

61941 - Creation of Tourism Products

Syllabus Information

Academic year: 2024/25

Subject: 61941 - Creation of Tourism Products

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 6.0

Year: 1

Semester: Second semester

Subject type: Compulsory

Module:

1. General information

The aim is to initiate and familiarize students with the basic concepts, instruments and decisions of marketing and market research, all applied to the tourism sector. To this end, the commercial activity of the tourism company will be analysed, with special emphasis on the commercial tools that enable the launching of new products with the greatest effectiveness and efficiency.

2. Learning results

The student, in order to pass this subject, must demonstrate the following results:

1. To understand the basic principles of tourism product development from a marketing point of view.
2. To understand and value the concept of marketing and the application of its dimensions (product, price, distribution and communication) to tourism companies.
3. To analyse the main factors affecting tourist behaviour.
4. To understand the development and implementation of market research as a basis for the development of a new tourism product.
5. All of the above will be carried out in accordance with the values of ethics and good professional practices, as well as democratic values and respect.

3. Syllabus

Topic 1: Introduction to marketing

Topic 2: Introduction to quantitative research

Topic 3: Quantitative data analysis using statistical software

Topic 4: Consumer purchasing behaviour in tourism

Topic 5: Strategic business variables: product and distribution decisions

Topic 6: Commercial tactical variables: pricing and communication decisions.

4. Academic activities

Participative lectures: they will provide the necessary theoretical knowledge, including practical examples.

Solving and presentation of activities and case studies, discussion of current issues, commentary on readings and interactive activities, both inside and outside the classroom, as well as individually and/or in groups.

Tutorials and/or seminars: students' work may be supervised, doubts about the theoretical and practical content of the course may be solved and/or specific practices applied to the theoretical content may be carried out.

Independent work: includes activities such as studying theoretical and practical content, solving of group or individual tasks, finding and analysing information, etc.

5. Assessment system

Students may choose between two assessment systems in the first call: continuous or global final exam. In the second call, the assessment method will always be global.

Continuous assessment: consists of two parts a+b:

a.- Production and presentation of individual and/or group practical activities (30% of the grade).

b.- Production and presentation in class of a group work in which a new tourist product will be developed. It will include a market research to assess the viability of the idea and a proposal of actions related to the four fundamental variables of marketing (70%

of the grade). Within this test, 30% of the assessment will correspond to the oral presentation and the remaining 70% to the content of the work developed. Students may choose the product on which to develop the work (subject to approval by the faculty) or continue with ideas previously developed in other subjects of this master's degree.

Global assessment consists of two parts c+d:

c.- Exam on the dates set by the centre on the theoretical and practical contents of the subject (70% of the grade).

d.- Completion of an individual work based on a script provided by the teacher (30% of the grade).

For both tests c and d a minimum score of 3 out of 10 will be required.

6. Sustainable Development Goals

5 - Gender Equality

12 - Responsible Production and Consumption