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COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year 2024/25

Code - Course	063405 - Hospitality Marketing				
Type	Elective: specialization		Year	3 rd	
Thematic Area	Marketing and Commercialization		Credits	4,5 ECTS	
Teacher in charge of the course			Joan Sánchez Peralta		
In-class	45 hours	Teacher-led	30 hours	Individual	38 hours

BRIEF COURSE DESCRIPTION

The subject of tourism marketing aims to offer continuity to the subject of strategic and operational Marketing. The main idea is to study in further depth the commercialization of tourism products and services, an activity which belongs to the operative part of marketing.

This subject wants to provide students with a full panoramic vision of how to sell and buy tourist products nowadays: it also focuses on the latest marketing strategies. In addition, it prepares students to be able to analyze the importance of choosing a particular channel based on the strategic plan of the company.

KEY WORDS: tourist commercialization, operational marketing, strategic plan.

GENERAL SKILLS

GS02- Have business vision.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS09 - Understand and use information technology and information management systems in tourism.

SS10 - Market tourism products, services, and projects.



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LEARNING OBJECTIVES

1. Use hotel marketing tools: Revenue Management, e-marketing, web 2.0.
2. Develop a marketing vision for hotel establishments.
3. Have an evolutionary view of hotel marketing.
4. Know the most current concepts and tools of planning, organization, direction, coordination and control.
5. Apply the theories and basic concepts of tourism marketing applied to the hotel sector. Implement the main communication techniques applicable to hosting companies.
6. Know the main negotiation techniques.
7. Know the effects of ICT in the operating procedures of hosting companies.
8. Develop marketing plans for hotel establishments.
9. Develop business plans for hotel establishments.
10. Execute business action plans.
11. Manage business information, statistics and customer data for decision-making.

ACADEMIC CONTENTS

Unit 1: Fundamentals of Hotel Commercialization

1.1 Core Principles for Effective Hotel Commercialization

1.2 The Strategic Imperative of Hotel Commercialization

1.3 The Role of Demand Dynamics, Especially During Crisis Periods

1.4 Categorizing Hotel Commercialization: Types and Market Segments

1.5 Essential Competencies for Successful Hotel Marketing Strategies

1.6 Theoretical Frameworks and Models in Hotel Commercialization

Unit 2: Unlocking the Potential: Advantages and Challenges

2.1 Utilizing Direct and Indirect Marketing Channels for Optimal Reach

2.2 The Positive Impact of Best-Practice Marketing Approaches

2.3 Consequences of Suboptimal Commercialization Tactics

2.4 Tools for Enhancing Direct Sales in Hotel Commercialization

2.5 Navigating the Complex Landscape of Commercialization Outsourcing

Unit 3: Leveraging Technology for Advanced Hotel Commercialization

3.1 Foundational Tools: Channel Manager Software, Booking Engines, and Property Management Systems (PMS)

3.2 Best Practices for Adopting Revenue Management Technologies

3.3 Complementary Technologies Supporting Hotel Commercialization

Unit 4: Mastery of Rate Plans and Inventory Management

4.1 Techniques and Technologies for Effective Commercialization Management

Unit 5: Building a Culture of Commercialization Excellence

5.1 Fostering Commercialization Literacy Across Hotel Departments

5.2 Sustaining Excellence Through Knowledge Transfer and Ongoing Internal Training

Unit 6: The Ecosystem: Startups and Enterprises in Hotel Commercialization

6.1 Differentiating Between Traveltech and Hoteltech Startups

6.2 Key Industry Players: A Global Perspective



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LEARNING METHODOLOGY

The educational approaches designed for this course encompass a diverse array of activities specifically tailored to cultivate the competencies central to the subject matter. Students can anticipate engaging in the following dynamic learning experiences:

- **Interactive Lectures:** A blend of theoretical frameworks and real-world applications to foster understanding and insight.
- **Case Studies:** Hands-on analyses of real-world scenarios to develop critical thinking and problem-solving skills.
- **Thought-Provoking Discussions:** Facilitated dialogues that encourage active participation and deeper understanding of key topics.
- **Skill-Building Exercises:** Practical tasks and assignments designed to apply theoretical knowledge in a tangible way.
- **Problem-Based Learning:** A student-centered approach where complex real-world problems serve as the medium for learning and skill development.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.



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The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Daily Discussions and Active participation	Group	2.5%	-	∞
Comp Set/OTA's/SWOT Analysis	Individual	2.5%	5%	1 st week
Cancellation Policies Research	Individual	7.5%	5%	2 th week
Group, Events, and Sales Research	Individual	7.5%	5%	4 th week
How to build & Select a Hoteltech stack & Tools to boost your direct Commercialization	Individual	10%	10%	6 th week
Commercialization Project	Group	10%	-	8 th week
Hotel to Improve Hotel Commercialization strategy	Individual	20%	15%	12 th week
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that has been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade



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of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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