

<i>Course</i>	Tourism and Leisure / Hotel Management / Catering and Food Service			<i>Academic year</i>	2020/2021		
<i>Subject</i>	Markets and Internationalization in Tourism			ECTS	4		
<i>Type of course</i>	Compulsory/Optional						
<i>Year</i>	3rd	<i>Semester</i>	1st sem	<i>Student Workload:</i>			
<i>Professor(s)</i>	Fernando Florim De Lemos			<i>Total</i>	108,0	<i>Contact</i>	45
<i>Area Coordinator</i>	Gonçalo Poeta Fernandes						

SD Planned

1. LEARNING OBJECTIVES

In this CU is intended that the students are able and competent to recognize and achieve:

- a) scope and types of touristic market, relate the functions of intermediaries in the tourism distribution and understand tourism markets that are more important to national tourism products;
- b) role and approaches of marketing applied to tourist markets;
- c) importance of the main theories of international tourism and understand the intervening role of the State in the tourist market;
- d) role that tourism plays as a major inducer of spatial mobility and the main generating and receiving areas of tourists all over the world, in Europe and national, as also the main trends and prospects of the evolution and development of tourism;
- e) the case studies of internationalization in the various sectors of tourism, both in terms of foreign business groups as Portuguese ones.

2. PROGRAMME

I - Tourist Market

- 1.1 Concepts and characterization of tourist market
- 1.2 Elements and types of market
- 1.3 Market Imbalances
- 1.4 Market Research
- 1.5 Motivation study
- 1.6 Market Segmentation
- 1.7 Tourism products and markets
- 1.8 Price Policy and tax launch
- 1.9 Distribution and intermediaries

II - Market and Tourism Marketing

- 2.1 Tourism Marketing Approaches
- 2.2 Definitions of Tourism Marketing
- 2.3 Activities in Tourism Marketing
- 2.4 Marketing Services

2.5 Marketing of tourism destinations

III - Theories supporting international tourism

- 3.1 Theory of Comparative Advantage
- 3.2 Theory of Appropriations Factorials
- 3.3 Theory of Competitive Advantage
- 3.4 Theory of Domestic Demand
- 3.5 Competitiveness of tourism destinations
- 3.6 Role of the State in market intervention

IV - Tourism markets at world, regional and national levels

- 4.1 Outgoing tourist markets worldwide
- 4.2 Outgoing tourist markets at regional level
- 4.3 Incoming tourist markets to Portugal
- 4.4 Portuguese Tourist Markets
- 4.5 Emerging tourist markets
- 4.6 Segmentation trends in markets and tourist products

V - Internationalization cases in tourism

- 5.1 Good practices in international companies
- 5.2 Good practices of Portuguese companies

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This CU aims to prepare a skilled technician responsible for tourism and leisure to be more competitive at an international level, providing the essential knowledge to prepare them in a theoretic and practical way to operate effectively in the tourism markets, both in domestic and international levels.

They will get competences to act in the various worldwide tourism regions for better understanding of the nature of the movement of tourists and their trends, in addition to the knowledge of the proper distribution of supply due to the behavior of tourist demand, in order to ensure the balance of the main markets with the development of world tourist destinations. Thus, the articulation and coherence between content and objectives are based on a progressive sequence and parallel interface, allowing demonstrate that consistency which is aimed at teaching-learning process, as the five chapters succeed to fulfill the respective objectives, defined previously. That is, the cap . I responds to the point a; II A to point b ; III to the point c ; IV to the point d ; V to the point e.

4. MAIN BIBLIOGRAPHY

Obligatory:

CUNHA, L. (2013), Economia e Política do Turismo, 3ª Edição, Lisboa: Lidel.

Pearce, P., Correia, A. (2020), *Tourism'S New Markets: Drivers, Details and Directions*, Goodfellow Publishers Ltd.

Witt, S., Brooke, M., Buckle, P., (2014), *The Management of International Tourism*, 1ª Edição, Routledge.

Recommended:

ASHWORTH, G, Goodall, B. (eds) (2013), *Marketing Tourism Places*. London: Routledge.

BAHL, M. (2003) *Mercado Turístico: Áreas de Atuação*, São Paulo: Editora Roca.

COSTA, C., Brandão, F., Breda, Z., Costa, R. (2014), *Turismo nos Países Lusófonos - Vol. I e II*, Lisboa, Escolar Editora.

COSTA, J., Rita, P., Águas, P. (2004), *Tendências Internacionais em Turismo*, 2ª edição, Lisboa: Lidel.

CUNHA, L., Abrantes, A. (2013), *Introdução ao Turismo*, 5ª Edição, Lisboa: Lidel.

Estevão, C., Ferreira, J. J. (2015), *A Competitividade no Setor do Turismo*, Santo Tirso: Idioteque.

HOLLOWAY, J. C. (2006), *The Business of Tourism*, 7th Edition, Essex: Prentice.

KOTLER, P., Bowen, J.T., Makens, J., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism*. 6th Edition, New York: Pearson.

OMT (2003), *Turismo Internacional: Uma Perspectiva Global*, 2ª Edição, Madrid: OMT.

OMT (2009), *Handbook on Tourism Destination Branding*, Madrid: OMT.

OMT (2011), *Tourism Towards 2030: Global Overview*, Madrid: OMT.

OMT (2016), *UNWTO Tourism Highlights*, Madrid: OMT.

WARD, S. V. (eds) (2000), *Selling Places: the Marketing and Promotion of Towns and Cities*. London: Spon Press.

WITT & Moutinho (eds) (1995), *Tourism Marketing and Management Handbook*. 2nd Edition, London: Prentice Hall.

VANHOVE, N. (2005), *The Economics of Tourism Destinations*, Oxford: Elsevier Butterworth-Heinemann.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

a) Oral presentation supported with projection schemes, graphics and ideas/keywords, is framed based on base texts;

b) Consultation of books of the literature is essential, as well as recent scientific papers and articles press;

c) call for understanding and interpretation of concepts and their confrontation with real situations of tourism, including through case studies and a study visit;

d) identification and exploitation of international case studies in tourism;

e) research data on demand statistical portals, particularly with a view to the presentation of regional tourism (UNWTO criteria);

e) Use of the e-learning platform of the IPG, where are putted the contents of the CU.

Continuous assessment involves regular monitoring of teaching and learning, and periodic assessment follows the rules defined in the Regulation School Courses of the 1.st Degrees of IPG. These types of evaluations assume one written test, at the end of the semester, practical group work and practice exercise. The result of the CU weighted mean the written test (60%), having minimum score of 8 values, the work group (40%).

Final Exam:

Written test – 100%

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

This CU aims to give the student a further insight of the current problems of the tourism market at national and international perspectives. Thus, it seeks to recognize the importance of multiple interactions, which are projected in tourism, in the world economy, particularly in our country which is a receiving market. The teaching methodologies are transversal to achieve the 5 types of goals. These teaching methodologies are consistent with the goals of the CU because they address theoretic and conceptual issues herewith analysis of case studies, which aim to introduce students to the subjects discussed in the CU, focusing the training activity on the student through their involvement in practical issues, provide them with the knowledge of issues related to the political-economic realities of the tourism and, at the same time, articulating every topic with the applied research developed in group work and presenting a lecture on tourism in a world region.

7. ATTENDANCE

In continuous assessment, in normal period, it requires the presence of 75% of total classes taught to students with normal status.

Professor

Coordinator