



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540002 – Strategic and Operational Marketing		
Course year	1	Credits	3 ECTS
Thematic Area	Innovation	Course type	Obligatòria
In-class hours	21 hours	Hours of individual work	54 hours

BRIEF COURSE DESCRIPTION

According to the current approaches, marketing is oriented to know customers' needs and expectations so as to create value-added products and experiences able to meet them, so marketing becomes a tool of vital importance for the strategic management of urban destinations, cultural tourism and food tourism.

However, when applying the marketing concepts and policies, a number of issues have to be taken into account:

- The necessary preservation of resources to ensure their continuity and sustainability.
- The existence of different organizations involved in their management.
- The need to meet the expectations of multiple target audiences (visitors / tourists, residents, tourism businesses, etc.).

This course aims at providing students with the knowledge of the main marketing activities and their importance in tourism development.

BASIC SKILLS

BS7- Students should be able to apply the gained knowledge and their problem-solving skills to new or less known environments within a wider cross-disciplinary related framework.

GENERAL SKILLS



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GS2 - Teamwork

GS5 – Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS6 – Analyze and evaluate the tourism potential of cultural, food and territorial resources when designing innovative products, services and projects.

SS7 – Plan and develop sales and communication strategies and actions for tourism projects.

ACADEMIC CONTENT

1. Marketing strategies.
2. Loyalty marketing.
3. City marketing.
4. Online marketing.

LEARNING METHODOLOGY

The course learning methodology is based on explanation and presentation of concepts and ideas, complemented with practical examples and applied case studies besides group activities and discussions.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.



Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Activity 1 (group)	40 %	---
Activity 2 (individual)	60 %	60 %
Activity 3 (individual)	---	40 %

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.



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REFERENCES

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Font, J. (coord.) (2004). *Casos de turismo cultural*. Barcelona: Ariel.

Grönroos, C. (1994). *Marketing y Gestión de Servicios*. Madrid: Díaz de Santos.

Gutiérrez, B. y García, A. (2013). *Marketing de Fidelización*. Madrid: Pirámide.

Hayllar, B. y Griffin, T. (s.f.). *City Spaces – Tourist Spaces / Urban Tourist precincts*. Sidney: Elsevier.

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Rovira, A. (coord.) (2012). *Gestión Innovadora de Centros Comerciales Urbanos. Modelos y Experiencias*. Gijón: Trea.

Seisdedos, H. (2008) *Como gestionar las Ciudades del Siglo XXI: Del City Marketing al Urban Management*. Madrid: Prentice-Hall.