

Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Spa Tourism		
Scientific area	Tourism		
Teaching method	During the course many different teaching methods will be used.		
Lecturers:		Language of instruction	English
ECTS	4	Semester	Spring
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	It is expected that students will be able to: <ul style="list-style-type: none"> • develop a tourism strategy to any spa tourism. • define and develop the various steps in developing a strategic plan for a spa tourism service. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1. Concepts 2. The story of Spa Thermal 3. The Spa Thermal in Europe 4. The Spa Thermal in Portugal 5. The offer of spa thermal 6. The promotion of spa Thermal 7. The spa and de wellness 8. Developing a tourism strategy 9. The new tendencies in spa tourism 		
Assessment methods	Group coursework – 50% Written test – 50%		
Recommended readings	Horner, S.; Swarbrooke, J. (1996). Marketing tourism, hospitality and leisure in Europe. London: International Thomson Business Press. Kotler, P. (1993). Marketing places: attracting investment, industry, and tourism to cities, states, and nations. New York: The Free Press. Kotler, P. (s/d). Marketing Management: analysis, planning, implementation, and control. s/l: Prentice Hall, International Editions. Kotler, P.; Bowen, J.; Makens, J. (1996). Marketing for hospitality and tourism. New Jersey: Prentice-Hall. Lewis, R.C.; Chambers, R.E. (2000). Marketing leadership in hospitality: Foundations and practices. New York: John Wiley & Sons. Lumsdon, L. (1997). Tourism marketing. London: International Thomson Business Press. Seaton, A.V.; Bennett, M.M. (2001). The marketing of tourism products: Concepts, issues and cases. London: Thomson Learning. Witt, S.F.; Moutinho, L. (1995). Tourism marketing and management handbook. London: Prentice Hall.		
Additional information			