

**COURSE DATA****Data Subject**

<b>Code</b>	35107
<b>Name</b>	Tourism marketing
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1317 - Degree in Tourism	Faculty of Economics	2	Second term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	2	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	11 - Marketing and market research I	Obligatory
1926 - D.D. in Tourism-Business Management Administration	3 - Asignaturas de segundo curso	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
ANDREU SIMO, MARIA LUISA	43 - Marketing and Market Research

**SUMMARY**

The Tourist Marketing subject, with a load of 6 ECTS, is part of the Marketing and Market Research I subject and the Marketing and Market Research module. This subject, compulsory, is taught in the second semester of the second year of the Degree in Tourism, and in the Double Degree of Tourism and Business Administration (TADE).

The subject introduces the student to the discipline of marketing in the context of tourism activities. While the services sector has been the great unknown in economic studies for many years, the truth is that the outsourcing of economies is a phenomenon that has been consolidated to occupy the place of first order that it has today. Specifically, tourism plays a relevant role in the Spanish economy and, specifically, in the Valencian economy.



The Covid-19 pandemic has had a drastic impact on the tourism sector. Tourist destinations, hotels, airlines, cruises, travel agencies, theme parks and other companies related to the tourism, hospitality and leisure sector have suffered a tremendous impact produced by this global health crisis. From the subject of Tourism Marketing we will review the principles and marketing strategies that can be applied to tourism companies and organizations, and we will emphasize the need to integrate it with technology and sustainability. As Turespaña points out in the presentation of the 2021 Professional Conference, “it is time to start again”, and discover “new opportunities for a sector of the future”.

The application of the principles and methods of marketing to Tourism is not direct or simple, because the differential characteristics of tourism products (goods and services) and the way in which these characteristics are perceived by consumers must be taken into account. which involves specific marketing strategies and actions. In this context, the subject of Tourism Marketing is placed, trying to facilitate the exchange processes between the providers of goods and services and the demanders of these so that the parties involved in the process are satisfied. In these processes, as indicated, the Sustainable Development Goals (SDGs) and technology must be considered. Specifically, the syllabus of the proposed subject covers the following contents, structured in 3 parts that are broken down into eleven topics.

Part I. Understanding the tourism marketing process

Part II. Identification of opportunities and design of a Marketing strategy

Part III. Marketing management in the field of tourism. Development of the Marketing mix

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

## OUTCOMES

### 1317 - Degree in Tourism

- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Turn an empirical problem into an object of study and draw conclusions.
- Have a strong customer service orientation.
- Recognise the main tourist agents.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Define commercial objectives, strategies and policies.



- Lead and manage the different types of tourism entities.
- Have communication skills.
- Identify and manage tourist areas and destinations.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.
- Show creativity.
- Demonstrate motivation for quality.

## LEARNING OUTCOMES

- Knowledge of the main agents of current tourism.
- Extrapolation of experiences and decision making based on characteristics of different tourism models, their potential and their evolution.
- Knowledge of the theories and basic concepts in tourism marketing such as: demand, consumer behaviour, market, segmentation, positioning.
- Knowledge of the particularities of the tourist service, the different types of clients and their needs.
- Understanding of the main tendencies, dynamics, paradigms and conflicts observed in the recent evolution of the tourist activity, elaborating market studies to know the relations between the demand and the tourist resource to be exploited.
- Knowledge of the role of leisure in today's society and future trends.
- Knowledge of basic tools and applications such as: market research, marketing plan, creation of tourism products, pricing, communication and distribution.
- Knowledge of the importance of market research in tourism, the sources of information available and the quantitative and qualitative methods applied to tourism, preparing and presenting a report that analyses, interprets and infers data and results.
- Recognition of the psychographic profiles of individuals in their behaviour as consumers of leisure and tourism.
- Anticipation of the client's expectations, knowing how to develop in interpersonal relationships based on knowledge of the different aspects and techniques of external communication.
- Application of the theories and basic concepts on supply and demand to the different types of companies, destinations and tourist markets, elaborating marketing plans and designing specific products, prices, distribution and communication in practice.
- Knowledge of the processes and techniques of communication, negotiation and public relations for the transmission of an identity and corporate strategy and the dissemination of information.



• Knowledge of the basic principles of destination management, as well as the variables that condition its positioning and image through the interpretation of existing information regarding the destination, the promotion of the planning and programming processes, and the selection and ranking of the promotion and development activities in said tourist destination.

- Knowledge of the functioning of the global tourist structure at a general level and of consumer typologies, as well as the evolution and modalities of international destinations through the analysis of information and the study of other destinations (benchmarking) for product innovation.

## DESCRIPTION OF CONTENTS

### 1. Understanding the tourism marketing process

1. Introduction: tourism marketing. Basic concepts. Applications of tourism marketing: ethical code, accessibility, sustainability
2. Characteristics of tourism marketing and consumer services.

### 2. Opportunities identification and designing a marketing strategy

3. Marketing plan in strategic planning.
4. Marketing information systems and market research in tourism.
5. Consumer markets and tourist behavior analysis.
6. Market segmentation, selection of target markets and positioning.

### 3. Marketing management in the area of tourism. Marketing mix

7. Design and management of the tourist product.
8. Internal marketing.
9. Pricing: considerations on price, approaches and strategies.
10. Distribution channels for tourist products.
11. Integrated communication strategy.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Classroom practices	15,00	100
Development of group work	40,00	0
Study and independent work	35,00	0
Readings supplementary material	15,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

From an educational point of view, the subject has two different blocks: lectures and practical classes. It is also recommended the use of tutorials and virtual classrooms.

*Theory classes* will be based on the teacher's explanations (participatory lecture), the study of the basic literature and / or additional recommendations, and participation and students' knowledge to discuss the marketing in the scope of entities financial.

To get the most out of the lecture, students are encouraged to prepare each item for which they are encouraged to make use of the literature provided. It also used other teaching resources provided by the teacher. In each of the topics, teaching resources are structured as follows:

- Basic Bibliography, which lists a series of manuals that can adequately cover the subject matter in terms of talking points and level of depth.
- Further readings (recommended and to deepen). These texts allow students to have a much broader and richer content of the material presented in class or covered in the basic literature.
- Internet addresses, which aim to bring students to institutions, associations and journals to obtain current contact information and real and directly relevant to the subject under study.

*Practical classes.* Students will present in group team practices with the development, discussion and, where appropriate, presentation, will be in the classroom.

The details of activities to develop in each session will explain in the classroom.

*Tutorials and seminars.* We recommend the use of tutoring in addition to classes, attendance at the proposed workshops and reading literature on the subject, available in the library, newspaper and electronic data sources.

*Use the Virtual Classroom.* Virtual classroom will be used for any information / news to facilitate the performance of the subject (<http://www.aulavirtual.uv.es>). In the virtual classroom will be provided resources to carry out the tasks of practical classes, as well as material related to the theory that is deemed necessary.





## EVALUATION

For the first option, the course will be evaluated after consideration of various aspects:

1. A written exam to assess the achievement of learning outcomes in its theoretical content and the entire program. The maximum possible score of this test is 5 points. The student should get 2.5 points in the written exam to pass the course.
2. Active participation in the theory classes through the realization of exercises that the teacher will indicate in the classroom and whose realization will have a score of 1 point. This part is NOT recoverable.
3. Continuous assessment of students based on their participation and involvement in the learning process and more practical aspects of the subject. This evaluation will include attendance and classroom training activities, as well as practical activities developed through the development of work /individual or group reports presented written and oral. The student must get at least 2 points (out of 4) in the continuous evaluation in order to pass the course. In case the students don't pass the continuous evaluation they will have to attend the exam for practices.
4. The attendance and participation of the student to the planned activities will be a basic requirement for evaluation.
5. A practical exam will be developed for those students not passing the continuous evaluation. For them to get a pass, they should get a 2 over 4.

The score needed to pass the course overall is 5 points.

The written exam will be held on those dates fixed by the institution.

In the second option, the evaluation consists of:

1. Written exam that evaluates the achievement of the results of the learning in its theoretical contents and of the whole program. The maximum score of this exam will be 5 points. The student must obtain 2.5 points in the written test to be able to pass the subject.
2. The note of the non-recoverable theoretical activity is maintained (maximum: 1 point).
3. Practice: only 50% of the practice grade is recovered in this second call. The minimum global qualification to pass the subject will be 5 points. The written exam will be carried out on those dates that the center sets. Students who for justified reasons can not attend class should contact the teacher before February 21 to consider an individualized protocol.

## REFERENCES



### Basic

- De la Ballina, F.J. (2017). Marketing turístico aplicado. ESIC, Madrid.
- Kotler, P.; Bowen, J.; Makens, J. (2015). Marketing Turístico, 6ª Edición, Pearson-Prentice-Hall,
- Kotler, P.; Bowen, J.T.; Makens, J.C.; García de Madariaga, J. y Flores, J. (2011), Marketing Turístico. Prentice Hall.
- Rey Moreno, M. (2017). Marketing: fundamentos y dirección. Pirámide, Madrid.

### Additional

- BIGNÉ, E.; FONT, X y ANDREU, L. (2000). Marketing de Destinos Turísticos. Esic, Madrid
- Travaglini, A.; Puerto, S. y Damico, V. (2016). Marketing digital turístico y estrategias de revenue management para el sector de la hostelería. Marcombo, Barcelona.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

### 1. CONTENTS

The contents will be the same than in the teaching guide. For the practical sessions, a dossier with the specification of activities is included for the practice sessions.

### 2. WORK AND TEMPORAL PLANNING

The workload will be the same as indicated in the teaching guide, except as regards the modality (presence/non-in-person).

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

### 3. METHODS



From a methodological perspective, the subject has two distinct blocks:

**Theoretical classes.** The theory classes will be based on the teacher's explanations (participatory master lesson), the study of the recommended basic and/or complementary literature, and the participation and competence of students to make presentations on the subjects of this subject. To get the most out of the master lesson, students are advised to prepare each topic in advance using the recommended bibliography. In addition, other teaching resources such as supplementary readings, videos, internet addresses, participation in forums, online questionnaires, among others will be used during the theoretical sessions.

**Practical classes.** Students will develop by teams (during the practical sessions and outside these sessions) the practices proposed in the programme and dossier of assignments that deal with the theoretical contents seen in the topics. The delivery dates for each of the practices are detailed in the planning of the programme.

#### **4. ASSESSMENT**

The subject Tourism Marketing will be evaluated in the **FIRST ROUND** based on the consideration of various aspects:

1. Written review evaluating the achievement of learning outcomes in their theoretical content and the entire program. The maximum score for this exam will be 4 points. The student must earn 2 points in the written test in order to pass the subject. The written examination shall be carried out on those dates set by the centre.
2. Active participation in theory classes by performing exercises that the teacher will indicate during the theoretical sessions and whose completion will have a maximum rating of 2 points. This part is **NOT** recoverable.
3. Continuous evaluation of the student in practical classes, based on their participation and involvement in the teaching-learning process and those more practical aspects of the subject. This evaluation shall include the attendance at class and the conduct of training activities during the practice session, as well as the practical activities carried out through the elaboration of individual or group work/reports, presented in written and oral form. The student must obtain 2 points (out of 4) in the continuous evaluation of the practical classes in order to pass the subject.
4. The attendance and participation of the student in the practical classes shall be a basic requirement to be evaluated in such practical sessions. In the event of non-attendance at a practical session, pre-session justification is required.

The overall minimum grade to pass the subject will be 5 points. Students who for good reason are unable to attend theory and/or practice classes should contact the teacher by February 15 to consider an individualized protocol.

In the **SECOND ROUND**, the evaluation consists of:

1. Written review evaluating the achievement of learning outcomes in their theoretical content and the entire program. The maximum score for this exam will be 4 points. The student must earn 2 points in the written test in order to pass the subject. The written examination shall be carried out on those dates set by the centre.





2. The note of non-recoverable theoretical activity (maximum: 2 points) is maintained.

3. From practice: only 50% of the practice note is recovered in this second call.

The overall minimum grade to pass the subject will be 5 points.

## **5. REFERENCES**

References in the teaching guide will be maintained. In addition, the teacher could upload supplementary documentation to the Virtual Classroom.