

Tourism Marketing

Academic Year: (2018 / 2019)

Review date: 03-04-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required

OBJECTIVES

Skills to be acquired

General skills

*CG1: Solid theoretical knowledge of Marketing and Market Research.

*CG8: Ability to solve real problems.

Specific skills:

*CE12: Analysis, evaluation and marketing decisions on specific sectors (services marketing and quality management, tourism and financial marketing, marketing of non-profit public organizations and international marketing).

Learning objectives:

¿ Understand the tourism concepts and principles

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to tourism.
2. The tourism company and the international market
3. Consumer behavior in tourism services
4. Relationship marketing in tourism
5. Management quality of tourism services
6. Strategic and operational marketing in tourism.
7. Corporate social responsibility and ethical management

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%

Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Kotler, P., Bowen, J. & Makens, J. Marketing for hospitality and tourism (5th ed.). , New York: Prentice Hall., 2009