



IDENTIFYING DATA

Tourism marketing

Subject	Tourism marketing			
Code	004G740V01312			
Study programme	PCEO Grado en Turismo/Grado en Geografía e Historia			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	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

Expected results from this subject

Expected results from this subject	Training and Learning Results
Know the different marketing processes and strategies to provide an excellent service	
Show, explain and justify the own ethical values of the profession	

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 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.
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.

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

Assessment

	Description	Qualification	Training and Learning Results
Case studies	They will deliver cases and exercises that it will be necessary to resolve	40	
Objective questions exam	Multiple choice questions	35	
Problem and/or exercise solving	Short questions about the contents	25	
Portfolio / dossier	Document prepared by the student who collects information on experiences, projects, tasks and work performed during the training process.	20	
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	

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

Two exclusionary itineraries are indicated for continuous evaluation depending on whether the students participate in the ApS program or not (general students).

===General students===

The final mark will be the result of:

a) Realisation of several exercises/practical cases individual and/or in group. For the assesment, the lecturer will be able to demand an oral defence of the case (40%)

b) An exam when finalising the subject in which it will be measured the theoretical knowledges reached (60%)

c) 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: the) Realization of a learning folder/dossier and systematic observation by the lecturer. An oral defence may be required for the evaluation. This mark weights 40% in the final score as long as it is greater than or equal to 5 points out of 10. (b) An exam at the end of the subject in which the theoretical knowledge achieved will be evaluated (60%) c) It will be necessary to reach a minimum of 4.5 in the exam in order to compensate this mark with that of continuous evaluation and pass the subject.

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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 Faculty.

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

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.