

**COURSE DATA****DATA SUBJECT****Code:** 35129**Name:** Leisure marketing**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	4	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1317 - Degree in Tourism	Marketing and market research II (AP Urban tourism)	ELECTIVES

**COORDINATION**

TUBILLEJAS ANDRES BERTA

**SUMMARY**

This course introduces the student to the leisure sector and the management of the activities that it comprises from the marketing function. For this, the subject will cover the description of the five main dimensions of the leisure concept (culture, sport, places, ecology and solidarity) and their analysis from the marketing discipline, both from the consumption and from the offer. In a concrete way, the subject pursues:

1. Obtain a general perspective of the marketing management process in the leisure sector, identifying its areas of greatest interest, the basic principles and methods, establishing relationships between the subjects and learning the jargon of the discipline.
2. Understand the role of marketing in the different organizations that make up the leisure sector, its relationship with tourism and society, explaining how it interacts with other areas or functions of organizations.
3. Develop individual skills and teamwork, improve communication skills and learn to search and process different types of information and make subsequent decisions.
4. Analyze different marketing situations in the field of leisure, detecting the problems that an organization can face, and suggesting information search processes and actions to resolve them.



## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

### OTHER REQUIREMENTS

## COMPETENCES / LEARNING OUTCOMES

### 1317 - Degree in Tourism

Define commercial objectives, strategies and policies.

Demonstrate motivation for quality.

Evaluate tourist potentials and make the prospective analysis of their exploitation.

Have a strong customer service orientation.

Have communication skills.

Identify and manage tourist areas and destinations.

Show creativity.

Turn an empirical problem into an object of study and draw conclusions.

Understand the dynamic and evolving nature of tourism and of the new leisure society.

## DESCRIPTION OF CONTENTS

### Topic 1: Leisure and Marketing

1. Concept of leisure
2. Dimensions of leisure
3. Marketing approaches in leisure
4. Marketing management in leisure

### Topic 2: Experience in Leisure



1. New consumption habits
2. Leisure experience as a value proposition
3. Consumer-oriented marketing strategy
4. Services marketing

### **Topic 3: Marketing and Solidarity**

1. Definition of solidarity entities and activities
2. Solidarity trade and fair trade
3. Marketing decisions: corporate social responsibility, social marketing, and cause-related marketing

### **Topic 4: Marketing in the Arts and Culture**

1. From culture to cultural consumption: contribution to society
2. Definition of the cultural sector
3. Cultural marketing model
4. Audience management: attracting and retaining publics
5. Marketing decisions: segmentation and positioning in the cultural sector

### **Topic 5: Marketing in Sports Activities**

1. Definition of the sports sector
2. Sports marketing: sector structure
3. Sports consumer behavior: satisfaction
4. Marketing decisions: sports sponsorship

### **Topic 6: Marketing in Leisure Spaces**



1. Definition of leisure spaces
2. Theme parks
3. Shopping centers and leisure
4. Marketing decisions: distribution and environment

**Topic 7: Marketing and the Environment**

1. Sustainable Development Goals
2. Environmentally focused organizations: green or ecological marketing?
3. The eco-product consumer: the challenge of obsolescence
4. Tourism organizations facing the environmental challenge: unmarketing
5. Marketing decisions: communication campaigns

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	30,00
Classroom practices	30,00
<b>Total hours</b>	<b>60,00</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	0,00
Individual or group project	30,00
Independent study and work	25,00
Preparation of lessons	25,00
Preparation for assessment activities	5,00
Resolution of case studies	5,00
<b>Total hours</b>	<b>90,00</b>

**TEACHING METHODOLOGY**

The teaching methodology to develop for the learning of theoretical concepts of this field combines the



explanations of the Professor with the reading and study, by part of the student of the manuals reference and the selected readings. Thus, the teacher will present the main theoretical contents, illustrating them with examples updated to the time it will be different educational activities. At home, the student must use manuals of the subject for consolidate the contents explained in class. This will train the student to perform activities of the practical module.

Practical sessions will be dedicated to the realization of activities of management and marketing in the context of leisure, linked or not to a joint project. The students will have to participate actively and regularly to perform these tasks and thus to understand and implement the contents theoretical of marketing. Further, shall, both individually as in Group, introduce compulsory those activities that are requested.

## EVALUATION

### FINAL GRADE AND EVALUATION CRITERIA

The final grade will be determined based on the assessment of both the theoretical and practical components. Each part must be passed separately to pass the subject. The total score across all components, once the minimum requirements are met, must reach a minimum of five points.

The subject is evaluated as follows:

1) The theoretical part (60%) will be evaluated with:

- A final written exam covering all topics in the program, with a maximum value of 6 points. The exam may include multiple-choice questions and/or short answer questions, reflecting various possible formats. Both types of questions can address theoretical content or practical applications of the theory.

Students must obtain a minimum of 3 points in the theoretical exam to pass this part of the subject. If the theoretical part is passed and the practical part is failed in the first attempt, the theoretical grade may be carried over to the second attempt.

2) The practical part (40%) will be evaluated as follows:

It consists of continuous assessment based on the individual and group completion of scheduled activities throughout the course, as well as their presentation and defense in class on specified dates. Tasks, activities, or reports assigned throughout the semester will be evaluated for up to 4 points. Students must obtain a minimum of 2 points in this practical block to combine the grade obtained in the theoretical part.

If the practical part is passed and the theoretical part is failed in the first attempt, the practical grade may be carried over to the second attempt.

If the minimum score to pass is not achieved as a result of continuous assessment in the first attempt, the student must compulsorily submit, in a single PDF document, the practical tasks proposed by the professor and individually resolved by the student (worth 1 point) and a practical exam containing questions related to the practical activities carried out during the course, experiences and cases analyzed in the theoretical module, or new practical situations related to the theory learned (worth 3 points). The sum of these 2 grades will constitute the assessment of the practical part (4 points). Students must obtain a minimum of 2 points in this part to pass the subject.



Any student who, due to a duly documented reason (e.g., a work contract with a schedule incompatible with attending practical sessions), is unable to attend class must notify the course instructor within the first 15 days from the beginning of the semester. This will allow the teaching staff to set up an individualized system of continuous assessment for the practical component of the course. The student in question must submit the required activities individually through the virtual classroom within the deadlines established in the course syllabus. No other student may opt for this individualized system.

## ACADEMIC HONESTY

The behavior of copying in an exam or plagiarizing an evaluative work, whether from the current course or previous ones, goes against the duties of students as stipulated in both state regulations and internal regulations of Universitat de València. The immediate consequence of such conduct will, in any case, result in a grade of zero and failure in the subject, in accordance with the Evaluation and Grading Regulations (hereinafter REC) approved by the Consell de Govern on May 30, 2017 (Article 13, paragraph 5); the Statute of the University Student, approved by RD 1791/2010, of December 30; and the Charter of Rights and Duties of Students of the Universitat de València, approved by the Governing Council Agreement on October 19, 1993, and amended by ACG on April 30, 1998.

The Code of Coexistence and Good Practices of UV, approved by the Consell de Govern on November 9, 2023, in Article 35.1 states that "plagiarism and academic fraud are misconducts that may lead to the application of sanctions provided for in the applicable regulations and will in any case be combated by the Universitat de València. Academic fraud is understood as any premeditated behavior aimed at falsifying the results of an exam or work, whether one's own or another's, carried out as a requirement to pass a subject or to demonstrate academic performance. Plagiarism is considered the substantial copying, in whole or in part, of others' works, presenting them as one's own." Articles 69.7 and 70.4 consider plagiarism and academic fraud as serious or very serious offenses.

It is explicitly communicated to all students that mobile phones, electronic devices, or documents (smart watches, personal computers, digital tablets, etc.) of any kind not authorized are not permitted during any evaluative test. Non-compliance with this obligation will result in the student's expulsion from the examination venue and a numerical grade of zero (Article 13.6). The use of laptops, digital tablets, or similar devices is permitted only for note-taking or viewing educational material.

The aforementioned measures will be applied regardless of any disciplinary procedure that may be initiated against the student and, if applicable, the sanction in accordance with current regulations (REC, Article 13.7).

## REFERENCES

- Cuenca, M. (2006): Aproximación multidisciplinar a los estudios de ocio. Universidad de Deusto.



- Agudo, A. y Toyos, F. (2003). Marketing del fútbol. Esic. Madrid.
- Horner, S. y Swarbrooke, J. (2005). Leisure Marketing: a global perspective. Elsevier.
- Calomarde, J.V. (2000). Marketing ecológico. Pirámide. Madrid.
- Camarero, C. y Garrido, M.J. (2004). Marketing del patrimonio cultural. ESIC-Pirámide. Madrid.
- Colbert, F. y Cuadrado, M. (2010). Marketing de las artes y la cultura. Ariel Patrimonio. Barcelona.
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- Recuero Virto, N. Blasco López, F y García de Madariaga Miranda, J (2016). Marketing del turismo cultural. Esic. Madrid.
- Rufín, R. (2013). Marketing del turismo y del ocio. Sanz y Torres. Madrid