



COURSE DATA

Data Subject

Code	35107
Name	Tourism marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	2	Second term
1926 - Double Degree Program Tourism and BMA	Faculty of Economics	2	Second term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	11 - Marketing and market research I	Obligatory
1926 - Double Degree Program Tourism and BMA	3 - Asignaturas de segundo curso	Obligatory

Coordination

Name	Department
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 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

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

- 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 to tourism marketing: basic concepts.
2. Characteristics of services and tourism services

2. Oportunities identification and designing a marketing strategy

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

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

7. Desing 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
TOTAL	150,00	

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 tourism organizations.



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 in practical sessions** 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. The attendance and participation of the student to the planned activities will be a basic requirement for evaluation.

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. As the nature of the practical assignments is on-going assessment (practical part) and the daily effort in learning the subject is valued (theoretical part), to apply the theoretical knowledge that is acquired, it must be considered:

3a. Having failed (or not presented) the theory part (with less than 2.5 out of 5) and the practical part passed (minimum 2 out of 4), in the 2nd call they will have the theory part (out of 5 points) and continuous assessment of theory (maximum 1 point), but the practical part will be reduced to 50% of the mark.

3b. Having passed the theory part (equal to or higher than 2.5 out of 5) and failed the practical part (less than 2 out of 4), the theory part (out of 5 points) will be maintained in the 2nd exam session, but the practical part will be reduced to 50% of the mark.

3c. Those who have failed (or not presented) both theory and practical in the first call, in the 2nd call will have the theory part (out of 5 points) and continuous assessment of theory (maximum 1 point), but the practical will be reduced to 50% of the mark (and, therefore, if they have a 2 out of 4 points, the practical mark to be added to the theory part is 1 point).

The **minimum overall grade for passing the course will be 5 points**, provided that the written exam and the practical part are passed.

The **written exam** will take place on the dates set by the centre. The **revision of the exams** will take place at the time and place set by the teachers.

Those students who, for justified reasons, cannot attend class should contact the teacher before 14th February to consider an individualised protocol.

REFERENCES

Basic

- De la Ballina, F.J. (2017). Marketing turístico aplicado. ESIC, Madrid.
- Rey Moreno, M. (2020). Marketing Turístico, 2ª edición. ESIC, Madrid

Additional

- Aktas, G. y Kozak, M. (2022). International Case Studies in Tourism Marketing. Routledge, New York, USA.
- Bigné, E., Font, X. y Andreu, L. (2000). Marketing de destinos turísticos: análisis y estrategias de desarrollo. ESIC, Madrid
- Buhalis, D. (2022). Encyclopedia of tourism management and marketing. Edward Elgar Publishing Ltd. <https://doi.org/10.4337/9781800377486>
- Kotler, P.; Bowen, J.; Makens, J. (2015). Marketing Turístico, 6ª Edición, Pearson-Prentice-Hall,



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- Sainz De Vicuña, J. (2022). El plan de marketing (24ª Ed.) ESIC, Madrid.
- Sainz De Vicuña, J. (2021). El plan de marketing digital en la práctica (4ª edición). ESIC, Madrid.
- Sigala M., Yeark, A., Presbury, R., Fang, M. y Smith, K. (2022). Cased Based Research in Tourism, Travel, Hospitality and Events. Springer, Singapur.

