



<b>Code - Course</b>	<b>063508 – Tourism Marketing</b>				
<b>Type</b>	Elective: specialization		<b>Year</b>	3 <sup>rd</sup>	
<b>Thematic Area</b>	Marketing and Commercialization		<b>Credits</b>	4.5 ECTS	
<b>Teacher in charge of the course</b>			Gonzalo López Tarasido		
<b>In-class</b>	45 hours	<b>Teacher-led</b>	30 hours	<b>Individual</b>	38 hours

## BRIEF COURSE DESCRIPTION

This course explores strategic and operational marketing principles, integrating contemporary trends in the Tourism industry.

Students gain an understanding of the key players roles in the tourism industry, allowing them to make informed decisions in developing marketing strategies and evaluating the most effective B2B and B2C mix of channels.

Employing digital analytics and customer relationship management tools, they can be able to adapt promotional efforts and enhance customer experiences for different segments of travelers.

With a focus on the latest marketing techniques and technologies, students gain a comprehensive toolkit to effectively promote tourism products and services in today's dynamic tourism marketplace.

## BASIC SKILLS

BS02- Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

## GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.

## SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.



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SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects.

## LEARNING OBJECTIVES

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1. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
2. Develop and manage the key operational processes of companies linked to the organization and sale of tourist trips, activities of leisure and other complementary products.
3. To know and identify the new tendencies in the practice of tourist activities.
4. Use tourism marketing tools: Revenue Management, e-marketing, web 2.0.
5. Know the channels of tourism marketing and their use in the tourism sector.

## ACADEMIC CONTENTS

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1. Emerging trends in the Tourism sector
2. Distribution channels
  - 2.1 Direct vs indirect
  - 2.2 Understanding Tourism industry players
3. Destination Marketing
  - 3.1 B2B: trade shows, comarketing campaigns, workshops, roadshows, trade missions, famtrips & webinars
  - 3.2 B2C: branding and positioning, tourism fairs, campaigns, case studies
4. Indirect channel:
  - 4.1 Commercial objectives
  - 4.2 B2B commercial Plan
  - 4.3 Pricing & contracting
  - 4.4 Revenue management
  - 4.5 Distribution model - Tech solutions
5. Mice & Business Travel
6. Direct channel:
  - 6.1 Branding & values
  - 6.2 Segmentation. Buyer persona



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- 6.3 Tourism marketing
- 6.4 Inbound marketing
- 6.5 SEO-SEM
- 6.6 Display campaigns
- 6.7 Social media
- 6.8 Content marketing
- 6.9 Influencer marketing
- 6.10 Location-based marketing / apps
- 6.11 Marketing analytics

#### 7. CRM in Tourism

- 7.1 Customer experience orientation
- 7.2 Loyalty programs
- 7.3 CRM tools

#### 8. New trends in Tourism Marketing

- 8.1 Big Data & personalization
- 8.2 Virtual & augmented reality
- 8.3 Artificial Intelligence

### LEARNING METHODOLOGY

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The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Role-playing
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.



Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Analytics report	Individual	10%	-	5 <sup>th</sup> week
Travel fair role-play	Group	10%	-	8 <sup>th</sup> week
Distribution Strategy	Individual	10%	20%	10 <sup>th</sup> week
DMO Marketing Plan	Group	20%	20%	12 <sup>th</sup> week
Final Exam	Individual	50%	60%	Exam Week
<b>Total</b>		<b>100%</b>	<b>100%</b>	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### **Revision and Reassessment of the Course**

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.



The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

## REFERENCES

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Kotler, P., Bowen, J. T., & Makens, J. C. (2021). *Marketing for Hospitality and Tourism*. Pearson.

Godin, S. (2018). *This Is Marketing: You Can't Be Seen Until You Learn To See*. Penguin.

Middleton, V. T. C., & Clarke, J. (2012). *Marketing in Travel and Tourism*. Routledge.

Miller, D. (2017). *Building a Story Brand*. Harper Collins.

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Fyall, A., Garrod, B., & Wang, Y. (2020). *Destination Marketing: An Integrated Marketing Communication Approach*. Routledge.

Page, S. J. (2020). *Tourism Marketing for Developing Countries: Battling Stereotypes and Crises in the Digital Age*. CABI.

Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). *Technology as a Catalyst of Change: Enablers and Barriers of the Tourist Experience and Their Consequences*. Springer.

Morrison, A. M. (2013). *Marketing and Managing Tourism Destinations*. Routledge.

Buhalis, D., & Crotts, J. C. (2019). *Global Alliances in Tourism and Hospitality Management*. Routledge.

Mazanec, J. A., & Ringbeck, J. (2018). *Value Creation in Travel, Tourism, and Hospitality*. Springer.

Wang, D., Park, S., & Fesenmaier, D. R. (2018). *Information and Communication Technologies in Tourism*. Springer.

UNWTO (World Tourism Organization) Publications. The UNWTO offers various reports and publications on global tourism trends, sustainability, and marketing strategies.

Industry-specific websites, articles, journals and publications, such as the *Journal of Travel Research*, *Tourism Management*, *Journal of Hospitality and Tourism Research*, *Skift* and *Journal of Destination Marketing & Management*.)