



COURSE DATA

Data Subject

Code	35127
Name	Promotion of tourism organizations
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term
1926 - Double Degree Program Tourism & BMA	Faculty of Economics	5	First term

Subject-matter

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

Coordination

Name	Department
SANZ BLAS, SILVIA	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. Mangement 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
TOTAL	107,50	

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 (and only in exceptional and justified cases it can be developed on the individual 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.

Students in the 23-24 course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

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 6 points. To pass the exam, the student must obtain a minimum of 3 points. The student who does not get a minimum of 3 points in this test will not be able to add the practice grade.



2. The 4 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 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.

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.

The conduct consisting of copying in an exam or plagiarizing an "evaluable" work (whether or not it is the end of the degree or of the current or previous courses), is contrary to the duties of students as set out in both the state and internal regulations of UV. The immediate consequence of this type of conduct will be, in any case, the grade with a zero and the failure of the subject, in accordance with the Regulation of Evaluation and Grading (hereinafter REC) approved by the Consell de Govern of May 30, 2017 (art. 13 section 5); the Statute of the University Student, approved by RD 1791/2010, of December 30; and the Charter of rights and duties of the students of the University of Valencia, approved by Agreement of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998.

All students are advised that cell phones or any other unauthorized electronic device or document may not be used. Any student who uses both in class, due to the existence of continuous evaluation, and in the exam a cell phone, will be invited to leave the classroom and will obtain a numerical grade of zero in the corresponding test (art. 13 paragraph 6). The same type of conditions shall apply to smart watch terminals or similar. The use of laptops or digital tablets, is allowed for taking notes or viewing teaching material.

All of the above measures will be applied regardless of the disciplinary proceedings that may be initiated against the student and, if applicable, the appropriate sanction in accordance with the regulations in force (art. 13, section 7).

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Basic

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- De Pelsmacker, P., Geuens, M. & Van den Bergh, J. (2010). Marketing Communications: A European Perspective. Financial Times Prentice Hall.
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- 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
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Additional

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