

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
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<i>Course</i>	Tourism and Leisure / Hotel Management / Food and Catering Services					
<i>Subject</i>	Markets and Internationalization in Tourism					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	3rd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Compulsory/Elective	<i>Student workload (H)</i>	Total: 108	Contact: 45	<i>ECTS</i>	4
<i>Professor(s)</i>	Fernando Florim De Lemos					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>	(select) Gonçalo Poeta Fernandes					

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

In this UC it is intended that students are able and competent to know and interpret:

- a) the scope and typologies of the tourist market, relate the role of the various agents in the tourist distribution and to look at the most important markets for national tourism products;*
- a) the role and approaches of marketing applied to tourism markets;*
- b) the added value of the main theories of international tourism, as well as knowing the role of the State in intervention in the tourist market;*
- c) the role of tourism as a vector inducing space mobility and identify the main areas of tourism that are broadcast and received at global, European and national level, as well as to know the main perspectives and trends of tourism developments;*
- d) the case studies of internationalization in tourism in the various sectors, both at the level of foreign and Portuguese business groups.*

2. PROGRAMME

I - Tourist Market

- 1.1 Concepts and characterization of the tourist market*
- 1.2 Market elements and types*
- 1.3 Market imbalances*
- 1.4 Market research*
- 1.5 Motivation al-*
- 1.6 Market segmentation*
- 1.7 Tourist products and markets*
- 1.8 Price policy and tax posting*
- 1.9 Distribution and intermediaries*

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II - Market and Tourism Marketing

2.1 Approaches to Tourism Marketing

2.2 Definitions of Tourist Marketing

2.3 Tourism Marketing Activities

2.4 Service Marketing

2.5 Marketing of Tourist Destinations

III - Theories justifying international tourism

3.1 Theory of Comparative Advantages

3.2 Theory of Factorial Appropriations

3.3 Theory of Competitive Advantages

3.4 Internal Demand Theory

3.5 Competitiveness of tourist destinations

3.6 Role of the State in market intervention

IV - Global, regional and national tourism markets

4.1 World-emitting tourist markets

4.2 Regional issuing tourism markets

4.3 Tourist markets emitting to Portugal

4.4 Portuguese issuing tourist markets

4.5 Emerging tourism markets

4.6 Trends in market segmentation and tourism products

V - Cases of internationalization in tourism

5.1 Good practices of international companies

5.2 Good practices of Portuguese companies

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This UC aims to train the tourism and leisure technician to be more competent in an analysis and capacity for intervention at international level, easing him with the knowledge necessary for theoretical and practical preparation to operate effectively in tourism markets, both in national and international markets.

It is intended to develop skills to act in the various tourist regions worldwide by better understanding the nature of tourist movements and their trends, in addition to the knowledge of the adequate distribution of supply due to the behavior of tourist demand, to ensure the balance of the main markets due to the development of the world's tourist destinations.

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II - Market and Tourism Marketing

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Thus, the articulation and coherence between content and objectives are based on a progressive and parallelism relationship sequence, demonstrating this coherence that is targeted by the teaching-learning process, as the five chapters succeed in meeting the respective objectives, defined above. That is, Chapter I responds to point a; II to point b; III to point c; IV to point d; V to the point and.

4. MAIN BIBLIOGRAPHY

Compulsory

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

Ansarah, M. G. & Netto, A. P. (2009). *Segmentação do Mercado Turístico Estudos, Produtos e Perspectiva*. Barueri: Manole.

Pearce, P. P. & Correia, A. (2020). *Tourism's New Markets*. Oxford: Goodfellow Publishers.

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

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

OMT (2019), *UNWTO Tourism Highlights*, Madrid: OMT.

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

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

a) oral exposure based on projection of schematics, images and films, tables and graphs, as well as key ideas, duly framed in basic bibliographic texts;

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- b) consultation of the works of fundamental bibliography and scientific and press articles;*
- c) an invitation to understand and interpret concepts and to confront real tourism situations, including through case studies and a study visit;*
- d) identification and exploitation of case studies of internationalization in tourism;*
- e) research of data on demand on statistical portals, in particular with a view to the presentation of tourism at regional level (OMT criterion);*
- f) use of the IPG e-learning platform, where UC content is available.*

Continuous evaluation presupposes regular monitoring of teaching-learning and periodic evaluation follows the rules defined in the School Regulations of The IPG 1st Cycle Courses. This type of continuous evaluation assumes two components of the mandatory evaluation. The final score of the UC results from the weighted average of the frequency (50%), which has a minimum score of 8 values, and two works of group TP1 (20%) and TP2 (30%).

Exam Evaluation: Written test - 100%.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

This UC aims to give the student a more in-depth view of the relationship between the economic and political and tourist systems and, in this way, to recognize the importance of the multiple interactions and impacts resulting from it, which are projected, reciprocally, both in tourism, and in the economy and politics of a given country or region, in our country, in Europe or even in the world. The methodologies are transversal to achieve the 5 types of objectives defined. The teaching methodologies are consistent with the objectives of the UC because they address theoretical and conceptual issues articulated with the analysis of case studies, which aim to introduce students in the problems discussed in the UC, focusing the formative activity on the student by their involvement in practical issues, in the confrontation of problems as possible related to the political and economic realities of the tourism sectors and articulating with applied research developed in group work.

7. ATTENDANCE

In continuous evaluation, 75% of the total classes taught to students with normal status are required.

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8. CONTACTS AND OFFICE HOURS

The teacher is available in ESTH's No B22 office, according to the time set and approved by the ESTH Board of Education for student care, or via email (fernando.lemos@ipg.pt).

9. OTHERS

The IPG E-learning platform is a database in which important materials are made available for learning UC content. This instrument will also be used to communicate with students through the publication of notices.

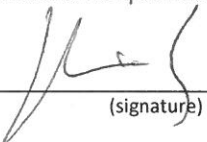
DATE

18 de setembro de 2023

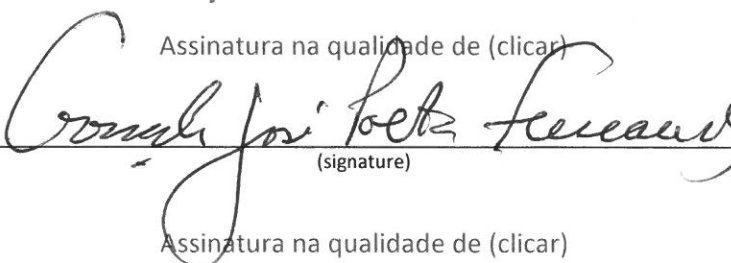
SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures


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