



FACULTAD DE CIENCIAS DEL TRABAJO

GRADO DE TURISMO

2025/26 Year

TOURISM MARKETING

Course details

Course name: TOURISM MARKETING**Code:** 101724**Degree:** GRADO DE TURISMO**Year:** 1**Field:****Character:** OBLIGATORIA**Duration:****ECTS Credits:** 6**Classroom hours:** 60**Face-to-face classroom percentage:** 40%**Study hours:** 90**Online platform:**

Coordinating teacher

Name: RODRIGUEZ ZAPATERO, MARÍA ISABEL**Department:** ESTADÍSTICA, ECONOMETRÍA, INVESTIGACIÓN OPERATIVA, ORGANIZACIÓN DE EMPRESAS Y ECONOMÍA APLICADA**Office location:** Facultad de Ciencias del Trabajo. 2 PLANTA**E-Mail:** es3rozai@uco.es**Phone:** 957212038

Brief description of the contents

The course introduces students to the basic concepts of marketing related to the tourism sector.

Prerequisites

Prerequisites established in the study plan

- None

Recommendations

- None specified

Study programme

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.

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

Bibliography

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

Methodology

General clarifications on the methodology (optional)

None

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

For students with disabilities and special educational needs, their condition and availability in the subject will be taken into account, both in its development and in its evaluation, with the necessary adaptations and reasonable adjustments indicated by the Inclusive Education Unit of the UCO. The adaptation of part-time students to the subject will be carried out by mutual agreement between the responsible teacher and the students involved at the beginning of the semester. The evaluation criteria will always guarantee equality of rights and opportunities among all classmates. In any case, these students must obligatorily contact the responsible teaching staff at the beginning of the first semester.

Face-to-face activities

Activity	Large group	Total
<i>Reading comprehension, listening, visual, etc. activities</i>	12	12
<i>Oral communication activities</i>	11	11
<i>Projects based on the course contents</i>	24	24
<i>Written expression activities</i>	13	13
Total hours:	60	60

Off-site activities

Activity	Total
<i>Information search activities</i>	45
<i>Information processing activities</i>	45
Total hours:	90

Outcomes of the learning process

Knowledge, skills and abilities

C02	To understand and improve user-level skills in the field of ICT.
C03	To understand the principles and impacts of tourism: Spatial-territorial, social, cultural, political, labor and economic dimensions.
C04	To understand the dynamic and evolving nature of tourism and the leisure society.
C06	To understand the legal framework regulating tourism activities.
HD01	To select, analyze, manage, interpret and synthesize information applied to the tourism sector.
HD05	To know and apply the basic concepts of Economics.
HD09	To manage territories and tourism resources in accordance with sustainability principles.
HD12	To put into practice soft skills, such as analysis and synthesis, organization and planning, communication, teamwork, critical thinking, or leadership.
COM02	To be able to analyze and understand the (social, economic, and environmental) impacts generated by tourism.
COM03	To develop the capacity to engage in and follow procedures with institutions.
COM04	To understand the operation of destinations and tourism structures, and business sectors at a global level.
COM07	To be able to define objectives, strategies, and marketing policies in the field of tourism.
COM08	To evaluate tourism potential and perform prospective analysis for planning needs of tourism infrastructures and facilities.
COM11	To coherently integrate knowledge, values, and skills related to sustainability, human and fundamental rights, gender and opportunity equality, and universal accessibility into academic and professional practice.

Assessment methods and instruments

Intended learning outcomes	EXAMINATION	STUDENTS ASSIGNMENTS	GROUP OR INDIVIDUAL GLOBALIZING PROJECTS
C02	X		
C03		X	
C04			X
C06		X	
HD01			X
HD05	X		
HD09	X		
HD12		X	
COM02			X
COM03		X	
COM04		X	
COM07	X		
COM08	X		
COM11			X
Total (100%)	50%	20%	30%
Minimum grade (*)	4	4	4

(*)The minimum grade that students must obtain in each of the evaluable activities in order to pass the course shall not exceed 5,0.

General clarifications on instruments for evaluation:

In order to pass the subject, students must obtain a minimum score of four in each of the three assessment instruments. Period of validity: academic year.

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

Students with disabilities or special educational needs must obligatorily communicate their condition to the responsible teaching staff at the beginning of the semester. The situation will be studied in each case in case it is necessary to make any type of adaptation indicated by the Inclusive Education Unit of the UCO. The evaluation criteria will always guarantee equality of rights and opportunities among all classmates.

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

- General Rules applied.

Qualifying criteria for obtaining honors:

Obtener la máxima calificación 10

Sustainable development goals

Quality education

Industry, innovation and infrastructure

Sustainable cities and communities

Responsible consumption and production

The methodological strategies and the evaluation system contemplated in this Teaching Guide will respond to the principles of equality and non-discrimination and must be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required. Students must be informed of the risks and measures that affect them, especially those that may have serious or very serious consequences (article 6 of the Safety, Health and Welfare Policy; BOUCO 23-02-23).