

Code-Course	063508 - Tourism Marketing				
Year	3 ^a	Credits	4,5 cr ECTS		
Thematic Area	Marketing Commercialization	and	Course Type	Core Subject	
In-class hours	36 hours	Teacher-led learning hours	36 hours	Individual work hours	40,5 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.

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects.

LEARNING OBJECTIVES

1. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
2. Develop and manage the key operational processes of companies linked to the organization and sale of tourist trips, activities of leisure and other complementary products.
3. To know and identify the new tendencies in the practice of tourist activities.
4. Use tourism marketing tools: Revenue Management, e-marketing, web 2.0.
5. Know the channels of tourism marketing and their use in the tourism sector.

ACADEMIC CONTENTS

1. Present trends in the Tourism sector. Innovation and digital transformation
2. Commercial and Business objectives.
3. Customer orientation. Segmentation. Buyer Person.
4. Distribution channels. Direct vs. Indirect
 - a. Workshops
 - b. CRM
 - c. Fires
 - d. Familiarization Trips. Fam and Press Trips
 - e. Advertising (online vs. offline)
 - f. Social media
 - g. Content strategy
5. GDS, Metasearch. Trip advisor
6. AAVV, Tour Operators, OTAs
 - a. Special Interest Tour Operators
7. Marketing Networks: Virtuoso, Signature,...
8. Business Tourism. MICE
9. The role of the administration in the marketing of tourism products

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

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.

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

Systems of Assessment	Continuous	Single	Deadline
Individual activities	20%	50%	Week 8-9
Group activities	30%	0 %	Week 10-12
Individual Final Exam	50%	50%	Evalutaion period

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".

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