



Universidad de Sevilla/Faculty of Geography & History

Course GB-34

TOURISM MARKETING

Lecturer: Dr. Luis M. López Bonilla (luismi@us.es)

Co-lecturer: Dr. Jesús Manuel López Bonilla (lopezbon@us.es)

OBJECTIVES

The aim of this Course is to ensure that students acquire a basic knowledge of the specialism of marketing within the sector of Tourism. In specific terms, what will be conveyed to students is the significance of marketing as such, together with the fundamental marketing strategies applicable to the management of Tourism-related businesses and destinations. Likewise, the aim is to encourage a capacity for reasoning in business matters within the context of Tourism-related activities, while developing skills in assessing specific marketing solutions.

METHODOLOGY

To facilitate the assimilation of the specialist theoretical content required, the methodology to be employed will be aimed at ensuring active participation on the part of students, while making them responsible for their own learning. To achieve this, the syllabus items will be taught with activities backup involving the practical application of the concepts which are being explored at each moment, such as case studies, issues for discussion, or commentary rounds on latest sector news, etc. The Course-related bibliography will become the main point of reference regarding the contents of each topic, thus enabling students to follow them through by using the manuals provided.

SYLLABUS

BLOCK 1. KEY CONCEPTS

UNIT 1. Introduction to Tourism Marketing

- 1.1.- The concept of Marketing.
- 1.2.- Marketing management within businesses.
- 1.3.- Marketing Services.
- 1.4.- Tourism Marketing.

UNIT 2. Analysis of Tourism Markets

- 2.1.- Concept and delimitation of the Tourism market.
- 2.2.- Quantifying the Tourism market.
- 2.3.- A market of Tourism consumers.

UNIT 3.- Tourism Marketing Planning.

- 3.1. -The process involved in Tourism Marketing management.
- 3.2.- Strategic planning in Tourism Marketing.
- 3.3. - The Tourism Marketing Plan.

UNIT 4.- Marketing Research: Tourism

- 4.1.- Introduction to research into Tourism markets.



4.2.- The process involved in Tourism Marketing Research.

BLOCK 2. TOURISM MARKETING: STRATEGIES

UNIT 5.- Segmentation and positioning strategies within the Tourism market.

- 5.1.- Segmentation in Tourism markets.
- 5.2.- The basis of segmentation in Tourism markets.
- 5.3.- The process of segmentation in Tourism markets.
- 5.4.- Positioning within Tourism markets.

UNIT 6.- The Marketing-mix strategy (I): the Tourism-based product.

- 6.1- The Tourism-based product.
- 6.2- Tourism-based products with trademark.
- 6.3- The life cycle of the Tourism-based product.
- 6.4- The new Tourism-based products.

UNIT 7.- The Marketing-mix strategy (II): Tourism-related pricing.

- 7.1.- Tourism-related pricing.
- 7.2.- General methods of establishing Tourism-related prices.
- 7.3.- Specific strategies for the establishment of Tourism-related prices.
- 7.4.- The phenomenon of Yield Management.

UNIT 8.-The Marketing-mix strategy (III): Tourism distribution.

- 8.1.- The distribution factor in Tourism marketing.
- 8.2.- The structure of Tourism distribution channels.
- 8.3.- Tourism distributors.
- 8.4.- The selection of Tourism distribution channels.

UNIT 9. The Marketing-mix strategy (IV): Tourism-based communication.

- 9.1.- Tourism-based communication.
- 9.2.- The instruments of Tourism-based communication.
- 9.3.- Personalized salesmanship in the Tourism sector.
- 9.4.- Tourism brochures and other printed promotional materials.

BIBLIOGRAPHY

- ALTES MACHIN, C. (1995): Marketing y Turismo. Ed. Síntesis, Madrid
- BIGNE ALCAÑIZ, E.; FONT AULET, X.; ANDREU SIMO, L. (2000). Marketing de Destinos Turísticos: Análisis y Estrategias de Desarrollo. Editorial ESIC. Madrid.
- CHIAS I SURIOL, J. (1993): El Mercado son Personas. Ed. Mc Graw-Hill.
- DEL ALCÁZAR, B. (2002): Los Canales de Distribución en el Sector Turístico. Ed. ESIC, Madrid.



- IGLESIAS, J. (1998): Comercialización de Productos y Servicios Turísticos. Ed. Síntesis, Madrid.
- KOTLER, P. (2003): Marketing para Turismo. Prentice Hall, Madrid.
- KOTLER, P (2003): Los 80 Conceptos Esenciales de Marketing de la A a la Z, Madrid: Prentice Hall.
- KOTLER, P.; CÁMARA, D.; GRANDE, I.; CRUZ, I. (2000): Dirección de Marketing. Edición del Milenio. Ed. ESIC.
- LANQUAR, R. (2001): Marketing Turístico. Ed. Ariel, Barcelona.
- LÓPEZ A. (1992). Manual de Marketing General y de Servicios Turísticos. Editorial Síntesis. Madrid.
- LÓPEZ BONILLA, J.M.; LÓPEZ BONILLA, L.M. (2015): Manual de Investigación de Mercados Turísticos. Ediciones Pirámide, Madrid.
- MUÑOZ OÑATE, F. (1997). Marketing Turístico. Editorial Centro de Estudios Ramón Areces, S.A. Madrid.
- PARENTEAU, A (1995): Marketing Práctico de Hostelería, Restauración y Turismo. Ed. Síntesis, Madrid.
- REINA PAZ, M.; RUFIN MORENO, R. (2006): Fundamentos del Marketing Turístico, Alondra Ediciones, Madrid.
- REY MORENO, M.; REVILLA CAMACHO, M.A.; GIL JIMÉNEZ, J.; LÓPEZ BONILLA, J.M. (2004): Fundamentos de Marketing Turístico. Ed. Síntesis, Madrid.
- REY MORENO, M.; REVILLA CAMACHO, M.A.; LÓPEZ BONILLA, J.M.; GIL JIMÉNEZ, J. (2003): Elementos Prácticos de Marketing Turístico. Edición Digital @tres, S.L.L., Sevilla.
- SANTESMASES, M. (1999): Marketing. Conceptos y Estrategias. 4ª Edición. Madrid: Ediciones Pirámide.
- SEATON, A.V. (1996): The Marketing of Tourism Products: Concepts, Issues and Cases. Ed. International Thomson Business Press.
- SERRA, A (2002): Marketing Turístico. Ed. Pirámide-ESIC, Madrid.
- VALLS, J. (1996): Las Claves del Mercado Turístico. Ed. Deusto, Bilbao.

ASSESSMENT PROCEDURES

- Written examinations.
- Activities to be carried out.

The system of evaluation is conceived of in terms of these types of Partner-based Courses to which this Course also belongs, while consisting of both a mid-semester examination and an end-of-semester examination. At the same time, it is also based on the on-going assessment of the subject-matter dealt with in class sessions by means of gradable activities to be carried out during those same sessions. The activities will involve the completion and handing-in of the already-mentioned practical case studies as related to the Course syllabus, during class sessions as such.