on tourism development projects for particular areas and regions.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Analyse elements of advanced geography, of regional tourism resources, and of existing methodologies and techniques and impacts of the tourism system.
2. Behave responsibly towards the environment.
3. Develop a capacity for independent learning.
4. Identify and assess the social impact of tourism.
5. Identify and evaluate the new forms of tourism: ecotourism, cultural tourism, etc.
6. Identify and relate tourism resources and regional resources.
7. Identify public entities' policies on tourism regulation and planning.
8. Identify the environment as a tourist heritage and determine its characteristics.
9. Identify the factors that determine tourism development.
10. Plan and manage activities on the basis of quality and sustainability.
11. Plan, organise and coordinate a work team, creating synergies and showing empathy.
12. Single out the most suitable instruments for applying sustainable tourism policies.
13. Use communication techniques at all levels.
14. Work in a team.

Content

Unit 1: The history and antecedents of advertising

- Pre-modern history
- Modern history
- Current world

Unit 2: Advertising: concepts and principles

- Advertising and publicity
- Role of advertising in tourism
- General principles of advertising and principles of modern marketing and advertising
- Main objectives of destination marketing and advertising
- The importance of advertising in tourism

Unit 3: The slogan

- The slogan concept
- Characteristics of an effective slogan
- Types of destination slogans
- Destination slogans: case study

Unit 4: The brand and the image

- Destination branding
- The challenges of destination branding
- Developing the brand identity: the brand benefit pyramid
- Destination image
- Destination life cycle.
- Destination familiarity
- Future intentions to visit a destination
- Destination Reputation Management
- Overtourism and Reputation

- Destination brands and image: case study

Unit 5: Types of promotion

- Rational, emotional and subliminal promotion
- Destination ads: case study

Unit 6: The advertising campaign and advertising media

- Advertising campaigns: concepts, features and making an advertising campaign.
- Media channels
- Destination campaigns: case study

Unit 7: The advertising brief

- Concepts and elements
- Destination brief: case study
- UNWTO Tourism Highlights

Unit 8: Trendy tourist destinations

- Fashion and trend concept
- Most fashionable and trendy tourist destinations in 2019
- Factors that influence people in their choice of destination

Methodology

Three teaching methodologies will be fundamentally developed:

1. Methodology of the theoretical part of the subject:

The professor will explain theoretical contents of the different subjects of which the subject consists. This theoretical aspect will be complemented with real examples presented with infographic and audiovisual support. Part of the subject will be introduced in the Virtual Campus available to the student.

2. Methodology of the practical part of the subject:

Practical exercises will be carried out, inside and outside the classroom, both individually and in groups. The result of these practices will be analyzed jointly in class and the conclusions of these will be incorporated into the theoretical contents. Due to the idiosyncrasy of the subject, some exercises will be based on creativity and new contributions, and others on the analysis of existing assumptions.

3. Methodology of the non-attendance part:

A large part of the information related to the subject will be posted on the Virtual Campus, that is, a part of the theoretical content, the individual and group exercises to be carried out, the practical cases that must be done inside and outside the classroom, etc. Even so, complementary references of bibliographic type, infographic, web pages, etc. will be incorporated.

Students will work in groups on cases that will have to be exhibited in class. Its theme will be related to the analysis of the promotion of a product and / or tourist destination based on the parameters developed in the first part of the subject.

In all three methodological sections, there is always the possibility to the analysis of current events.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed				
Oral presentation	20	0.8	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14	
Resolution of practical cases	20	0.8	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14	
Theoretical class	42	1.68	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14	
Type: Supervised				
Tutorials	10	0.4	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11	
Type: Autonomous				
Assignments	20	0.8	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14	
Resolution of practical cases	10	0.4	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14	
Study and readings	10	0.4	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11	

Assessment

CONTINUOUS ASSESSMENT:

- There will be a final exam after completing all the units, which represents 50% of the grade. To pass the course students must get at least a grade of 4 out of 10 in the final exam.
- Individual assignments/class activities represent 20% of the grade.
- The final project (in groups) represents another 20% of the grade.
- Attendance and participation in class represent 10% of the grade.

SINGLE ASSESSMENT:

Instead of continuous assessment, students have the option to choose single assessment as long as they can prove they are not able to attend classes because they are attending other classes or they are repeat students. Those that partake in the single assessment will have to inform the teacher by e-mail before March the 1st and attach the appropriate document/s to justify the change.

Single assessment students will deliver the final project within the deadline and will take the final exam on the date and time scheduled according to the academic calendar posted in the official academic program of the school. The grade of the final project will be 50% and final exam will be the remaining 50% of the final grade. A minimum of 4 points will be required to pass the exam.

RETAKE EXAM:

Students with a grade between 3.5 and 4.9 in the final exam will have the chance to retake the exam according to the academic activities calendar, which is reported in the students' guide or on the school's website. If these students pass the retake exam, their final grade will be 5.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	10%	0	0	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14

Exam	50%	2	0.08	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 11
Individual practical assignments	20%	10	0.4	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11
Practical assignments in group	20%	6	0.24	1, 2, 3, 12, 8, 9, 6, 4, 5, 7, 13, 10, 11, 14

Bibliography

The basic bibliography that is used for the study of this subject will be the following:

Spanish Association of Scientific Experts in Tourism (AECIT) (2017). *The Spanish tourist activity in 2016*. Madrid.

BARQUERO CABRERO, José Daniel and BARQUERO CABRERO, Mario (2006). *Manual of Public Relations, Communication and Publicity*. Editions Management 2000, Planet DeAgostini. Fifth edition. Barcelona

BASSAT, Luis (2006): *The red book of advertising. Ideas that move mountains*. Debonsillo Random House Mondadori. Barcelona.

BIGNÉ ALCAÑIZ, E.; FONT AULET, X. Y ANDREU SIMÓ, L (2000). *Marketing de destinos turísticos: análisis y estrategias de desarrollo*. Esic. Barcelona.

BORRUECO ROSA, María A. (2007). *The advertising language in tourism*. Edited by the Junta de Andalucía. Seville.

DAHDA, Jorge (2006). *Tourist advertising*. Editorial Trillas. Madrid.

DOMÍNGUEZ, F. (2005). *Administrative Law and Tourist Legislation*. Ed. Ramón Areces Study Center. Madrid.

EDGEELL, D. L. & SWANSON, J. R. (2013). *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*. Routledge. London, New York.

EGUIZÁBAL, R. (2006). *History of Advertising* Ed. Eresma and Celeste. Madrid.

EJARQUE, J. (2005). *Destinos turísticos de éxito: diseño, Creación, gestión y marketing*. Pirámide. Madrid.

FRATTINI, E. (2013). *Guide of international tourism organizations*. Edited by the Complutense University, Madrid.

GARCÍA UCEDA, Mariola (2011). *The pins of the Advertising*. Ed. ESIC. Fifth edition, Madrid.

HALL, C.M; JENKINS, J. M. (2003). *Tourism and public policy*. Thomson Learning. London, New York.

HALL, C.M. (2008, 2nd edition). *Tourism planning: policies, processes and relationships*. Pearson Education. London, New York.

HALL, C.M. & PAGE, S. J. (2006 3th edition). *The Geography of tourism and recreation: environment, place and space*. Routledge. London, New York.

HARRISON, T. (2001). *Advertising Techniques Manual*. Deusto.

KUMRAL, N. & ÖZLEM ÖNDER, A. (2014). *Tourism, Regional Development and Public Policy*. Routledge. London, New York.

OTTMAN, J. (2013). *Las nuevas reglas del marketing verde*. Carvajal Educación. Bogotá.

PIKE, S (2009). *Destination marketing: an integrated marketing communication approach*. Elsevier. London.

LINDSTROM, Martin (2010). *Buyology: Truths and lies about why we buy*. Ediciones Gestión 2000, Barcelona.

SAN EUGENIO, Jordi (2009). Tourist Communication Manual. Edited by Documenta Universitària, Girona.

URRY, J. (1995). *Consuming places*. Routledge. London, New York

URRY, J. (2002). *The tourist gaze: Leisure and travel in contemporary societies*. Sage. London.

VERA, J. F.; LÓPEZ PALOMEQUE, F.; J. MARCHENA, M. & ANTON CLAVÉ, S. (2013). *Análisis territorial del turismo y planificación de destinos turísticos*. Tirant Humanidades. Valencia.

VIVES, Albert (2005). *Damn publicity!* Editorial Peninsula, Barcelona.

A rigorous text-topic correlation can not be established since most of the books analyze content and assumptions applicable to the subject in general. In addition, there are topics for which there is no specific bibliography, so we must address the analysis of real unpublished assumptions or elements of the network.

Magazines / newsletters to subscribe in order to be up to date with the sector news:

- Native Advertising Institute: <https://nativeadvertisinginstitute.com>
- Travel daily news: <https://www.traveldailynews.com>
- Braking travel news: <http://www.breakingtravelnews.com>
- Travel Pulse: <https://www.travelpulse.com>
- Agenttravel: <http://www.agenttravel.es/>
- Comunicatur: <http://www.comunicatur.info>
- Hosteltur: <http://www.hosteltur.com>
- Preferente: <http://www.preferente.com>
- Smarttravel news: <https://www.smarttravel.news>