

COURSE DESCRIPTION

COURSE DETAILS

Title (of the course): **MARKETING TURÍSTICO**

Code: 101724

Degree/Master: **GRADO DE TURISMO**

Year: 2

Name of the module to which it belongs: MERCADOS Y EMPRESAS TURÍSTICAS

Field: MERCADOS Y EMPRESAS TURÍSTICAS

Character: OBLIGATORIA

Duration: SECOND TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform: MOODLE

LECTURER INFORMATION

Name: RODRIGUEZ ZAPATERO, MARÍA ISABEL (Coordinator)

Department: ESTADÍSTICA, ECONOMETRÍA, INVESTIGACIÓN OPERATIVA, ORGANIZACIÓN DE EMPRESAS Y

Area: ORGANIZACIÓN DE EMPRESAS

Office location: facultad de ciencias del trabajo

E-Mail: es3rozai@uco.es

Phone: 957211097

Name: ALONSO GARCÍA, MARÍA MERCEDES

Department: ESTADÍSTICA, ECONOMETRÍA, INVESTIGACIÓN OPERATIVA, ORGANIZACIÓN DE EMPRESAS Y

Area: ORGANIZACIÓN DE EMPRESAS

Office location: facultad de ciencias del trabajo

E-Mail: ep2algam@uco.es

Phone: 957212510

PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

None

Recommendations

None specified

COURSE DESCRIPTION

INTENDED LEARNING OUTCOMES

CB1	Developing the ability to analyse and summarise
CB2	Demonstrating the ability to organise yourself and plan
CB3	Written and oral communication in Spanish
CB4	Being able to work as a team
CB5	Developing skills in interpersonal relationships
CB6	Demonstrating critical thinking
CB7	Developing autonomous learning
CB8	To acquire skills and an ethical commitment to contribute to creating a fairer and more respectful society with regards basic human rights.
CB9	To acquire knowledge and skills which will allow the student to be able to successfully undertake postgraduate study
CE1	To understand the principles and effects of Tourism: in terms of territorial and spatial dimensions and social, cultural, political and economic factors.
CE2	To understand the dynamic and evolutionary character of tourism and the leisure industry.
CE3	To analyse and understand the effects (social, economic, environmental) of tourism.
CE5	To understand the legal framework which regulates touristic activities.
CE16	The management of the different types of tourism organisations
CE17	To plan and manage the resources of tourism organisations.
CE18	To define tourism objectives, strategies and marketing design.
CE20	To evaluate the potential for tourism and analyse future development in order to identify future planning needs for touristic infrastructure and installations.
CE21	To manage touristic territories and resources in accordance with the principles of sustainability.

OBJECTIVES

This course introduces students to Marketing for Tourism, providing an overview of the main concepts of Marketing. After this course, students should be able to apply theory and concepts to what marketers do in "the real world", applying those concepts in business decisions. Mixing theory and practice, students will be familiar with the contemporary tourist products and markets, providing them the tools to design a Marketing Plan

CONTENT

1. Theory contents

1. Theory contents

Lesson 1. Introduction to Marketing in Travel and Tourism. Introducing to Marketing concepts and the special characteristics of Travel and Tourism Marketing. Lesson 2. Tourism Environment. Demand and Supply of Travel and Tourism services. Lesson 3. The Consumer. Individual Consumer (B2C) and Organizational Consumer (B2B). Tourism motivation and consumer behaviour. Lesson 4. Marketing Strategy. Research, Planning and Developing marketing campaigns. Lesson 5. Market Segmentation. Concepts of Segmentation, Targeting, Differentiation and Positioning & Branding. Lesson 6. Marketing Mix. Evolution of Marketing Mix. Special features for Travel and Tourism. Lesson 7. Tourism Destination. Marketing and Branding the Contemporary Destination. Lesson 8. Applying Marketing in the main sectors of Travel and Tourism.



www.uco.es
facebook.com/universidadcordoba
@univcordoba

INFORMATION REGARDING
UNIVERSITY OF CORDOBA DEGREES

uco.es/grados

COURSE DESCRIPTION

2. Practical contents

There will be a collection of cases related to the theoretical content of each unit. Individual and group presentations will complement the student work in every lesson.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Quality education

Responsible consumption and production

METHODOLOGY

Methodological adaptations for part-time students and students with disabilities and special educational needs

General Rules applied.

Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	4	1	5
<i>Case study</i>	8	7	15
<i>Group presentation</i>	8	7	15
<i>Lectures</i>	25	-	25
Total hours:	45	15	60

Off-site activities

Activity	Total
<i>Analysis</i>	1
<i>Group work</i>	26
<i>Information search</i>	27
<i>Self-study</i>	36
Total hours	90

WORK MATERIALS FOR STUDENTS

Case studies

Exercises and activities

Oral presentations

COURSE DESCRIPTION

EVALUATION

Intended learning	Exams	Practice Book	Problem solving
CB1	X		
CB2		X	
CB3			X
CB4		X	
CB5			X
CB6	X	X	
CB7	X		
CB8		X	
CB9			X
CE1		X	
CE16			X
CE17	X		
CE18		X	
CE2			X
CE20	X		
CE21			X
CE3			X
CE5	X		
Total (100%)	50%	20%	30%
Minimum grade	4	4	4

(*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

COURSE DESCRIPTION

Attendance will be assessed?:

No

General clarifications on instruments for evaluation:

Valid during current academic year.

Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

General Rules applied.

Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

General Rules applied.

Qualifying criteria for obtaining honors:

Obtaining maximum grade (10)

BIBLIOGRAPHY

1. Basic Bibliography

Rey, M. (Coord.), Revilla, M.A., Gil Jiménez, J. y López Bonilla, J.M. Fundamentos de Marketing Turístico. Ed. Síntesis, S.A. 2014.

Middleton, V., Fyall, A., Morgan, M. Marketing in Travel and Tourism. Butterworth-Heinemann, 2009.

Kotler, P., Bowen, J.T., Makens, J.C. Marketing for Hospitality and Tourism. Pearson Education Ltd. 2013.

2. Further reading

Cooper, C., Hall, C.M. Contemporary Tourism: An International Approach. Goodfellow Publishers Ltd. 2016

Morrison, A.M. Marketing and Managing Tourism Destinations. Taylor & Francis Ltd. 2013

Chaffey, D., Ellis-Chadwick, F. Digital Marketing. Pearson Education Ltd. 2016.

COORDINATION CRITERIA

Common evaluation criteria

Common learning outcomes

Tasks deadlines

COURSE DESCRIPTION

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.