



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Marketing Applied to Tourism

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Marketing Applied to Tourism (V2118)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd Semester



UNIVERSIDADE LUSÍADA
LISBOA

8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Develop competencies and empower students to create and implement strategies for products, services, and tourist destinations. Promote market analysis and segmentation, guiding them in the development of marketing plans and the management of promotional campaigns. Stimulate creativity and innovation to tackle market challenges, providing an integrated practical and theoretical approach tailored to the needs and opportunities of the job market.

15. Specific Objectives

Provide mastery of marketing concepts applied to tourism, enabling students to analyze consumer behavior and apply market research techniques to develop tourism products or services. Foster the ability to create communication strategies using digital marketing tools, and impart techniques for managing campaigns in this sector.

16. Skills to be acquired

Understand and apply marketing fundamentals in tourism, including market segmentation and positioning of tourist destinations. Develop skills in analysis and techniques for creating and managing tourism products and services. Students will be able to design and implement communication strategies, plan and manage campaigns, ensuring the effectiveness of implemented actions. This prepares them to face the challenges of the job market in the tourism sector.



UNIVERSIDADE LUSÍADA
LISBOA

17. Teaching Methodology

A systematic combination of expository and active-interrogative methods will be utilized, integrating theoretical lectures with interactive debates, seminars, study visits, and practical sessions involving project development and real case studies. This approach ensures the practical application of acquired knowledge, promoting an integrated and market-oriented learning experience.

18. Course Unit Program

1. Introduction to Tourism Marketing
 - 1.1 Concepts and Evolution of Tourism Marketing
 - 1.2 Differences between Marketing and Tourism Marketing
 - 1.3 The 7 P's of Marketing in the Tourism Context
2. Market Segmentation and Positioning
 - 2.1 Market Segmentation Techniques in Tourism
 - 2.2 Positioning and Differentiation Strategies for Tourism Products, Services, and Destinations
3. Consumer Behavior
 - 3.1 Cultural, Social, Personal, and Psychological Factors Influencing Consumer Behavior
 - 3.2 Buyer Persona
4. Market Research
 - 4.1 Market Research Methods and Techniques
 - 4.2 Data Collection, Analysis, and Interpretation
 - 4.3 PEST Analysis Applied to Tourism
5. Development and Management of Tourism Products
 - 5.1 Creation and Innovation of Tourism Products
 - 5.2 Product Life Cycle Management
 - 5.3 Creative Process
6. Communication and Promotion
 - 6.1 Communication Strategies
 - 6.2 E-mail, Video, and Social Media Marketing
7. Distribution and Pricing
 - 7.1 Distribution Channels and Pricing Strategies
 - 7.2 Partnerships and Distribution Networks
 - 7.3 Direct Marketing
8. Digital Marketing Applied to Tourism
 - 8.1 Fundamentals and Tools of Digital Marketing
 - 8.2 SEO, SEM, Social Media, and Performance Analysis
 - 8.3 Inbound vs. Outbound Marketing
 - 8.4 Artificial Intelligence Applied to Tourism Marketing
 - 8.5 Content Marketing Matrix for SMEs
9. Marketing Plan
 - 9.1 Components of a Marketing Plan
 - 9.2 Golden Circle Method
 - 9.3 Relationship Marketing and SPARK Marketing
 - 9.4 Sales Funnel and Bounce Rate
 - 9.5 Analysis of Tourism Marketing Campaigns



UNIVERSIDADE LUSÍADA
LISBOA

19. Assessment Methods

1. Two mandatory written tests
 2. Attendance, participation, and oral contributions
 3. Optional individual assignment
- (All components have the weighting as specified in RGAC, Article 8)

20. Didactic Resources

- Books;
- Scientific articles;
- Exercise worksheets;
- Case studies;
- Internet resources.

21. Sustainability Objectives

Integrate sustainable practices into business plans, contributing to the following Sustainable Development Goals (SDGs):

SDG 4: Quality Education

SDG 8: Decent Work and Economic Growth

SDG 11: Sustainable Cities and Communities

SDG 13: Climate Action

SDG 17: Partnerships for the Goals

These objectives reflect a commitment to sustainable economic growth based on fostering creativity and innovation.

22. Keywords

Sustainability
Tourism Marketing
Consumer Behavior
Tourism Innovation
Communication Strategies



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): Sarmiento, E., Abranja, N., & Carvalho, R.
Title: Plano de Marketing e Marketing Digital na Hotelaria e no Turismo
Edition: 1^a Year: 2022
Local: Lisboa
Publisher: Lidel

Author(s): Fyall, A., Garrod, B., & Wang, Y.
Title: Tourism Marketing: A Collaborative Approach
Edition: 2^a Year: 2020
Local: Oxford
Publisher: Goodfellow Publishers

Author(s): Morrison, A.
Title: Hospitality and Travel Marketing
Edition: 6^a Year: 2023
Local: New York
Publisher: Routledge

24. Complementary Bibliography

Author(s): Sharma, K., & Sharma, M.
Title: Marketing of Tourism Experiences
Edition: 1^a Year: 2023
Local: Cham
Publisher: Springer

Author(s):
Title:
Edition: Year:
Local:
Publisher:



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'MARKETING TURÍSTICO': Academic Year 2024/2025
Autor / Author	Prof. Doutora ANA MARGARIDA SILVESTRE GRAÇA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2024	