

Academic Year/course: 2022/23

## 61941 - Creation of Tourism Products

### Syllabus Information

**Academic Year:** 2022/23

**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

## 2. Learning goals

## 3. Assessment (1st and 2nd call)

### 3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The students must demonstrate that he/she has achieved the learning outcomes through the following evaluation activities  
CONTINUOUS ASSESSMENT

1. The students must deliver and discuss in or out class, some ACTIVITIES proposed by the lecturer (30%). The dates of presentation of the written activities will be communicated to students in class and through ADD.
2. GROUP TASK (70%): each working group must carry out a new tourism product research, putting into practice all the knowledge acquired during the course. In this regard, students will be free to choose the product to develop the project (after approval by the teachers) or, in order to take advantage of possible synergies, continue with ideas already developed previously in other subjects of this master's degree. Students must present the results of their work in class and present a final report. The dates of oral presentation and presentation of the written report will be communicated to students in class and through ADD. The group task assessment (70%) it will be the sum of: Oral presentation (30%), written presentation (70%)

Students must communicate in advance their intention to carry out the continuous evaluation by means of a form that will be available at the ADD.

The number of members of the group will be determined according to the number of people finally enrolled in the course.

#### GLOBAL ASSESMENT

The global assessment will consist of two tasks: a) an exam, on the official date set by the Faculty, on the theoretical and practical contents of the course. This exam will account for 70% of the evaluation, and b) an individual work based on a script provided by the teachers of the course, which will account for 30% of the evaluation. For both tests a minimum mark of 3 points out of 10 will be required. The final mark will be the sum of tasks a and b.

Course assessment will be onsite. In the case of a new pandemic wave assessment will become partly online or fully online. It should be noted that in any online assessment task the student performance may be recorded, following the regulations described in

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopdp/protdatos\\_grabaciones\\_docencia.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopdp/protdatos_grabaciones_docencia.pdf)

## 4. Methodology, learning tasks, syllabus and resources

## 4.1. Methodological overview

The learning process designed for this course is based on a combination of lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

## 4.2. Learning tasks

The course includes the following learning tasks:

- Lectures: introduce the theoretical concepts together with real examples, which facilitate the understanding and application of these concepts.
- Practice sessions: consist of exercises, presentation of real problems and cases, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- Tutorials and/or seminars: the professors will supervise the projects carried out by the students, clarify their doubts about the theoretical and/or practical contents of the course, and propose specific tasks in which the theoretical concepts will be put into practice.
- Autonomous work: includes the study of the theoretical and practical contents, the solving of practical exercises, the development of individual and/or group activities, and the search for and analysis of information, among others.
- Assessment.

## 4.3. Syllabus

The course will address the following topics:

### **TOPIC 1 ? ESSENTIALS OF MARKETING**

- 1.1.- Introduction and basic marketing concepts.
- 1.2.- Service Marketing characteristics
- 1.3.- Strategic marketing orientations
- 1.4.- The importance of marketing in the Tourism sector

### **TOPIC 2.- INTRODUCTION TO QUANTITATIVE MARKETING RESEARCH**

- 2.1.- Survey and communications techniques / Quantitative research methods: survey
- 2.2.- Questionnaire design
- 2.3.- Sampling procedures in the Marketing research process

### **TOPIC 3.- QUANTITATIVE DATA ANALYSIS USING STATISTICS SOFTWARE**

- 3.1.- Introduction to the statistics software for the analysis of quantitative data
- 3.2.- Univariate statistical techniques
- 3.3.- Bivariate statistical techniques

### **TOPIC 4 ? TOURISM BUYER BEHAVIOUR**

- 4.1.- The tourist consumer
- 4.2.- The tourist consumer?s buying decision process
- 4.3.- Internal and external drivers of the consumer?s buying behaviour
- 4.4.- Particularities of tourist products purchase
- 4.5.- New trends in Tourism Marketing

### **TOPIC 5.- MARKETING STRATEGIC VARIABLES: PRODUCT AND PLACE DECISIONS**

- 5.1.- Tourist product
- 5.2.- The product life cycle of tourist products
- 5.3.- Distribution of tourist products
- 5.4.- New trends in the distribution of tourist products and services

### **TOPIC 6.- MARKETING TACTIC VARIABLES: PRICE AND COMMUNICATION DECISIONS**

- 6.1.- Pricing techniques for tourist products and services
- 6.2.- Marketing communications? tools for tourist companies

## 4.4. Course planning and calendar

The planning and timetable of the lectures and practice sessions will be announced at the beginning of the academic year. The timetable of the assessment activities and the delivery of the projects will be communicated via the virtual platform (ADD) of the Universidad de Zaragoza.

## 4.5. Bibliography and recommended resources

### BASIC BIBLIOGRAPHY

- Serra, A. (2010). *Marketing Turístico*. Pirámide. Madrid
- Pike, S. (2020). *Destination Marketing: Essentials* (3rd edition). Routledge, Taylor & Francis Group
- Malholtra, N.K. (2016): *Investigación de Mercados. Un enfoque aplicado*. Prentice-Hall, 4º ed.
- Oliva, M., & Lonardi, P. (2020). *Metodología de la Investigación Social aplicada al Turismo: la mejor manera de desarrollar el turismo*. Independently Published.

### ADDITIONAL BIBLIOGRAPHY

- Recuero Virto, N., Blasco López, F., & García de Madariaga Miranda, J. (2016). *Marketing del turismo cultural*. Esic Editorial.
- Rey Moreno, M. (2020). *Marketing turístico: Fundamentos y dirección*. Ediciones Pirámide.
- Ballina Ballina, Francisco Javier de la (2017). *Marketing turístico aplicado* Madrid ESIC
- Trespalacios, J.A.; Vázquez, R.; Bello, L. (2005): *Investigación de mercados. Métodos de recogida y análisis de la información para la toma de decisiones en marketing*. Thomson.