



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

Code - Course	540003 – Commercialization and communication of tourism		
Course year	1	Credits	3 ECTS
Thematic Area	Innovation	Course type	Compulsory
In-class hours	21 hours	Hours of individual work	54 hours

BRIEF COURSE DESCRIPTION

When structuring a competitive offer, one of the key issues for 21st century tourism destinations is how to reach, attract and seduce potential markets and how to facilitate access to the information and purchase of their offer.

This course has the objective to show students the importance of commercialization and communication for urban destinations where cultural and / or food tourism is one of their strategic priorities. Moreover, students are introduced into commercialization and communication new techniques and tools (online and offline).

BASIC SKILLS

BS8- Students should be able to integrate knowledge and meet the challenge posed by the complexity of formulating judgments based on information which, despite being incomplete or emulated, allows the inclusion of reflections on the social and ethical responsibilities related to the application of their knowledge and judgment.

BS9- Students should be able to clearly and unambiguously communicate their conclusions as well as the knowledge and ultimate reasons supporting them to both specialized and non-specialized audiences.

GENERAL SKILLS

GS0 – Effective public speaking



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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. Communication plan. Communication techniques and tools.
2. Tourism commercialization.
3. Income generation in heritage sites.

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.
- Exercicis pràctics
- Aprenentatge basat en problemes

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.



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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

Bigné, J.E. (2000). *Marketing de destinos turísticos*. Madrid: ESIC.

Colbert, F. y Cuadrado, M. (2003). *Marketing de las Artes y la Cultura*. Barcelona: Ariel.

Donaire, JA. (2012). *Turismo cultural entre la experiencia y el ritual*. Barcelona: Vitel·la.

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

Kotler, N. y Kotler P. (2001). *Estrategias y marketing de museos*. Barcelona: Ariel.

Kotler, P. (coord.) (2004). *Marketing para turismo*. Madrid: Prentice-Hall.

Peñarroya, M. (2010). *Màrqueting electrònic per al turisme cultural*. Barcelona: Vitel·la.