



TOURISM DESTINATION MARKETING

Credit points:	4 CP
Study course annotation	<p>The given study course combines the application of already acquired knowledge and skills with new knowledge - the application of marketing concepts for the development of tourism destinations. The course ensures the acquisition of knowledge and skills about tourism marketing in the territorial aspect. Within the course, students' skills to collect, summarize and analyze information are developed, as well as the ability to find solutions to problem situations in the specific field.</p> <p>The purpose of the study course: to ensure that students acquire the necessary knowledge, skills and competencies in the field of tourism destination marketing.</p> <p>Tasks of the study course:</p> <ul style="list-style-type: none"> • To provide students with knowledge about the concept of territory marketing: its functional meaning, main concepts and elements, application possibilities in the field of tourism; • Create an understanding of the specifics of segmentation in the tourism destination marketing, the characteristics of the target audience and the progress of their research; • Analyze and evaluate examples of tourism destination marketing applications; • To provide students with knowledge about the concept of tourism destination branding and the principles of strategy development, communication tools and technologies in its implementation; • To develop the student's ability to collect, compile and analyze the information for planning marketing activities of tourist destinations; • To develop students' ability to argue and present their opinion; • Apply the newly acquired knowledge when developing a marketing strategy for the needs of the specific tourism destination.
Study results	<p>Knowledge</p> <p>1.1. Understand the essence of the place marketing concept and the role of the tourism destination in it;</p> <p>1.2. Define the factors affecting the behavior of potential visitors of tourism destinations;</p> <p>1.3. Be able to define the differences in the application of place marketing for the needs of different territorial scales and types of destinations;</p> <p>1.4. Be able to describe the stages of the marketing management process of tourism destinations;</p> <p>1.5. Able to analyze and evaluate examples of tourism destination marketing applications</p> <p>Abilities</p> <p>2.1. Able to analyze the prospects and problems of tourism development of specific tourist destinations and draw independent conclusions about the use of the marketing concept to promote destination tourism;</p> <p>2.2. Argumentatively discuss the actualities and application possibilities of tourism destination marketing;</p> <p>2.3. Analyze and segment visitors of tourist destinations; develop segment-specific offers. Determine marketing communication channels and tools for tourism promotion of tourist destinations</p> <p>Competences</p>



	<p>3.1. Able to analyze the tourism destination and apply theoretical knowledge, determining directions for promotion of tourism development;</p> <p>3.2. Able to analyze independently found information necessary for a specific case and present it to others;</p> <p>3.3. Able to defend his opinion and participate/stimulate discussion.</p>
Study course plan:	
The date	Topics
1	Introduction to the place marketing concept; its nature and characteristics at different territorial levels
2	Tourism destination marketing as part of place marketing. Development of tourism destinations at the international, national and regional levels.
3	Target markets in destination marketing; their diversity and characteristics. Target market segmentation and analysis possibilities in the marketing of tourism destinations.
4	Analysis of tourist flow in Latvia; segmentation criteria
5	Competitive advantages of the tourism destinations and their positioning possibilities
6	Brand concept in the marketing of tourism places. Brands of cities and regions and their development strategies. Analysis of Latvian and foreign experience
7	Communication in tourism destination marketing.
8	Marketing of tourism destinations in the digital environment
9	Event marketing and event tourism as a territory marketing strategy: types and application possibilities. Analysis of foreign examples
10	Territorial tourism development planning documents and programs. Tourism destination marketing organizations: Latvian and foreign experience
Form of final examination:	Project development (marketing strategy development for the specific tourism destination) and defense of this project (presentation)
Mandatory literature of the study course:	
<ol style="list-style-type: none"> 1. Kotler , Philip , Marketing Places : Attracting Investment , Industry , and Tourism to Cities , States , and Nations , Hardcover , Free Pr , 1993, 388 p. 2. Pike , Steven . Destination Marketing . Essentials . 3rd ed . - Routledge , 2021. - 321, [3] p. 3. Praude V., Vozniuka J. Territorial marketing. – Riga, 2013. – p. 533. 	
Study course supplementary literature:	
<ol style="list-style-type: none"> 1. Freijjers , V. Tourism marketing. Market-oriented microeconomic and macroeconomic management of tourism. From German translate Ilze Salna, Sandra Skuja. - Riga: Turība, 2011. - 621 pages. 2. Morrison , Alastair , M. Marketing and Managing Tourism Destinations . 2nd ed . - Routledge , 2019. – 672 p. 3. Tourism Destination Management / sp . issue ed . Manuel Rodriguez-Diaz, Tomas F. Espino-Rodriguez. - MDPI, 2019. - 114 p. 4. Tourism Planning and Destination Marketing / ed . by / Mark Anthony Camilleri . - Emerald Publishing Limited , 2019. - 271 p. 	
Periodicals and other sources of information:	
<ol style="list-style-type: none"> 1. Journal of Destination Marketing and Management , ISSN:2212-571X. – Elsevier , 2. Journal of Travel Research . Academic journal , ISSN 0047-2875. – Sage Publications Inc. _ Thousand Oaks , USA 	



3. Journal of Travel & Tourism Marketing . Academic journal , ISSN 1054-8408. Taylor & Francis Ltd , Abington , UK
4. Place Branding and Public Diplomacy , ISSN 1751-8040, UK
5. Tourism Geographies . Academic journal , ISSN 1461-6688.- Routledge , Abingdon , Oxfordshire , United Kingdom
6. <http://www.destinationmarketing.org/>

Changes and additions to the program and literature list are possible during the study process