



COURSE DATA

DATA SUBJECT

Code: 42989
Name: Tourism public marketing. Citymarketing
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Public marketing	ELECTIVES

COORDINATION

CERVERA TAULET AMPARO

SUMMARY

The importance of tourism as a wealth generator in the current environment, with high levels of global competition, rapid technological change, increased sophistication in the demands of investing companies, reduced levels of capital investment, and increased demands for services and infrastructure in terms of quantity and quality, creates new challenges for the management of local public administrations.

However, along with the positive impacts of tourism, its negative effects on environmental, economic, and social sustainability are becoming evident in mature destinations. Crises such as COVID-19 and climate change are dramatically demonstrating the fragility of this sector, but also its enormous resilience.

Through various reforms to the legislative frameworks of numerous countries, including Spain, changes have been introduced in their various political and administrative systems. These changes are based on a new management philosophy in the public sector. This philosophy, in



contrast to a traditional approach to public management characterized as insensitive to the needs of citizens, explicitly seeks a citizen-oriented approach or public service in a broader and more profound effort than the various reforms previously implemented. Thus, expressions such as "new public management" and the "public value management paradigm" have emerged. In the specific area of tourism, local governments must proactively and strategically be equipped to collaborate and coordinate with the various levels of existing public administrations; international, national, regional, and other local authorities; as well as with the network of stakeholders; businesses, universities, non-profit organizations, and civil society; to design strategic plans and marketing policies that enable them to respond to the needs of stakeholders in the cities they manage and, specifically, to attract tourists.

Although many technological means exist to help so-called smart cities successfully develop the three pillars of sustainability, the economic, environmental, and social sustainability of smart cities has not yet been fully considered. This represents an unrealized opportunity to positively impact the lives of citizens. Destinations must also consider developing their smart cities to achieve these goals. Only then can we talk about sustainable urban tourism development.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2135 - Master's Degree in Tourism Management and Planning

Actuar en el marco de los Derechos Humanos, los principios democráticos, los principios de igualdad entre mujeres y hombres, de solidaridad, de protección medioambiental, de accesibilidad universal y diseño para todos, y de fomento de la cultura de la paz.

Adaptar la estrategia comercial a las particularidades de cada entorno empresarial turístico.

Asumir responsabilidades directivas y técnicas en organismos públicos y para públicos cuyo objeto es el apoyo a la gestión de las empresas turísticas.

Capacidad para dirigir personas y habilidades directivas de liderazgo en la actividad turística.

Capacidad para presentar en público el diseño de un proyecto de manera clara y coherente y responder satisfactoriamente a críticas sobre el mismo, mediante juicios argumentados, defendiéndolo con rigor y tolerancia.

Capacidad para trabajar en un equipo y enfrentarse a situaciones problemáticas de manera colectiva.



Conocer la metodología de la gobernanza turística.

Conocer las costumbres y prácticas del sector en su vertiente nacional e internacional, así como las peculiaridades inherentes a las diferentes áreas económicas.

Detectar nuevos mercados emergentes y abrir la empresa a los mismos. Realización de informes para asesoramiento en relaciones con mercados emergentes.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

Entender y adaptarse a las particularidades culturales de cada mercado turístico.

Gestionar un departamento de turismo en la administración pública

Habilidades en la negociación y resolución de problemas y conflictos.

Habilidades para buscar, procesar y analizar información procedente de fuentes diversas.

Manejar las TICs.

Obtener una visión más amplia de las relaciones comerciales, que abarca a todos los mercados turísticos, enfocando la problemática empresarial desde una perspectiva tanto local como global.

Seleccionar y gestionar las vías de acceso a los mercados turísticos.

DESCRIPTION OF CONTENTS

1. Market-Oriented Marketing Management in Local Governments.

New Public Management. Marketing and Public Service Orientation in Public Organizations. The Public Value Management Paradigm. Marketing Management in Public Administration. Demand for Organizational Services: Social Needs and Demand Types. Demand Analysis Methods.

2. Service Marketing Management.

Public Administration as a Supplier: The Marketing Mix of Government and its Services. Quality of Public Services in the City.

3. City Marketing and Destination Marketing.

City Marketing. Strategic City Planning. Image and Positioning of the City/Territory/Locality. Branding Strategies. Operational Marketing. Smart Cities and Smart Destinations. Positive and Negative Impacts of Tourism on the City: Effects of Tourism on Climate Change. SDGs and Tourism.



4. City Marketing Strategies.

Marketing Strategies for the Competitive Sustainable Development of a Destination. Resource enhancement. Tourist experience management. Collaborative governance models. Revitalization of historic shopping centers. Conferences and events. Perceived quality of life in the city. Challenges of sustainable development in tourist destinations.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	25,00
Seminar	15,00
Total hours	40,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	60,00
Independent study and work	25,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	85,00

TEACHING METHODOLOGY

The teaching methodology used in the sessions will primarily be a participatory lecture, which will combine presentations by the lead professor with those of invited professionals and academics specializing in the various topics covered.

In this regard, the professor will explain the different topics and points included in the program, but at the same time will encourage active participation in class, interspersing her use of her own words with intervals for teacher-student dialogue and opening up points for research and discussion.

Students will also present oral presentations on the proposed projects.

Ultimately, class attendance will be considered an ESSENTIAL requirement for learning the subject.

EVALUATION



The assessment of knowledge and learning control for Tourism Public Marketing: City Marketing will be based on the following criteria:

1. Attendance and participation are mandatory and will be awarded a maximum of 2 points (20%). A maximum of 2 absences will be allowed, in which case the student will sit an exam.
2. Students who attend class and submit their work, achieving a satisfactory grade (4 (40%) out of 8 (80%)), will be exempt from taking the final exam for the entire course.
3. The final assessment session for the course will consist of applying the content learned in class to a specific case study of a destination. This group work will be presented and written in the exam session. In this session, students must answer 10 questions on a pre-assigned exam containing the minimum content required. Passing the exam is a necessary but not sufficient condition for passing the course.
4. For students who do not pass the continuous assessment, an exam will be held on the scheduled dates, covering the theoretical and practical content covered in the course and all its bibliography.

It will be worth up to 10 points (100%).

REFERENCES

- **Essential reading**

- Kaefer, F. (2021), An Insider's Guide to Place Branding. Springer. ebook disponible en trobes uv. Bàsicas
- Gursoy, D., & Chi, C. G. (Eds.). (2023). The Routledge handbook of destination marketing. Routledge.
- UNWTO (2009), Handbook on Tourism Destination Branding (disponible online)

- **Recommended reading**

- Cervera, A. (1999), Marketing y Orientación al Mercado de la Administración Pública Local. Alfons el Magnanim. Valencia.



- Cervera, A. Schlesinger, W.; Sanz, S.; Miquel, Mj.; Pérez, C. (2022), Cómo percibe el residente en València los impactos del desarrollo turístico de su ciudad, en Investigaciones hacia un modelo económico de territorio sostenible, pp. 60-73. Mesval.
- De Elizagarate. V. (2008), Marketing de ciudades. Esic Pirámide. Madrid. 2ª edición
- De Elizagarate, V. (2021), Ciudades sostenibles. Estrategias para gestionar los desafíos conservando el legado de las ciudades. Pirámide.
- Chias, J. (2006), El negocio de la felicidad: desarrollo y marketing turístico de países, regiones, ciudades y lugares.
- Foroudi Et Al. (2019), Place Branding. Connecting Tourist Experiences to Places. Routledge.
- Kotler, P. (2016), Marketing de Ciudades. Lid.
- Murphy y otros (2015), Tourist Shopping Villages. Forms and Functions. Routledge.
- Pike, S. (2022). Destination Marketing Essentials (Third edition). Routledge.
- Rey, M. (2024). Marketing de destinos ante los límites del crecimiento turístico. Sevilla: Universidad de Sevilla.
- Sanchez, C. (2017) Los 5 pasos del turismo experiencial. LID Ed.
- Seisdedos Domínguez, G. (2023). Cómo gestionar las ciudades del siglo XXI. Madrid: Prentice Hall.
- WTO (2023), Achieving the sustainable development goals through tourism. <https://www.eunwto.org/doi/epdf/10.18111/9789284424344>
- WTO (2024), Quantifying tourism in city destinations Towards a better understanding of urban tourism. <https://www.e-unwto.org/doi/10.18111/9789284425341>
- Zenker, S., & Braun, E. (2022). City branding: Theory and cases. Springer.