



Universitat de Lleida

DEGREE CURRICULUM
**STRATEGIC MARKETING IN
TOURISM**

Coordination: DARIES RAMON, NATÀLIA

Academic year 2018-19

Subject's general information

| | | | | |
|---|---|--------|------------|------------------|
| Subject name | STRATEGIC MARKETING IN TOURISM | | | |
| Code | 102647 | | | |
| Semester | 1st Q(SEMESTER) CONTINUED EVALUATION | | | |
| Typology | Degree | Course | Character | Modality |
| | Bachelor's Degree in Tourism | 3 | COMPULSORY | Attendance-based |
| Course number of credits (ECTS) | 6 | | | |
| Type of activity, credits, and groups | Activity type | PRAULA | | TEORIA |
| | Number of credits | 2.4 | | 3.6 |
| | Number of groups | 1 | | 1 |
| Coordination | DARIES RAMON, NATÀLIA | | | |
| Department | BUSINESS ADMINISTRATION | | | |
| Teaching load distribution between lectures and independent student work | 40%) 60h presencials (60%) 90h autonomous work | | | |
| Important information on data processing | Consult this link for more information. | | | |
| Language | Catalan 20% Spanish 70% English 10% | | | |
| Distribution of credits | Eduard Cristóbal Fransi: 3 Natalia Daries Ramon: 3 | | | |
| Office and hour of attention | Tuesday 10:00 – 13:00 Tuesday 16:00 – 17:00 Thursday 10:00 – 12:00 Office 1.32 FDE | | | |

| Teaching staff | E-mail addresses | Credits taught by teacher | Office and hour of attention |
|----------------------------------|---------------------------|---------------------------|------------------------------|
| CRISTÓBAL FRANSI, EDUARDO MARCOS | ecristobal@aegern.udl.cat | 3 | |
| DARIES RAMON, NATÀLIA | ndaries@aegern.udl.cat | 3 | |

Subject's extra information

The subject of **Tourist Strategic Marketing** is a subject of third course that presents how a continuation of the introduction to the marketing that realises to **Tourist Marketing Management** second course. That's why indispensable to take the course after having surpassed satisfactorily **Tourist Marketing Management**. Besides, you will be able to complete your knowledges in the area of marketing all taking assignatures optatives, like **Preparation and Commercialisation of the Tourist Product**.

Recommendations of the teacher:

For an optimum follow-up of the subject recommends see and work actively the concepts attained to the assignatura of **Tourist Marketing Management**

It recommends resolve all the practical cases although they are not compulsory

Learning objectives

To the finalise this subject the student has to know:

1. Draft a plan of marketing of a company or tourist entity from the knowledges worked to the assignatura
2. Take decisions on political of products: definition of the product, brand, packaging, positioning....
3. Take decisions on political of prices: methods of fixation of prices, strategies of adjustment of prices...
4. Take decisions on political of distribution: function of the distribution, type of channels and strategies of distribution, trends...
5. Take decisions on political of communication: know the elements of the mix of communication, strategies of communication, preparation of a plan of business communication...

Competences

General or basic competitions (CB)

1. Capacity of analysis and synthesis.
2. Capacity to organise and schedule.
3. Work in team and leadership.
4. Capacity of critical and self-criticism.
5. Worry for the quality
6. Skill to work of autonomous shape

Specific competitions (CES)

1. Develop the functions related in the different functional areas of a company and institutions.
2. Identify and interpret the economic factors, environmental, political, sociological and technological in the local fields, national and international, and his repercussion on the organisations.

Strategic competitions university (CEU)

1. Correct oral expression and written.
2. Command of the TIC.

Subject contents

Subject contents

Subject 1. The plan of marketing to the tourist company

Subject 2. Strategies of tourist product

Subject 3. Strategies of price of the tourist product

Subject 4. Strategies of distribution of the tourist product

Subject 5. Strategies of communication of the tourist product

Methodology

GG: Magistral Class

GM: Case Method, practicals exercises and conferences

Development plan

| Dates (Weeks) | Description: | Activity Presencial | HTP (2) (Hours) | Activity autonomous work | HTNP (3) (Hours) |
|---------------|--------------|---------------------|-----------------|--------------------------|------------------|
|---------------|--------------|---------------------|-----------------|--------------------------|------------------|

STRATEGIC MARKETING IN TOURISM 2018-19

| | | | | | |
|-------------|------------------------------------|---|----|--|----|
| Week 1 | Presentation assignatura Subject 1 | Attention to the exhibition | 4 | Capture of the program and bibliography Study | 2 |
| Weeks 2-3 | Subject 1 | Attention to the exhibition and activity of debate Study and resolution of practical case | 8 | Study and participation in activity posed Resolution of the case | 8 |
| Weeks 4-8 | Subject 2 | Attention to the exhibition and resolution of practical case | 16 | Study and resolution of activity posed | 12 |
| Week 9 | 1 On trial evaluation | Realisation tests evaluation | 2 | Study and preparation activity of evaluation | 9 |
| Weeks 10-11 | Subject 3 | Attention to the exhibition and resolution of practical case | 8 | Study and resolution of activity posed | 9 |
| Weeks 12-14 | Subject 4 | Attention to the exhibition and resolution of practical case | 8 | Study and resolution of activity posed | 9 |
| Week 15 | Subject 5 | Attention to the exhibition and resolution of practical case | 6 | Study and resolution of activity posed | 9 |
| Week 16-17 | Presentation and delivery of works | Attention to the exhibitions and presentation of the works | 6 | Ending of the work, and preparation of the exhibition | 16 |
| Week 18 | 2 On trial evaluation | Realisation tests evaluation | 2 | Study and preparation activity of evaluation | 16 |

Evaluation

| Objective | Activities of Evaluation | % | Dates | Or/V (1) | And/G (2) | Observations |
|--|------------------------------------|----|---------|----------|-----------|--|
| - Purchase the bases to draft a plan of marketing - Take decisions on political of products (definition of the product, brand, packaging, positioning....) | It tests guarantee. It continues 1 | 29 | Week 9 | Or | And | It Will be a theoretical test through an examination type test |
| All the previous more: - Take decisions on political of prices (methods and strategies of fixation of prices...) - Take decisions on political of distribution (strategies and channels of distribution, trends...) - Take decisions on political of communication (elements of the mix of communication, strategies and flat of communication) | It tests guarantee. It continues 2 | 29 | Week 18 | Or | And | It Will be a test based in a practical case |

| Objective | Activities of Evaluation | % | Dates | Or/V (1) | And/G (2) | Observations |
|--|--|----|------------------|----------|-----------|---|
| Evaluate all the content of the course | Practical work and public presentation | 29 | Week 16 and 17 | Or | G | Preparation of a plan of marketing with public presentation |
| | Active participation to class | 13 | Along the course | Or | And | Assistance to the classes and preparation of the different activities |

Bibliography

BASIC AND COMPLEMENTARY BIBLIOGRAPHY

- REY MORENO, Manuel (2017). *Marketing turístico: fundamentos y dirección*. Editorial Pirámide.
- SAINZ DE VICUÑA, Jose María (2016). *Plan de marketing en la PYME*. ESIC Editorial.
- KOTLER, Philip et al. (2012): *Marketing para Turismo*; Prentice Hall, Madrid.
- RODRIGUEZ ARDURA, Inma et al (2011): *Principios y estrategias de marketing*; Editorial UOC, Barcelona.
- SANTESMASES, Miguel y MERINO, M. Jesús (2014): *Fundamentos de marketing*; Edicions Pirámide, Madrid.

MAGAZINES

- Cuadernos de Turismo
- Pasos: Revista de Turismo y Patrimonio Cultural
- Revista de Estudios Turísticos
- Harvard-Deusto Marketing & Ventas

RECURSOSELECTRÒNICS

Rafael Muñiz's E-book published by CEF (Centro de Estudios Financieros) available at the following address: <http://www.marketing-xxi.com/>

- Hosteltur: <https://www.hosteltur.com/>