

Subject Study guide “Tourist destinations and public promotion”

1. IDENTIFICATION

- ✓ **Subject name: Tourist destinations and public promotion**
- ✓ **Code: 101215**
- ✓ **Degree: Bachelor’s Degree in Tourism**
- ✓ **Academic course: 2018-2019**
- ✓ **Subject type: Optional**
- ✓ **ECTS Credits (hours): 6 ECTS (150 hours)**
- ✓ **Teaching period: 2nd Semester**
- ✓ **Teaching language: English**
- ✓ **Teacher: Arena Yáñez**
- ✓ **Email: arena.yanez@uab.cat**

2. PRESENTATION

The subject has two major thematic aspects: on one hand, it includes all these concepts, techniques and strategies linked to the current promotion and, on the other hand, the analysis of how to apply these strategies in the main tourist destinations. This double perspective is considered both from an outbound and from an inbound point of view, and both referred to our country and to the main bodies, companies and international institutions, placing special emphasis on the most emblematic proposals, either because of the specific weight of the institution itself or because of the uniqueness of its proposal promotion.

This is an optional subject that takes place in the last year of the degree, that is, when the student has already reached a certain degree of knowledge of the tourist institutions and the tourist sector in general, both at national and international level. This in-depth knowledge about the tourist industry allows the student to get a very practical approach to the subject, considering that he/she will analyse different successful tourism promotional campaigns, highlighting those ones that have led to positive results on the tourist activity as well as those that failed (together with the possible causes of their failure, with the aim to design alternative proposals).

3. EDUCATIONAL GOALS

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.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC SKILLS:

- CE1.Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions, activities and areas in the context of tourism sector.
- CE3.To manage the concepts related to the planning and marketing of destinations, resources and tourist attractions as well as its instruments and functions.
- CE4. Apply concepts related to tourism products and companies in the different areas of the industry (human resources, commercial policies, markets, etc.).
- CE 5. Identify and evaluate the elements of the tourism system and its interaction with the environment as well as their impact.
- CE 7. To define and implement the objectives, strategies and trade policies in companies and touristic organizations.
- CE 8. To manage different communication tools: internal, external and corporative.
- CE 11. To have initiative and entrepreneurial spirit to create and manage products and companies in tourism sector.
- CE 19. To integrate knowledge and skills to do an academic or professional project in relation with the tourism sector.
- CE 21. To put in practice the acquired skills

TRANSVERSAL SKILLS:

- CT1. Develop the self-study ability.
- CT 2. Ability to self-assess the acquired knowledge.
- CT 4. To be aware and implement of the communication technics at all levels
- CT 6. Plan, organize and coordinate teamwork, creating synergies and inter-team relationships.
- CT 10. Teamwork
- CT13. To have business vision, capture customer needs and anticipate possible changes in the environment.

5. TOPIC AND 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
- Main objectives of tourist advertising
- The importance of advertising in tourism

Unit 3: The slogan

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

Unit 4: The brand and the image

- Brand: concept and elements
- Characteristics of a brand name
- Types of brands
- Destination image
- 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 and elements
- Traditional & social media
- Destination campaigns: case study

Unit 7: The briefing

- Concepts and elements
- Destination briefing: case study

Unit 8: Fashionable tourist destinations

- Fashion concept
- Most fashionable and trendy tourist destinations in 2019

6. RECOMMENDED BIBLIOGRAPHY

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>

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

BASSAT, L. (2006): *El libro rojo de la publicidad. Ideas que mueven montañas*. Debolsillo 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.

DAHDA, J. (2006). *Publicidad turística*. Editorial Trillas. Madrid.

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

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

FRATTINI, E. (2003). *Guía de las organizaciones internacionales de turismo*. Editado por la Universidad Complutense, 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). *Manual de Técnicas de Publicidad*. Deusto. Madrid

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

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

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

SAN EUGENIO, J. (2014). *Teoría y métodos para marcas de territorio*. Editorial UOC. Barcelona.

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.

7. TEACHING METHODOLOGY

The subject is presented in 8 different sections/units.

Master class sessions: lecturer's presentation of the theoretical content of the program in a straight forward, systematic and organized way (students will find the main slides for each topic on the Virtual Campus). This methodology will be based on the students' participation in class; the lecturer will consider their contributions, reflections and questions raised during the sessions. Throughout said classes, the student will carry out different activities, individually or in groups, in person in the classroom or virtually through the online Campus.

Practice sessions: practices will be carried out, both individually and in groups. The results of these practices will be analysed in class and the conclusions will be incorporated into the theoretical content. Due to the idiosyncrasy of the subject, some exercises will be based in the creativity and new contributions, and other assumptions in the analysis of the existing ones.

Several guest speakers will also be invited to come in class, in order to learn more about the concepts studied in class and to analyse them from another perspective and to contact with real professionals within the field, which is highly valuable to fully understand the concepts that we discuss in class.

The projects that the students carry out will be presented in class, in order to open comparative debates on the different projects.

INDIVIDUAL ASSIGNMENTS: 14 hours

GROUP ASSIGNMENTS: 45 hours

Comparative search of different destination marketing campaigns, analysing the theoretical aspects that we study in class in a specific advertisement.

The Virtual Campus will be used to share information and alternative media between students and teacher. The Virtual Campus will contain the profile of the course, additional material in digital form, real life cases and exercises, links to websites, etc.

TRAINING ACTIVITIES

Type	Activity	Hours	ECTS	Learning outcomes
Type: Directed	Theoretical classes	20	0.8	CE1, CE3, CE4, CE8, CE11, CE19
	Case study resolution	10	0.4	CE1, CE4, CE5, CE7, CE19, CE21
	Project's presentation	12	0.48	CE1, CE4, CE6, CE8, CE11, CE19
Type: Supervised	Tutorials	14	0.56	CE1, CE4, CE5
Type: Autonomous	Case study resolution	45	1,8	CE1, CE3, CE4, CE11, CE19, CE21
	Assignments	25	1	CE1, CE4, CE6, CE8, CE11, CE19
	Study	25	1	CE1, CE3, CE4, CE5, CE7
Total		150	6	

(1) The guided activities include problem solving, activities, practical cases or the project presentation.

(2) The tutorials include not only the consultations between the teacher and the student via e-mail but also the compulsory consultation of the evaluation documents that the professor will upload on the Virtual Campus throughout the semester.

(3) Individual activities correspond to the hours devoted to acquiring the theoretical knowledge of the subject (theory), as well as the hours assigned to practical work (guided activities) related to problem solving, activities, practical cases or the execution of projects (information search, writing and presentation in public).

8. ASSESSMENT SYSTEMS

This subject will be assessed as follows:

A) CONTINUOUS ASSESSMENT:

- There will be a final **exam** after completing all the units, which represents **40%** of the grade. To pass the course students must get at least a grade of 5 out of 10 in the final exam.
- **Individual assignments** represent **20%** of the grade.
- The **final project** (in groups) represents another **30%** of the grade.
- **Attendance** and **participation** in class represent **10%** of the grade.

Title	Weight	Hours	ECTS	LEARNING OUTCOMES
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Final exam	40%	2	0,08	CE10.1, CE17.2
Coursework (individual and group assignments)	50%	30	1,2	CE5.4, CE17.1, CE1.3, CE1.4, CE18.1
Attendance and participation	10%	30	1,2	CE1.3, CE5.3, CE5.4, CE10.1, CE10.2, CE17.2

B) FINAL EXAM / SINGLE ASSESSMENT:

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

The final exam will take place 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 exam will be 100% of the final grade. A minimum of 5 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.

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Subject's presentation Unit 1: The history and antecedents of tourist promotion	Master class session Case study	3 + 2
2	Unit 1: The history and antecedents of tourist promotion	Master class session Case study	3 + 2
3	Unit 2: Concept and general principles of advertising	Master class session Case study Practical activity	3 + 2
4	Unit 3: The slogan	Master class session Case study	3 + 2

		Practical activity	
5	Unit 4: The brand	Master class session Case study Practical activity	3 + 2
6	Unit 5: Types of promotion	Master class session Case study Practical activity	3 + 2
7	Unit 6: The advertising campaign and advertising media	Master class session Case study Practical activity	3 + 2
8	Unit 7: The briefing	Master class session Case study Practical activity	3 + 2
9	Unit 8: Fashionable destinations	Master class session Case study Practical activity	3 + 2
10 - 12	Team project presentations	Practice session	12
13	Final exam (continuous assessment)		3

10. ENTREPRENEURSHIP AND INNOVATION

- The guidelines for the individual coursework and the lectures will be posted on the virtual campus, which also will include presentation terms and assessment (if applicable). This method ensures the students will get familiar with using all the resources offered through the virtual campus.
- The students will do oral presentations in the classroom, encouraging communication skills of future tourism professionals.
- Practical exercises and cases (brands, slogans, briefings, etc.) will be based on innovative activities of destinations.
- The subject's program includes a unit focussed on entrepreneurship and innovation applied to the tourist product.
- Analysis of the entrepreneurial and innovative elements of some real life cases of public promotion of Catalan, Spanish and foreign tourist destinations.