



COURSE DATA

DATA SUBJECT

Code: 42983
Name: Marketing of companies in the tourism sector
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Management of marketing in companies in the tourism sector	ELECTIVES

COORDINATION

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SUMMARY

Given that the tourism sector shares with other services the characteristics of **intangibility** and **perishability**, in addition to the pronounced **seasonality** that is often typical in this industry, marketing management in tourism companies and organizations faces additional challenges when implementing marketing strategies and actions, especially in the current unfavorable context. Furthermore, the tourism sector was one of the last economic sectors to adopt a true marketing approach due to the period of prosperity it previously enjoyed.

Marketing Management in Tourism Companies is a 5-credit course within the Tourism Business Management specialization, taught in the first semester of the first year alongside the Common Basic Module and the tourism planning specialization. The Business Management module is complemented by subjects such as Strategic Analysis and Formulation in Tourism Companies, Quality Management in the Tourism Sector, and Tourism as a Social System: People Management.

Additionally, the Marketing Management in Tourism Companies course is taught after foundational subjects in the Common Basic Module, such as Professional Communication in English for Tourism, History of the Development of Tourism Models, and Techniques for Preparing Academic Work. In subsequent modules and during the second year, the curriculum delves deeper into topics related to



service quality, customer satisfaction, value creation in tourism, destination marketing, and marketing management.

The course aims to deepen knowledge of both **strategic and operational marketing** as applied to tourism companies and organizations. Thus, the overall objective is to bring students closer to the management of marketing variables in tourism companies, highlighting not only the theoretical approaches underlying such management but also the most suitable tools for their practical application

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

2135 - Master's Degree in Tourism Management and Planning

Adaptar la estrategia comercial a las particularidades de cada entorno empresarial turístico.

Capacidad de dirección de departamentos de empresas turísticas.

Detectar oportunidades y amenazas de distintos mercados turísticos, de sus competidores a corto y largo plazo y sus clientes.

Obtener una visión más amplia de las relaciones comerciales, que abarca a todos los mercados turísticos, enfocando la problemática empresarial desde una perspectiva tanto local como global.

DESCRIPTION OF CONTENTS

1. Introduction to Marketing Management in Tourism Companies

1. Understand the role of marketing management in tourism companies.

2. Provide a general overview of the course.

2. Tourism Product Management



1. Know the main decisions related to the design of tourism products/services.
2. Understand the importance of brand management and the concept of brand value.
3. Be aware of the role that proper positioning plays in the success of the tourism product/service.
4. Become familiar with the stages to follow in the development of new tourism services/products.

3. Commercial Distribution in the Tourism Sector

1. Know the characteristics of the main commercial intermediaries in tourism.
2. Analyze the aspects to consider in the choice of the distribution channel and intermediaries and in the organization of the channel.
3. Understand the value chain and the changes in it due to technological advances.

4. Pricing in Tourism Companies

1. Understand the process of pricing in tourism companies.
2. Analyze how to determine the price of tourism products/services.
3. Know the main decisions related to price management in tourism.

5. Integrated Marketing Communication in Tourism

1. Analyze the process of commercial communication in tourism.
2. Approach the main tools that make up the commercial communication mix.
3. Obtain a global vision of the planning of tourism communication.

6. Value Co-Creation in Tourism Companies

Highlight the importance of internal marketing in customer orientation.

Understand the process of value co-creation in tourism organizations.

WORKLOAD

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	25,00
Seminar	15,00
Total hours	40,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	45,00
Independent study and work	19,00
Preparation of lessons	10,00
Preparation for assessment activities	5,00
Resolution of case studies	6,00
Total hours	85,00

TEACHING METHODOLOGY

The methodology used aims to ensure that the student is the main driver of their own learning. This means that students must participate in the various activities proposed so that they actively discover the different contents of the course. This methodology is supported by several tools:



- **Teacher explanations**, during which student participation is encouraged by presenting examples, opinions, or questions that clarify the concepts explained.
- **Consultation of recommended bibliography and other sources** such as the Internet, newspapers, magazines, etc., and, when necessary, preparation of specific content. In this way, students become accustomed to handling and synthesizing different sources of information.
- **Resolution of practical cases.** The purpose of these is to apply the theory studied to concrete examples from tourism companies or organizations, as well as to enhance the ability to improve oral communication.
- **Debates and discussion groups** with the aim of generating synergies in contributions to a topic, since several people interacting can contribute more than each one individually.
- **Development of a marketing plan** for a tourism company, which demonstrates the student's ability to coherently design the different marketing variables, taking into account the interactive effects among them.

Structure of Teaching Resources

For each topic, teaching resources are structured as follows:

- **Basic bibliography**, which includes a series of manuals that adequately cover each block and specific sessions.
- **Readings**, whose review will allow the student to have a much broader and richer vision of the material covered in class.
- **Class notes**, which will summarize the key points related to the theoretical and practical content of the course.

Tutoring

Tutorial sessions will be dedicated to addressing questions about the assignments to be completed for the course, as well as doubts about the theoretical content mentioned in the bibliography.



Use of the Virtual Classroom

- The virtual classroom will be used for any information or news that facilitates the progress of the course.
- The virtual classroom will provide resources for completing some of the tasks in practical classes, as well as material related to the theory.

EVALUATION

Assessment of Knowledge and Learning Control

The assessment of knowledge and the monitoring of learning will be governed by the following rules:

Exemption from the Final Exam

Students who attend class and submit all assignments, achieving a grade of six (6), will be exempt from taking the final exam.

Exam for Those Not Passing Continuous Assessment

Students who do not achieve at least a six (6) in continuous assessment must take an exam on the theoretical and practical content of the course, scheduled on the dates set by the institution.



Assessment Breakdown

- **20%:** Oral presentation of the marketing plan.

Continuous Assessment

- **40%:** Development of the marketing plan, to be completed individually throughout the course. Details of the assignment can be found in the annex of the course guide, and a more comprehensive guide will be provided in the virtual classroom.
- **40%:** Combination of regular attendance at classes and seminars (attendance is mandatory), participation in in-class activities such as practical case studies on the most relevant theoretical and practical content, as well as the student's involvement and engagement in the teaching-learning process.

Note: Due to its nature, this continuous assessment cannot be retaken.

Important:

Submission of the marketing plan is mandatory to pass the course. If the minimum grade of 5 out of 10 is not achieved, this 50% can be recovered by taking an exam on the date set by the institution.

Second Exam Session

If the student does not achieve a minimum of 5 out of 10 in the first session, they are entitled to take a theoretical exam. If the marketing plan has not been submitted, it must be handed in no later than the day of the exam. All dates are set by the institution.

the institution.

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