

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

<b>Code</b>	35127
<b>Name</b>	Promotion of tourism organizations
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<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	4	First term
1926 - Double Degree Program Tourism and BMA	Faculty of Economics	5	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	38 - Marketing and market research II (AP Tourism company management)	Optional
1926 - Double Degree Program Tourism and BMA	7 - Asignaturas de quinto curso	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
SERIC, MAJA	43 - Marketing and Market Research

**SUMMARY**

The subject Promotion of Tourism Organizations, with a load of 4.5 ECTS, is a compulsory subject in the fifth year of the double degree in Tourism and Business Administration and optional in the fourth year of the degree in Tourism, where it makes part of Marketing and Market Research II (Int. Management of Tourism Companies). This subject is linked to the Destination Marketing subject, which is also taught in the fourth year of the Degree in Tourism and where special emphasis is placed on the application of marketing to tourist destinations.

Considering that the tourism sector shares with other services the characteristics of intangibility and



perishable character, in addition to the marked seasonality, tourism communication plays an important role in the management of these specific characteristics.

On the one hand, through an integrative approach to marketing communication and promotional tools such as advertising, “the service can become more tangible”. On the other hand, tools such as sales promotions can help the organization to deseasonalize demand, increasing it in low season, thus avoiding having idle productive capacity. Finally, the importance of the Internet for the promotion of tourism should not be forgotten, being one of the sectors where Internet transactions are most successful.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

This course must be studied to complete the itinerary in management of tourism companies.

## 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.
- Define commercial objectives, strategies and policies.
- Lead and manage the different types of tourism entities.
- Have communication skills.
- Understand the functioning of destinations, tourism structures and their business sectors on a global scale.

## LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

Extrapolation of experiences and decision-making based on characteristics of various tourist models, their potential and their evolution.

Anticipation of customer expectations, knowing how to handle interpersonal relationships based on knowledge of different aspects and techniques of external communication.



Understanding theories and basic concepts in tourism marketing such as: demand, consumer behavior, market, segmentation, positioning.

Knowledge of basic tools and applications such as: market research, marketing plan, creation of tourist products, price parameters, communication and distribution.

Application of the theories and basic concepts of supply and demand to different types of tourist companies, destinations and markets, preparation of marketing and communication plans and design in the practice of products, prices, distribution and communication.

Knowledge of the processes and techniques of communication, negotiation and public relations for promotion of identity and corporate strategy and dissemination of information.

## **DESCRIPTION OF CONTENTS**

### **1. THE COMMERCIAL PROMOTION IN TOURISM**

1. Commercial promotion: Integrated Marketing Communications
2. Commercial promotion in the marketing plan.
3. Commercial promotion plan

### **2. ADVERTISING IN TOURISM**

1. Concept and typology of advertising.
2. Advertising objective and strategy.
3. Advertising creativity.
4. Media planning.

### **3. SALES PROMOTIONS IN TOURISM**

1. Concept and objectives of sales promotions
2. Sales promotions for consumers
3. Sales force promotions
4. Sales promotions for distribution

### **4. PUBLIC RELATIONS IN TOURISM**

1. Concept of public relations.
2. Public relations techniques.
3. Sponsorship and patronage.
4. Crisis management.

**5. DIRECT MARKETING IN TOURISM**

1. Importance of direct marketing.
2. Direct marketing process.
3. Direct marketing and media.
4. Database management: essential element of direct marketing.

**6. NEW COMMUNICATION TRENDS IN TOURISM**

1. Social media.
2. Engagement marketing
3. Street marketing.
4. Ambient marketing
5. Destination/City placement.
6. Advergame.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Development of group work	16,00	0
Development of individual work	10,50	0
Readings supplementary material	8,00	0
Preparing lectures	14,00	0
Preparation of practical classes and problem	14,00	0
<b>TOTAL</b>	<b>107,50</b>	

**TEACHING METHODOLOGY**

This course has two different blocks: theoretical classes and practical classes. The use of virtual classroom is mandatory and tutoring sessions are recommended.

*Theoretical classes.* These are based on the teacher's explanations and the study of the basic manuals that are included in the bibliography. These should be complemented with various contents collected in the notes proposed in each topic, in addition to the seminars that will be organized, if possible.

To get the most out of the master class, students are recommended to prepare each topic. To do so, they are encouraged to make use of the bibliography provided. Likewise, other didactic resources that the teacher will provide have to be used. For each topic, the teaching resources are structured as follows:

- *Basic bibliography*, which consists of manuals and articles that adequately cover each block and session.



- *Readings*, which will allow having a much broader and richer view of the contents of the subject exposed in class.
- *Internet sources*, which aim to bring students closer to institutions, associations or magazines to get current and real information and contact on issues directly related to the subject under study.
- *Notes*, where key points regarding the theoretical and practical contents of the subject will be collected.

*Practical classes.* Students are required to participate actively in practice activities. Under the teacher guidelines, during practical classes, exercises and applications of the theory content will be developed. The elaboration of the practices will be on the group level. The teacher will indicate the necessary material to prepare the practices on time. Group changes will not be accepted, except for swaps. For this course, the practice is articulated around a communication campaign. Practices that are not attended and have no reasoned justification for absence cannot be retaken.

*Use of the virtual classroom.* The virtual classroom will be used for any information/news that facilitates the performance of the subject (<http://www.aulavirtual.uv.es>). The practical activities will be delivered here, taking into account the deadlines specified in the theoretical classes and/or news in the virtual classroom.

*Follow-up tutorials.* Tutoring sessions will be devoted to questions about the theoretical contents mentioned in the bibliography, as well as questions about practical sessions.

## EVALUATION

Evaluation of knowledge and control of learning will be based on the following criteria:

The program has been designed to be explained entirely during the course and, except for extreme circumstances reasons, will be fully required in the final evaluation of the subject. Evaluation of knowledge and control of learning is established as follows:

1. An exam of theory and practice that will consist of a written test to be carried out on the date scheduled by the Faculty. The exam will consist of multiple choice and essay questions on the class content. This part counts for a maximum of 5 points. To pass the exam, the student must obtain a minimum of 2.5 points. The student who does not get a minimum of 2.5 points in this test will not be able to add the practice grade.
2. The 5 remaining points of the final score go for evaluation of the communication campaign and practice exercise. The realization and presentation of the campaign and exercises are mandatory to pass the course. To pass the practical part, the student must have delivered all the activities assigned on due time and presented (by report and orally) the communication campaign. Students must reach a minimum of 2.5 points to pass the practical part of the course.





It is mandatory to pass separately the two parts (exam and practices) to pass the course. It is also essential the elaboration and presentation of the work (communication campaign) to pass the course. Practices and the final work are not recoverable, unless they are justified with a valid reason.

**IMPORTANT NOTE:** Students who are not able to attend practical classes during the entire semester should contact the teacher to justify the absence in the first two weeks since the beginning of the first semester. If applicable, an individualized protocol for the practice development and delivery will be established in that case.

Students who failed the practical part during the course development will take an additional practical exam in which they can obtain a maximum of 2.5 continuous assessment points if they pass it.

In the case that the student does not pass any of the two parts, the grade for the theoretical exam and the practical exam will not be saved for the following course.

## REFERENCES

### Basic

- Pickton, D. & Broderick, A. (2001). Integrated marketing communications. Prentice Hall/Financial Times, Harlow
- McCabe, S. (2009). Marketing Communications in Tourism and Hospitality. Oxford, UK, Elsevier.
- De Pelsmacker, P., Geuens, M. & Van den Bergh, J. (2010). Marketing Communications: A European Perspective. Financial Times Prentice Hall.
- Clow, K. & Baack, D. (2010). Publicidad, promoción y comunicación integral en marketing. 4. ed. Pearson
- Seric, M & Gil-Saura, Ozretic-Dosen, D. (2015). Insights on integrated marketing communications: Implementation and impact in hotel companies. International Journal of Contemporary Hospitality Management, 27 (5), 958 979
- Seric, M. & Gil-Saura, I. (2012). La investigación en torno a la Comunicación Integrada de Marketing: Una revisión. Cuadernos de Administración, 24 , 63-92.
- Seric, M. (2017). El análisis de la comunicación integrada de marketing en la empresa hotelera según el perfil del hotel y del huésped. Revista de Análisis Turístico, 24(2), 54-76.
- Clow, K.E. & Baack, D.E. (2012). Integrated Advertising, Promotion, and Marketing Communications, 5th Ed Prentice Hall, London
- San Eugenio Vela, Jordi De (2011). Manual de comunicación turística. De la información a la persuasión, de la promoción a la emoción. Editorial Documenta Universitaria.



### Additional

- Seric, M. & Vernuccio, M. (2019). The impact of IMC consistency and interactivity on city reputation and consumer brand engagement: The moderating effects of gender, Current Issues in Tourism, DOI: 10.1080/13683500.2019.1637403

Kotler, P., Bowen, J. & Makens, J. (2015). Marketing Turístico, 6ª Edición, Pearson-Prentice-Hall, Madrid.

Moriarty, S., Mitchell, N. & Wells, W. (2012). Advertising & IMC: Principles and Practice, 9th Ed Prentice Hall, London.

Marc Schillaci (2009) Como tener éxito con su tienda virtual. Inforbooks SL

Boronat. D. y Pallarés, E. (2009). Vender más en Internet, La persuabilidad o el arte de convertir usuarios en clientes. Gestión 2000.

Ordozgoiti, R. et al (2010). Publicidad online Las claves del éxito en internet. ESIC.

Orense, M, et al (2009) SEO Como triunfar en buscadores. ESIC.

Alet, J. (2007). Marketing Directo e interactivo. Esic, Madrid

Gil y Romero (2008). Crossuser, claves para entender al consumidor español de nueva generación. Gestión 2000, Barcelona.

Nafría I. (2008). Web 2.0, el usuario el nuevo rey de internet. Gestión 2000, Barcelona.

David Meerman Scott (2010). Las nuevas reglas del marketing. Anaya

### ADDENDUM COVID-19

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

### METHODOLOGY

During the first semester, the theoretical classes for this subject will be virtual and synchronized and will be held by videoconference. The practical classes will be face-to-face and conducted in classrooms, unless the competent authorities say otherwise, owing to changes produced in the evolution of the pandemic. Only in that case, the practical classes will be conducted online. The appropriate measures will be taken if necessary to facilitate the access to the training sessions to any student who has to go into quarantine unexpectedly throughout the course.



## EVALUATION

The final exam will be done in person in classroom. However, there might be changes depending on the evolution of the pandemic and indications of the competent authorities. In that case, if necessary, the exam could be conducted online in the form established by the teacher and students will be informed accordingly. If necessary, to adjust to possible changes in teaching situations, the weight of academic assignments might be increased until reaching 100% of the grade.