



Teaching Guide 2016/2017

Knowledge and Management of Customer and Markets

Master's in Innovation and Tourism Marketing

On campus method



Index

Knowledge and Management of Customer and Markets	3
Brief subject description.....	3
Previous requirements.....	3
Objectives of the subject	3
Competences and learning results.....	3
Methodology	5
Syllabus.....	5
Relation to other disciplines of the study program	6
Assessment system	6
Bibliography and reference sources.....	6
Webs related	7
Study recommendations.....	8
Instructional materials	9

Knowledge and Management of Customer and Markets

Knowledge and Management of Customer and Markets

Module: **Marketing Management and Branding in Tourism**

Subject 1: **Knowledge and Management of Customer and Markets.**

Nature: Compulsory

Number of ECTS: 6 ECTS

Time unit: 2nd Semester (25th April – 27th May)

Teacher of the subject: Francisco José Noguera Plaza

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Schedule of attention: Thursday from 9.30h-13.30h

Module, subject or course Teacher/Coordinator: Miguel A. Beltrán Bueno

Brief subject description

To understand the reasons why a destination is chosen is necessary a deep understanding of the management of customers and markets. As well, it is especially important to study and understanding of the "motivations" and "perceptions" of tourists. Both factors serve marketers for developing tourist profiles, and consequently, help them with the design and development of marketing strategies to face a competitive global market.

Previous requirements

NOT NECESSARY.

Objectives of the subject

1. Knowing the importance "DETINATION IMAGE" for the design of marketing strategies.
2. Understanding tourists' consumer behaviour, focusing on their motivations and perceptions.

Competences and leaning results

General Competences

- **G1:** To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field.
- **G2:** To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.
- **G3:** To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.

Knowledge and Management of Customer and Markets

- **G4:** To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.
- **G5:** To be able to look for and organize information from different sources and interpret the results obtained in order to elaborate reports.

Specific Competences

- **CEM2:** To know the paradigms, concepts and tools of innovation for marketing in touristic organizations.
- **CEM8:** To know how to apply the different management tools in the touristic business, paying special attention to the partnership and other collaborative systems, ICTs and measurements with indicators.
- **CEM9:** To know the new digital trends in the touristic management and business models, particularly those related to geomarketing, smart cities, internet of things and distribution and customization of touristic products on line.
- **CEM10:** To know the concepts of a culture, attitudes and behaviors directed to innovation and marketing in the touristic field.
- **CEM11:** To know how to apply searching tools, such as big data and digital sources to store and manage touristic information.
- **CEM12:** To know the current technologies liable to be applied to mobile devices in the near future in the touristic sector.
- **CEM16:** To be able to identify touristic profiles and develop strategies of product positioning for destinations and touristic business.
- **CEM18:** To understand and have a good command of marketing strategies based on innovation in the touristic field.

Methodology

Methodology	Hours	Hours of face to face work	Hours of non face to face work
Theoretical exposition	27	45 hours (30 %)	
Discussion groups, Seminars	9		
Assessment	9		
Personal study	47,25		105 hours (60 %)
Task preparation and exposition	31,5		
Scientific Article analysis y Bibliographic search	26,25		
TOTAL	150	45	105

Syllabus

Program of theoretical training

UNIT 1. DO WE KNOW OUR CLIENTS?

UNIT 2.- STRATEGIES AND HOW TO GET TOURIST'S PROFILES.

UNIT 3.- MARKETING STRATEGIES OF TOURISM DESTINATIONS.

UNIT 4.- EXPERIMENTAL TOURISM.

Program of practice training

CASE STUDIES AND VISITS

Knowledge and Management of Customer and Markets

Relation to other disciplines of the study program

This subject relates to the rest of the compulsory subjects of the curriculum.

Assessment system

February/June Call:

- **Presentation in class:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Presentation in class:** 70% of total grade
- **Attendance and participation:** 30% of total grade

Bibliography and reference sources

Basic bibliography

Parra, M.C. y Beltrán, M.A. (2013). Comportamiento del Consumidor. UCAM, Murcia.

Complementary bibliography

Beerli, A., & Martín, J. (2004a). Factors Influencing Destination Image. *Annals of Tourism Research* , 31 (3), 657-681.

Bigné Alcañiz, J., Font Aulet, X., & Andreu Simó, L. (2000). *Marketing de Destinos Turísticos: Análisis y Estrategias de Desarrollo*. Madrid: Esic.

Bigne Alcañiz, J. (2005). Nuevas orientaciones del marketing turístico: de la imagen de destinos a la fidelización de los turistas. *Papeles de Economía, Especial Monográfico* , 102, 221-235.

Crompton, J. (. (1979). Motivations of pleasure vacations. *Annals of Tourism Research* , 6 (4), 408-424.

Esteban Talaya, A. (1996). El marketing turístico: la orientación de la actividad hacia el consumidor. En A. Pedreño Muñoz, & V. Monfort Mir, *Introducción a la economía del turismo* (págs. 247-273). Madrid: Editorial Civitas.

Knowledge and Management of Customer and Markets

Furió, E., & Alonso, M. (2007). Análise socioeconômica da demanda turística dos espanhóis / La demanda turística de los españoles: algunos datos socioeconómicos. *CUaderno Virtual de Turismo* , 7 (1), 88-103.

González Fernández, A. (1999). Estilos de vida y segmentación del turismo. En D. V. Blanquer Criado, *Turismo: organización administrativa, calidad de servicios y competitividad empresarial* (págs. 621-636). Valencia: Tirant lo Blanch.

Leiper, N. (1993b). Defining tourism and related concepts: tourims, market, industry and tourism system. En M. A. Khan, M. D. Olsen, & V. Turgut (Edits.), *VNR'S Encyclopeida of Hospitality and Tourism* (págs. 539-558). Nueva York: Van Nostrand Reinhold (VNR).

Moutinho, L. (1987). Consumer Behaviour in Tourism. *European Journal of Marketing* , 21 (10), 1-44.

Ortega, E. (2003). Investigación y Estrategias Turísticas. En E. Ortega, *Calidad y satisfacción en el sector turístico* (págs. 233-260). Madrid: Thomson.

Parra, M. C., & Beltrán, M. A. (2011). *Marketing y Dirección Comercial*. Murcia: Ucam Publicaciones.

Pearce, P. (1982). Perceived changes in holiday destinations. *Annals of Tourism Research* , 9, 145-164.

Plog, S. (1991b). *Leasure travel: making it a growth market ... again!* New York: Wiley and sons.

San Martín, H. (2005). Estudio de la imagen de destino turístico y el proceso global de satisfacción: adopción de un enfoque integrador. Tesis doctoral . Universidad de Cantabria.

Vázquez Casielles, R., Santos Vijande, M. L., & Sanzo Pérez, M. J. (1998). *Estrategias de Marketing para Mercados Industriales: Producto y Distribución*. Madrid: Civitas.

Vera Rebollo, J., López Palomeque, F., Marchena Gómez, M., & Anton Clavé, S. (2011). *Análisis Territorial del Turismo y Planificación de Destinos Turísticos*. Tirant Lo Blanch. Crónica.

Zeithaml, V., & Bitner, M. (2002). *Marketing de Servicios*. México: Mc Graw-Hill

Webs related

- www.marketingdirecto.com

Knowledge and Management of Customer and Markets

- www.fecemd.org
- www.dircom.org
- www.aui.es
- www.acrwebsite.org
- www.ama.org
- www.afe.es
- www.aimc.es
- www.agep.es
- www.agemdi.org
- www.aedemo.es
- www.aece.org
- www.aeap.es
- www.anunciantes.com
- www.adecec.com
- www.ams-web.org
- www.agenciasdemedios.com
- www.aap.es
- www.interbrand.com/
- www.aemark.es

Study recommendations

Both the Case Study and the Group Presentation will be uploaded by the lecturer at the Tasks folder in Virtual Campus with the description and instructions needed to accomplish including submission deadline.

Knowledge and Management of Customer and Markets

Students will use the same Task folder at Virtual Campus to upload their answers in order to pass the subject. Remember that NO WORK submitted by other methods will be accepted and evaluated.

The answers or student's work uploaded behind the submission deadline will have a penalty of 10%. (No work will be accepted after 15 days from submission deadline).

Instructional materials

Not necessary.