



IDENTIFYING DATA

Tourism marketing

Subject	Tourism marketing			
Code	004G240V01303			
Study programme	(*)Grao en Turismo			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	1st
Teaching language	Spanish Galician			
Department				
Coordinator	Alén González, María Elisa			
Lecturers	Alén González, María Elisa			
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Web				
General description	The matter connects to the student with appearances of the basic marketing to know and understand the market and the consumers of the company. In concrete, the subject Tourism Marketing pretends to deepen in the study of the strategic marketing and of the tools of analysis and market planning to develop successful strategies for the companies in the market.			

Competencies

Code	
A1	Students need to show they have acquired and understood the knowledge in a field of study underpinned by general secondary education and which is usually at a level which-while drawing on advanced text books-also includes certain aspects that imply being familiar with the cutting edge of this field of study.
A2	Students need to be able to apply the knowledge acquired to their work or vocation in a professional manner, and should have the skills normally demonstrated through the ability to develop and defends points of view and to solve problems related to their field of study.
A3	Students should be able to collect and interpret relevant data (usually within their field of study) in order to make judgements that include a reflection on the relevant social, scientific or ethical issues.
A4	Students should be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
A5	Students should have developed the necessary learning skills in order to continue studying with a high level of autonomy.
B1	Skills in handling ICT in order to look up and make use of information
B3	The ability to critically interpret data and text
B5	Oral and written communication skills.
B6	Mobility and adaptability to different contexts and situations.
B7	The ability to work both in teams and individually
B8	Capacity for learning and independent work
C5	Understand and interpret knowledge related to the management basics of tourism enterprises: Internal economic problems and the relationships between the different subsystems.
C6	Understand and interpret knowledge regarding the basics of tourism marketing, as well as its commercial objectives, strategies and policies
C13	To be able to evaluate alternatives in the planning, management and control of tourist companies, as well as make strategic decisions.
C15	Orientation of customer services
D1	Responsibility and the capacity to take on commitment
D2	Ethical commitment
D3	Creativity
D5	Motivation for quality

Learning outcomes

Expected results from this subject	Training and Learning Results
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Know the relation between the company and its surroundings evaluating its repercussion in the strategy, behaviour, management and business sustainability	A1 A2 A3 A4 A5	C5 C6 C13	
Know the distinct processes, procedures and practical of business management	A1 A2 A3 A5	C13 C15	D3 D5
Identify the generality of the economic problems that pose in the companies, and know how to use the main existent instruments for its resolution		B1 B3	D3
Mobility and adaptability to surroundings and different situations		B6 B7 B8	D1
New		B5	D1 D2

Contents

Topic	
Subject 1. Introduction: tourist Marketing	1.1. Definition and concept of marketing 1.2. Approaches in the marketing management
Subject 2: Characteristics of service and of tourism marketing	2.1 Characteristics of service marketing 2.2 Management strategies for service companies 2.3 The model of service provision
Subject 3. Potential market, demand of market and market quota	3.1. Definition of the concept of market 3.2. Potential market 3.3. Quota of potential market and quota of participation
Subject 4. The marketing planning (introduction)	4.1. The strategic marketing plan 4.2. The marketing strategies
Subject 5. The marketing information system	5.1. Evaluation of the needs of marketing information 5.2. The commercial investigation
Subject 6. The consumer behaviour	6.1. Factors that affect consumer purchase behaviour 6.2. Models of consumer behaviour
Subject 7. The market segmentation	7.1. The segmentation 7.2. Process and strategies of segmentation 7.3 Positioning
Subject 8. Marketing Mix	8.1 Design and management of the product 8.2 Considerations on the price 8.3 Distribution Channels 8.4 Product Promotion

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	22	45	67
Case studies / analysis of situations	22	5	27
Multiple choice tests	1.5	40	41.5
Short answer tests	0.5	14	14.5

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Master Session	Exhibition by part of the professor of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise or project to develop by the student. It recommends to the student that work previously the material delivered by the professor and that consult the bibliography recommended to complete the information with the end to follow the explanations.
Case studies / analysis of situations	Analysis of a fact, problem or real event with the purpose to know it, interpret it, resolve it, generate hypothesis, contrast data, complete knowledge, diagnose it and train in alternative solution procedures.

Personalized attention

Methodologies	Description
Case studies / analysis of situations	Case method. Analysis of real situations and/or touristic companies.

Assessment

Description	Qualification	Training and Learning Results

Case studies / analysis of situations	They will deliver cases and exercises that it will be necessary to resolve	40	A1 A2 A3 A4 A5	B1 B3 B5 B6 B7 B8	C13	D1 D2 D3 D5
Multiple choice tests	Examination type test of between 50 and 100 valid questions	35	A1 A2 A3 A4 A5	B8	C5 C6	
Short answer tests	Short questions about the contents	25	A1 A2 A3 A4 A5	B3 B5 B8	C5 C6 C13 C15	

Other comments on the Evaluation

The description of this guide this thought for the face-to-face modality.

*The concretion of the activities to make will depend to a large extent of the number of students, means to work in group, etc

Continuous Evaluation:

The final note will be the result of:

- Realisation of several exercises/practical cases individual and/or in group. For the evaluation will be able to demand an oral defence of the case (40%)
- An examination when finalising the subject in which they will measure the theoretical knowledges reached (60%)
- Is necessary to reach a minimum of a 4.5 points in each part to be able to compensate it and surpass

Ordinary evaluation:

This process is for the students that do not follow the continuous evaluation or those that following it do not reach the minima established. In this case, the examination will consist in a proof in which they will pose theoretical questions and another in which there will be a practical case. To measure the skills of communication of the student can establish that one or the two proofs realise of oral form.

The dates and schedules of the proofs of evaluation of the different announcements are the specified in the calendar of proofs of evaluation approved by the Centre for the course 2016-2017.

Sources of information

Kotler y otros, **Marketing turistico**, 2015,
 Best, R., **Marketing estrategico**, 2007,
 Kotler y Armstrong, **Principios de Marketing**, 2008,
 Kotler y Armstrong, **Direccion de marketing**, 2008,

Recommendations

Subjects that continue the syllabus

Tourism distribution/O04G240V01401
 Tourism promotion/O04G240V01405
 Research of tourist markets/O04G240V01602
 Customer Service/O04G240V01902
 E-marketing in the tourism sector/O04G240V01904

Subjects that it is recommended to have taken before

Company: Direction and Management of tourism entities I/O04G240V01102
 Company: Direction and Management of tourism entities II/O04G240V01203

Other comments

This educational guide anticipates the lines of performance that have to carry out with the student in the matter and conceives of flexible form. In consequence, can require readjustments along the academic course promoted by the dynamics of the class and of the group of real addressees or by the importance of the situations that could arise. Likewise, it will contribute to the students the information and concrete guidelines that they are necessary in each moment of the formative process.
