

## Syllabus

### Subject

|                                |   |
|--------------------------------|---|
| <b>Subject / Group</b>         | 20509 - Tourism Marketing I / 20  |
| <b>Degree</b>                  | Double Degree in Economics and Tourism (2015) - Second year<br>Double Degree in Business Administration and Tourism - Third year<br>Double degree in Economics and Tourism - Second year<br>Degree in Tourism - Second year |
| <b>Credits</b>                 | 6   |
| <b>Period</b>                  | 1st semester  |
| <b>Language of instruction</b> | English   |

### Professors

| Lecturers  | Office hours for students |                |     |            |          |   |
|--|---------------------------|----------------|-----|------------|----------|---|
|  | Starting time             | Finishing time | Day | Start date | End date | Office / Building   |
| Ramon Solé Capdevila<br><a href="mailto:ramon.sole@uib.es">ramon.sole@uib.es</a> |                           |                |     |            |          | You need to book a date with the professor in order to attend a tutoring session. |

### Context

Tourism Marketing I is an introductory subject in which the student will approach the basic concepts of Marketing and its practices in the tourism sector. This matter should serve as a first contact with the main concepts related to the role of marketing in the tourism sector, as well as to identify opportunities and design marketing strategies. Critical analysis of sources of various types will be enhanced and new contributions to autonomous search regarding market developments and commercial offer will be encouraged. All accompanied by the achievement of relevant skills and capabilities in this area of work in a company.

The language of instruction for this course will be English. Students taking this course will learn specific economic /tourism-related vocabulary and develop both their productive and receptive skills in English, and therefore acquire further knowledge of the English language.

### Requirements

This subject has no prerequisites, although it is recommended that students have successfully completed "Introduction to business", "Introduction to Tourism"; all of which correspond to the first course of Tourism degree.

### Skills

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### Specific

- \* C.E.7. Learn how to collect, process, analyse, and interpret the information and deal with tourism issues through the deployment of specific skills for workers in the different tourism areas, including the proper use of technologies of information and communication (ICT).
- \* C.E.13. Demonstrate mastery of a wide range of analytical strategies and observation developed from the usual methods of research provided by the different scientific branches throughout your academic stage and the concretion in the corresponding work.
- \* C.E.14. Apply in a professional environment the knowledge, methodologies and techniques acquired throughout the degree academic training and develop them with a high degree of responsibility, ethical commitment and capacity to integrate in multidisciplinary teams.

### Generic

- \* C.G.2. Know how to apply technical and methodological knowledge to their work in a professional way, by the integration of different tourism – related fields of study and own competences that must be demonstrated through the preparation and defense of arguments and problems resolution within their theme of study.
- \* C.G.3. Have the ability to gather and interpret relevant quantitative, qualitative, and spatial data, as for making judgements that include a critical reflection on relevant issues of territorial, social, economic, legal, scientific or ethical nature, related to tourism.
- \* C.G.4. Be able to transmit information, ideas, problems and solutions of any of the thematic fields related to tourism for both specialized as non-specialized audiences.

### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

## Content

### Range of topics

PART I. TOURISM MARKETING PROCESS OF COMPRESSION. 1. Introduction to Tourism Marketing

Students should be able to:

Understand relationships in the tourism industry.

Define the role of marketing and explain the steps in the marketing process.

Explain the relationship between customer value and satisfaction.

Understanding why the marketing concept requires a customer orientation.

PART I. TOURISM MARKETING PROCESS OF COMPRESSION. 2. Features of tourism marketing services

Students should be able to:

Describe a service culture

Identify four service characteristics that affect the marketing of a tourist product.

Explain marketing strategies that are useful in the hospitality and travel industry.

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### PART II. ENVIRONMENT AND DESIGN OF MARKETING STRATEGIES. 3. Strategic planning and marketing environment

Students should be able to:

Explain the strategic planning from a marketing perspective

Enumerate and analyze the importance of elements in the microenvironment of the company.

Describe the forces of macro environment affecting the capability of the company to serve its customers.

Explain how affect marketing changes in the demographic and economic environments and describe the levels of competition.

Identify major trends in natural, technological, political and cultural environments of the company.

### PART II. ENVIRONMENT AND DESIGN OF MARKETING STRATEGIES. 4. The MIS

Students should be able to:

Understand the importance of information for the company.

Understand the concept of marketing information system.

Define the marketing research process.

Explain how companies analyze and distribute marketing information.

### PART II. ENVIRONMENT AND DESIGN OF MARKETING STRATEGIES. 5. Consumer behavior: Consumer Markets and Organizational Markets

Students should be able to:

List the elements that make up the model of consumer behavior.

Describe the main characteristics that affect consumer behavior.

Explain consumer purchasing decision process.

Understand the buying process by the organization.

Identify the main factors that influence organizational buyers.

### PART II. ENVIRONMENT AND DESIGN OF MARKETING STRATEGIES. 6. Market segmentation and positioning.

Students should be able to:

Define the major steps in designing a customer oriented marketing strategy.

Describe and analyze the requirements for effective segmentation.

Explain how companies identify attractive market segments.

Illustrate the concept of positioning to gain a competitive advantage.

### PART III. TOURISM MARKETING MANAGEMENT. 7. Marketing plan.

Students should be able to:

Know why it is important to have a marketing plan and explain its purpose

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Identify the first steps towards the elaboration of a plan of Marketing

### Teaching methodology

The subject, Tourism Marketing I, combines theoretical lectures with practical cases resolution and a final project

Classroom activities and non-contact work, autonomous or group provided with the aim of evaluating the tasks set are described in this section.

The methodology will enhance student's independent learning as well as in its work group or team, and will promote student reflexion about its learning process, thus stimulating self-critical capability.

In-class work activities (1.8 credits, 45 hours)

| Modality               | Name                            | Typ. Grp.        | Description  | Hours |
|------------------------|---------------------------------|------------------|--|-------|
| Theory classes         | Lectures                        | Large group (G)  | To present knowledge that students have to acquire.<br><br>To facilitate development to student, class notes and reference basic texts will be provided to complete and deepen what is considered appropriate.   | 30    |
| Seminars and workshops | Discussion of cases or articles | Medium group (M) | Case and articles study gives insight into the assimilation of contents and the ability to relate them. At the same time, aims to promote reading comprehension, the ability to distinguish essential from accessory, the ability to synthesize and the oral expression.<br><br>The case or the article will be provided by the teacher either in the same session or either prior to developing a moderated and guided discussion. In some cases can be requested from some students a written conclusion or summary. | 7     |
| Seminars and workshops | Oral exposition                 | Medium group (M) | The aim of the oral presentations is to monitor the non-contact work, individual or group and develop different skills like talking in public, argue, synthesize, use ICT tools or team work. The methodology consists of conducting individual or group presentations based on work performed independently and discuss or comment it.  | 5     |
| Assessment             | Partial Evaluation              | Large group (G)  | Written test at the half of the semester. This test seeks to validate skills acquisition and assimilation of the contents of the subject.  | 1     |
| Assessment             | Final Evaluation                | Large group (G)  | Written test at the end of the semester. This test seeks to validate skills acquisition and assimilation of the contents of the subject.   | 2     |

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

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### Distance education tasks (4.2 credits, 105 hours)

| Modality                       | Name   | Description  | Hours |
|--------------------------------|--|--|-------|
| Individual self-study          | Study  | Study by students throughout the development of the subject.   | 65    |
| Group or individual self-study | Development of work, case preparation and reading articles | Develop the ability to self-learning and teamwork. Performing work and projects, case preparation and reading articles individually or in group. | 40    |

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

#### Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

#### Lectures

|                     |   |
|---------------------|---|
| Modality            | Theory classes  |
| Technique           | Observation techniques ( <b>non-recoverable</b> )   |
| Description         | To present knowledge that students have to acquire. To facilitate development to student, class notes and reference basic texts will be provided to complete and deepen what is considered appropriate. |
| Assessment criteria | Active participation in class and positive contributions to group dynamics will be evaluated.   |

Final grade percentage: 5%

#### Discussion of cases or articles

|             |   |
|-------------|---|
| Modality    | Seminars and workshops  |
| Technique   | Observation techniques ( <b>non-recoverable</b> )   |
| Description | Case and articles study gives insight into the assimilation of contents and the ability to relate them. At the same time, aims to promote reading comprehension, the ability to distinguish essential from accessory, the ability to synthesize and the oral expression. The case or the article will be provided by the teacher either |

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in the same session or either prior to developing a moderated and guided discussion. In some cases can be requested from some students a written conclusion or summary.

Assessment criteria Autonomous efforts to understand and apply models explained will be evaluated.

Final grade percentage: 10%

### Oral exposition

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Modality Seminars and workshops

Technique Oral tests (**non-recoverable**)

Description The aim of the oral presentations is to monitor the non-contact work, individual or group and develop different skills like talking in public, argue, synthesize, use ICT tools or team work. The methodology consists of conducting individual or group presentations based on work performed independently and discuss or comment it.

Assessment criteria Preparation work for exposure (individual or group) clarity and order in the exposure and the ability to respond to questions raised will be assessed.

Final grade percentage: 15%

### Partial Evaluation

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Modality Assessment

Technique Objective tests (**non-recoverable**)

Description Written test at the half of the semester. This test seeks to validate skills acquisition and assimilation of the contents of the subject.

Assessment criteria

Final grade percentage: 20% with a minimum grade of 5

### Final Evaluation

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Modality Assessment

Technique Objective tests (**recoverable**)

Description Written test at the end of the semester. This test seeks to validate skills acquisition and assimilation of the contents of the subject.

Assessment criteria Written test where the acquired knowledge of content of the course will be assessed

Final grade percentage: 50% with a minimum grade of 5

## Resources, bibliography and additional documentation

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### Basic bibliography

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Philip R. Kotler, John T. Bowen, James Makens (2011) "Tourism Marketing". Prentice Hall.

Serra Cantallops, A. (2002) "Tourism Marketing". Pyramid-Esic editions. Madrid.

### Complementary bibliography

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Kotler, Ph. (2009) "Marketing for Hospitality & Tourism". International Edition.



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Holloway, C. (2009) "The Business of Tourism". Prentice Hall.

### Other resources

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<http://www.tourismconcern.org.uk>

<http://www.ine.es>

<http://www.unwto.org/>

<http://www.iet.tourspain.es>

<http://www.ons.gov.uk>

<http://www.caib.es/>

[www.industria.ejgv.euskadi.net](http://www.industria.ejgv.euskadi.net)

