



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Bachelor's Degree in Tourism

|                |                                 |                            |                    |                       |          |
|----------------|---------------------------------|----------------------------|--------------------|-----------------------|----------|
| Code-Course    | 062217 - Tourism Communication  |                            |                    |                       |          |
| Year           | 2nd                             | Credits                    | 3 cr ECTS          |                       |          |
| Thematic Area  | Marketing and Commercialization | Course Type                | Compulsory Subject |                       |          |
| In-class hours | 24 horas                        | Teacher-led learning hours | 24 horas           | Individual work hours | 27 horas |

### BRIEF COURSE DESCRIPTION

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Communication is one of the key tools in marketing operations; it represents a large part of a company's investment and it is very directly related to the objectives of the company and its interaction with the market.

Communication is essential in order to inform, persuade and remind consumers directly or indirectly of the products and services offered by companies; this subject aims to provide students with key skills to understand and effectively apply the most relevant tourist communication tools, as well as the effective management of the brand communication strategy.

### BASIC SKILLS

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BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

### GENERAL SKILLS

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GS02- Have business vision.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

### SPECIFIC SKILLS

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



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UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

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### LEARNING OBJECTIVES

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1. Develop the entrepreneurship project using information and communication technologies.
2. Understand the key concepts for the creation of innovative tourist products and services and their marketing and communication, considering the dynamic and evolutionary nature of tourism.
3. Develop a project for marketing and communication of tourism products and services in all its phases and with the support of information and communication technologies.
4. Carry out in-depth work and synthesis of tourism companies and entities in their field of marketing and communication, from bibliographic sources (paper and online), including references in English and other foreign languages (French and / or German).
5. Analyze competitive strategies in tourism organizations and companies, especially in their communication and marketing tool.
6. Know the main communication techniques applicable to tourism organizations.

### ACADEMIC CONTENTS

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1. Marketing as a tool for decision-making in tourism business companies:
  - 1.1. Marketing Plan
  - 1.2. Strategic Marketing
  - 1.3. Operational Marketing
2. Tourism communication: concept, tools and strategies:
  - 2.1. The tourism communication plan
3. Offline communication

Advertising, public relations, etc..
4. Online communication

SEO, SEM, social media, etc..

### LEARNING METHODOLOGY

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# COURSE CONTENT

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The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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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.

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



| Assignment                   | Type       | Continuous | Single | Submission deadline      |
|------------------------------|------------|------------|--------|--------------------------|
| Day to day follow-up         | Individual | 15 %       | 20 %   | During the semester      |
| Communication Poster & Pitch | Group      | 15%        |        | 5th week                 |
| Dossier                      | Group      | 20 %       | 20 %   | 13th week                |
| Final exam                   | Individual | 50%        | 60 %   | Final exam official date |
| 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 evidences that have 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 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.

## REFERENCES



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UNIVERSITAT DE  
BARCELONA

## COURSE CONTENT

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UNIVERSITAT DE  
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## COURSE CONTENT

### Bachelor's Degree in Tourism

Sigala, M., Christou, E. & Gretzel, U. (Eds.) (2012). Social Media in Travel, Tourism and Hospitality; Theory, Practice and Cases; Ashgate Publishing Ltd., Farnham, Surrey, England  
(R.14974)