



## IDENTIFYING DATA

### Tourism marketing

Subject	Tourism marketing			
Code	O04G240V01303			
Study programme	Grado en Turismo			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	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>This subject provides an introduction to the marketing concepts and techniques inherent in the hospitality and tourism industries. By evaluating the marketing environments affecting the hospitality and tourism businesses, students are able to understand how to define and select target markets, establish marketing plans and programmes, implement control and evaluation plans.</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>			

## Training and Learning Results

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
C9	Understand and interpret knowledge regarding the basic research and forecasting techniques for tourism
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

**Expected results from this subject**

Expected results from this subject	Training and Learning Results			
1. Know the distinct processes, procedures and strategies of marketing to guarantee the provision of an excellent service	A1 A2 A3 A5	B3 B8 C9 C13 C15	C5 C6 C9 C13 C15	D3 D5
2. Identify the marketing problems and how to find and use the main existing instruments to deal with their his resolution	A1 A2 A3 A4	B1 B3 B7 B8	C9 C13 C15	D1 D5
3. Elaborate a marketing plan for tourism	A1 A2	B1 B3 B5	C6 C13 C15	D1 D3
4. Show, explain and justify the own ethical values of the profession	A3 A4	B5 B6	C15	D2 D3

**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
Learning-Service	22	5	27
Objective questions exam	1.5	40	41.5
Problem and/or exercise solving	0.5	14	14.5
Portfolio / dossier	0.5	7	7.5
Systematic observation	0	7	7

\*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 contained envelope to subject object of study, theoretical bases and/or guidelines of one work, exercise or project to develop pole student. It recommends to the student that work previously the material delivered pole professor and that consult the bibliography recommended to complete the information so as to follow the explanations. CONTINUOUS EVALUATION Character: Mandatory Assistance: Not Mandatory GLOBAL EVALUATION Character: Mandatory Assistance: Not Mandatory

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. CONTINUOUS EVALUATION Character: Mandatory Assistance: Mandatory (not more than 3 absences) GLOBAL EVALUATION Character: Mandatory Assistance: Not Mandatory
Learning-Service	Combining processes of learning and service to the community in a project only articulated where the participants learn to work in the real needs of the environment with the aim of improving it. CONTINUOUS EVALUATION Character: Mandatory Assistance: Mandatory

### Personalized assistance

Methodologies	Description
Case studies	Case method. Analysis of real situations and/or touristic companies.
Learning-Service	Voluntary participation in one project of learning in collaboration with another organisation
Tests	Description
Problem and/or exercise solving	Actions aimed specifically at students can be established in the second or successive years registrations in the subject which would include: - A program of tutoring meetings registrants (face-to-face or virtual) on previously defined dates of compulsory attendance, in which students present their progress and ask questions. - Request for additional or complementary activities to those normally provided in the subject for helping these students to study and allow monitoring and control of their progress

### Assessment

	Description	Qualification	Training and Learning Results			
Case studies	In the case of continuous assessment, cases and exercises will be delivered that will have to be resolved during the practical sessions. For liberation of this part the students must achieve an overall qualification equal to or greater than five points (out of 10) and not have absenced more than 3 practice sessions. In the case of global assessment, a global practical case study will be solved on the day of the final exam	40	A1 A2 A3 A4 A5	B1 B3 B5 B6 B7 B8	C6 C9 C13 C15	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 A4 A5	B3 B5 B8	C5 C6 C13 C15	
Portfolio / dossier	Document prepared by the student who collects information on experiences, projects, tasks and work performed during the training process.	20	A1 A2 A3 A5	B1 B5	C5 C13 C15	D1 D2 D3 D5
Systematic observation	Techniques to collect data on student participation, based on a list of behaviors or operational criteria to facilitate the collection of quantifiable data.	20	A1 A2 A3 A5	B1 B5	C5 C13 C15	D1 D2 D3 D5

### Other comments on the Evaluation

C.E. If you do not waive the continuous evaluation:

The concreteness of the activities to be carried out will largely depend on the number of students and the means to work on group Two exclusionary paths are indicated depending on whether the student participates in the ApS program or not (general student).

===General students===

The final mark will be the result of:

a) Carrying out several individual and/or group exercises/practical cases while attending the practical sessions. This grade weighs 40% in the final qualification whenever it is greater than or equal to 5 points out of 10 for which and condition essential not to have missed more than 3 practical sessions.

b) A partial exam during the semester to assess progress in the subject (20%)

c) An exam when finalising the subject in which it will be measured the theoretical knowledges reached (40%)

It is necessary to reach a minimum of a 4.5 points out of 10 in each part to be able to compensate both marks and pass

===ApS students===

In the continuous evaluation the final mark will be the result of:

a) Realization of a learning folder/dossier and systematic observation by the lecturer. An oral defence may be required for the evaluation. This mark weighs 40% in the final score as long as it is greater than or equal to 5 points out of 10.

b) A partial exam during the semester to assess progress in the subject (20%)

c) An exam when finalising the subject in which it will be measured the theoretical knowledges reached (40%)

It is necessary to reach a minimum of a 4.5 points out of 10 in each part to be able to compensate both marks and pass

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EG at the first opportunity

Students who do not follow the continuous evaluation will follow this process. Once the period of one month from the beginning of the semester has passed, the dean's office of the FCETOU will enable the procedure and inform the students of the deadline for those enrolled to formally express their intention to use the global evaluation modality. In this case, the exam will consist of a multiple choice questions and short questions about the theoretical content (60%) and a case study (40%).

Extraordinary call:

The continuous and global evaluation systems exposed above will be used.

Minutes grading process:

Regardless of the evaluation system and the call, if you do not pass any part of the evaluation but if the overall score is higher than 4 (out of 10), the grade in the minutes will be 4.

The grades of all tests, partial or final, practices and activities will only have effects in the academic year in which they are carried out.

Evaluation dates:

The dates and times of the evaluation tests for the different calls are those specified in the evaluation test calendar approved by the Central Board. In case of conflict or disparity between the dates of the exams, those indicated on the FCETOU website will prevail.

Consultation and/or request for tutorials:

The teacher has an offer of face-to-face or virtual tutoring at scheduled times. To make an appointment, you can do it from the online Secretaria Virtual.

Others:

The virtual classroom platform has tools to detect possible anomalous and dishonest behavior, as well as to detect possible plagiarism in written work. In the case of detection of these behaviors, the final grade of the subject will be Suspended (0) and the fact will be communicated to the Dean of the Center so that it adopts the appropriate measures in compliance with article 13.2.d) of the University Student Statute that establishes the duty to refrain "from the use or cooperation in fraudulent procedures in the evaluation tests, in the works that are carried out or in official documents of the university".

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## Sources of information

### Basic Bibliography

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## Complementary Bibliography

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### Recommendations

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#### Subjects that continue the syllabus

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Tourism distribution/O04G240V01401

Tourism promotion/O04G240V01405

Research of tourist markets/O04G240V01602

Customer Service/O04G240V01902

E-marketing in the tourism sector/O04G240V01904

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#### Subjects that it is recommended to have taken before

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Company: Direction and management of tourism entities I/O04G240V01102

Company: Direction and Management of tourism entities II/O04G240V01203

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#### Other comments

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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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