



## IDENTIFYING DATA

### Tourism marketing

Subject	Tourism marketing			
Code	004G240V01303			
Study programme	(*)Grao en Turismo			
Descriptors	ECTS Credits	Choose	Year	Quadmaster
	6	Mandatory	2nd	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Alén González, María Elisa			
Lecturers	Alén González, María Elisa			
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Web				
General description	<p>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.</p> <p>English Friendly subject: International students may request from the teachers: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.</p>			

## 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.
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
B2	Be capable of analysing, synthesizing and managing data derived from observations through the use of basic quantitative and predictive techniques
B3	The ability to critically interpret data and text
B4	Mastery of English and at least perfecting and deepening their knowledge of a second foreign language
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
C1	Understand and interpret knowledge related to the economic agents which intervene in tourism and the relationships established among them
C2	Understand and interpret knowledge related to public policies, the structure and evolution of tourist markets: national and international relations
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
C7	Understand and interpret concepts related to the financial and analytical information management of tourist companies.
C13	To be able to evaluate alternatives in the planning, management and control of tourist companies, as well as make strategic decisions.

C14 Carry out professional activities in English and other foreign languages within the tourist sector

C15 Orientation of customer services

D1 Responsibility and the capacity to take on commitment

D2 Ethical commitment

D3 Creativity

D4 Entrepreneurship.

D5 Motivation for quality

### Learning outcomes

Expected results from this subject	Training and Learning Results			
Know the different marketing processes and strategies to provide an excellent service	A1 A2 A3 A5	B2	C5 C7 C13 C15	D3 D5
Mobility and adaptability to surroundings and different situations	A2 A3	B1 B2 B3 B4 B5 B6 B7 B8	C1 C2 C6 C13 C14 C15	D1 D4
Show, explain and justify the own ethical values of the profession	A3	B1 B2 B5		D1 D2 D4 D5

### 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
Lecturing	22	45	67
Case studies	22	5	27
Objective questions exam	1.5	40	41.5
Problem and/or exercise solving	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
Lecturing	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 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.
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### Personalized assistance

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

### Assessment

	Description	Qualification	Training and Learning Results			
Case studies	They will deliver cases and exercises that it will be necessary to resolve	40	A1 A2 A3 A5	B1 B3 B5 B6 B7 B8	C13	D1 D2 D3 D5
Objective questions exam	Multiple choice questions	35	A1 A2 A3 A5	B8		
Problem and/or exercise solving	Short questions about the contents	25	A1 A2 A3 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:

- a) 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%)
- b) An examination when finalising the subject in which they will measure the theoretical knowledges reached (60%)
- c) 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 2020-2021.

### Sources of information

#### Basic Bibliography

Kotler y otros, **Marketing turístico**, 6ª, Pearson, 2015

#### Complementary Bibliography

de la Ballina Ballina, FJ, **Marketing turístico aplicado**, ESIC, 2017

Kotler y Armstrong, **Principios de Marketing**, Prentice Hall, 2008

### Recommendations

#### Subjects that continue the syllabus

Tourism distribution/O04G240V01401

Tourism promotion/O04G240V01405

### **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

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### **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.

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### **Contingency plan**

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#### **Description**

In the event of a health crisis that requires the use of the mixed and face-to-face modalities, the following adaptations will be carried out:

MIXED MODALITY: in this case some of the theoretical classes may be by Campus Integra depending on the influx and the estimated capacity of the classroom. The initial estimate is that the practical classes are developed in person so the evaluation system would be the one specified in the guide for classroom teaching.

NON-PRESENTIAL MODALITY. In this case, all sessions would be by Remote Campus. The evaluation system would be: In the continuous evaluation the final grade will be the result of:

- a) Carrying out several exercises and individual and / or group practical cases throughout the semester. This grade weighs 40% in the final grade.
- b) Several small theoretical tests throughout the semester (25% in the grade)
- c) A test-type exam at the end of the subject in which the theoretical knowledge achieved will be measured (35%)
- d) In order to pass the continuous evaluation, it is necessary to have in sections a) + b) a minimum of 5 out of 10.
- e) It is necessary to achieve a minimum of 4.5 in the test exam to be able to compensate the note with the continuous assessment and pass the subject.

Ordinary evaluation: This process will be followed by students who do not follow the continuous evaluation or those who follow it do not reach the established minimums (grade  $\geq 5$ ). In this case, the exam will consist of a test in which theoretical questions will be presented (60%) and another in which there will be a practical case (40%).

The qualifications of all the tests, partial or final, practices and activities will only have effects in the academic course in which they are proposed.

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