

## 61941 - Creation of Tourism Products

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	228 - Facultad de Empresa y Gestión Pública
Degree	471 - Master's in Tourism Management and Planning
ECTS	6.0
Year	1
Semester	Half-yearly
Subject Type	Compulsory
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

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

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.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.

#### **5.2.Learning tasks**

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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.

### 5.3.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 - TOURISM BUYER BEHAVIOUR**

3.1.- The tourist consumer

3.2.- The tourist consumer's buying decision process

3.3.- Internal and external drivers of the consumer's buying behaviour

3.4.- Particularities of tourist products purchase

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3.5.- New trends in Tourism Marketing

### TOPIC 4.- MARKETING STRATEGIC VARIABLES: PRODUCT AND PLACE DECISIONS

4.1.- Tourist product

4.2.- The product life cycle of tourist products

4.3.- Distribution of tourist products

4.4.- New trends in the distribution of tourist products and services

### TOPIC 5.- MARKETING TACTIC VARIABLES: PRICE AND COMMUNICATION DECISIONS

5.1.- Pricing techniques for tourist products and services

5.2.- Marketing communications' tools for tourist companies

### TOPIC 6.- QUANTITATIVE DATA ANALYSIS USING STATISTICS SOFTWARE

6.1.- Introduction to the statistics software for the analysis of quantitative data

6.2.- Univariate statistical techniques

6.3.- Bivariate statistical techniques

### 5.4.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.

### 5.5.Bibliography and recommended resources

[Philip T. Kotler, Kevin Lane Keller: Marketing Management.](#)

Pearson Education, 6 ene. 2015 -

[Malhotra Naresh K. Marketign Research: an applied orientation, 6/e.](#)

Pearson Education, 1 sept. 2010 -