

COURSE SYLLABUS 2019-20

Basic information on the course			
Course:	Tourism marketing (Marketing turístico)		
Course code:	64102206	Plan:	Grado en Turismo (Plan 2010)
Academic Year:	2019/20	Undergraduate/Graduate:	Undergraduate
Degree Year:	2	Type:	Compulsory
Duration:			
TIME DISTRIBUTION ACCORDING TO REGULATIONS			
Credits:	6		
Total time:	150 hours		
USE OF LEARNING PLATFORM:	Teaching support		

TEACHERS			
Name	Ortega Egea, José Manuel		
Departement	Economy and Company		
Building	Edificio Departamental de Ciencias Económicas y Empresariales (Edif. B)		
Office	131		
Telephone	950 015860	E-mail (institutional)	jmortega@ual.es
Website			
Name	Ruiz Real, José Luis		
Departement	Economy and Company		
Building	Edificio Central		
Office	121		
Telephone	950015742	E-mail (institutional)	Jrr672@ual.es
Website			
Name			
Department			
Building			
Office			
Telephone		E-mail (institutional)	
Website			
Name			
Department			
Building			

Office			
Telephone		E-mail (institutional)	
Website			

OTHER IMPORTANT INFORMATION

Content justification

The subject 'Tourism Marketing' is a continuation of the introductory course 'Introduction to Tourism Marketing', which is taught during the first semester of the 2nd year of the Degree in Tourism. In this sense, the present subject deepens in the understanding of the importance and utility that marketing has for tourism management, through the analysis of the main variables used in the field of tourism marketing, thus obtaining a broad view of its content, scope and instruments.

The subject mainly deals with the study of those instruments that tourist companies and institutions can use to design marketing strategies, that is, marketing-mix variables (product, price, distribution and communication), dedicating specific sections to Internet marketing and the management of quality and satisfaction in tourism.

Courses related in Study Plan

The subject 'Tourism Marketing' is related to several subjects of the Degree in Tourism. In particular, it is related to the subjects 'Introduction to Tourism Marketing', 'Customer Service and Public Relations' and 'Tourism Market Research'

Pre-required knowledge

It is highly recommended that the student master basic marketing concepts, addressed in the subject 'Introduction to Tourism Marketing'.

COMPETENCES

Basic and general competences

Basic competences

- Knowledge application

General competences

Key competences University of Almeria

- Ability in the use of ICTs

Specific competences

GET01 Management, direction and management of the different types of tourist entities.

GET05 Define objectives, strategies and commercial policies

LEARNING OUTCOMES

1. RD2. Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
2. UAL2. Use Information and Communication Techniques (ICTs) as a tool for expression and communication, for accessing information sources, as a means of archiving data and documents, for presentation tasks, for learning, research and team work.
3. GET01 Understand the typologies of tourism companies and how to manage and manage the different functional areas that make them up, as well as understand the roles and functions developed by entrepreneurs and managers in tourism organizations and develop the basic skills for the ethical exercise of these functions.
4. GET05 That the students are able to define commercial objectives, identify and develop marketing strategies and design commercial policies, adapting them to the characteristics of each tourist company and its market.

COMPETENCY ASSESSMENT

Criteria and assessment tools

The instruments for evaluating the competences to be applied in this course are the following:

1. Realization and exhibition in class and virtually of works (individual or group): 35% of the qualification (Competences RD2 and UAL2).
2. Attendance and active participation in class and / or discussion forums: 5% (Compences GET01 and GET05).
3. Exam: 60% (Competences GET01, GET02, RD2). The exams may consist of multiple choice questions (multiple choice questions) or short questions. Important: To pass the course, the student must obtain at least a grade of 5 (out of 10).

Follow-Up Mechanisms

- Activity delivery in virtual course
- Activity delivery in class
- Use of communication tools (forums, email)

Functional diversity / Functional disability.

- Those students with disabilities or special educational needs can get in contact with the Delegation of the Rector for the Functional Diversity (<http://www.ual.es/discapacidad>) to receive the appropriate guidance and advice in order to facilitate their instructional, learning and training processes. Likewise, these students may request the implementation of the necessary and suitable adaptations of content, methodology and evaluation that guarantee equal opportunities in their academic development. The processing of any personal data or aggregated information regarding

these aforementioned students, in fully compliance with the GDPR, is strictly confidential. Faculties and academic staff lecturing the course referenced by this guide/document will be in charge of applying the recommended adaptations approved by the Delegation of the Rector for the Functional Diversity, this fact will be, therefore, notified to the School or Faculty as well as to the coordinator of the academic course.

COURSE MATERIALS

Recommended course materials

- Kotler, Bowen, Makens, Baloglu. Marketing for hospitality and tourism. Pearson. 2017.

Complementary

Other materials

Course materials available in UAL's library

WEBSITE

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