



Destination Analysis

**BLENDED INTENSIVE
PROGRAMME**

27th October ~ 2nd November 2024

Sunday 27rd October

Arrival to Castellón

Monday 28th October

09.00 Breakfast

10.00 Welcome to Universitat Jaume I

- Welcome to Universitat Jaume I (Vice-rector UJI)
- Introduction to the BIP
- Introduction to province of Castellón

11:30 Universitat Jaume I tour of campus and facilities.

14.00 International welcome lunch, meeting pre-established team members

16.00 **Lecture:** Residents as Tourism Experience Co-creators
Prof. Marie Avelline
Head of Department of Tourism Management
University of Malta

Tuesday 29th October

09.00 Board coach for Peñíscola

10.00 Field trip of Peñíscola's Tourism resources led by Peñíscola Tourism Information Office.
Formulation of Tourism Resource Audit of Peñíscola as a heritage destination.

14.00 Lunch in Peñíscola

16.00 **Guest Lecture**

Peñíscola Tourism Information Office
Tourism Development and Marketing Strategies.

17.00 Board coach for return to Castellon

18.00 Arrive back in Castellon

19.00 Work activities in international teams;

- Team identification and discussion of tourism resources in Peñíscola (internal)
- Research of PESTEL (environmental) factors
- Compilation of SWOT analysis of the Tourism System in Peñíscola encompassing internal analysis, environmental analysis and nature and levels of demand identified

Wednesday 30th October

09.00 Board coach for Sagunto

10.00 Field trip of Sagunto's Tourism resources led by Sagunto Tourism Information Office.
Formulation of Tourism Resource Audit of Sagunto as a heritage destination.

14.00 Lunch in Sagunto

16.00 **Guest Lecture**

Sagunto Tourism Information Office
Tourism Development and Marketing Strategies.

17.00 Board coach for return to Castellon

18.00 Arrive back in Castellon

19.00 Work activities in international teams;

- Team identification and discussion of tourism resources in Sagunto (internal)
- Research of PESTEL (environmental) factors
- Compilation of SWOT analysis of the Tourism System in Sagunto encompassing internal analysis, environmental analysis and nature and levels of demand identified

Thursday 31st October

09.00 Breakfast

10.00 Field trip of Castellon de la Plana Tourism resources led by Tourist Board. Formulation of a Tourism Resource Audit of Castellon's recreational and business tourism resources.

14.00 Lunch in Castellón

Friday 1st November

09.00 Breakfast

10.00 Workshop activities in international teams;

- Team identification and discussion of tourism resources in Castellon (internal)
- Research of PESTEL (environmental) factors
- Compilation of SWOT analysis of the Tourism System in destinations encompassing internal analysis, environmental analysis and nature and levels of demand identified

11.30 Group plenary session on SWOT of destinations and proposals for the sustainable development of Tourism

14.00 Lunch

Saturday 2nd November

09.00 Breakfast

10.00 Return home.