



Teaching Guide 2016/2017

Innovation and Tourism Marketing Management

Master's in Innovation and Tourism Marketing
On campus method



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Innovation and Tourism Marketing Management

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

Subject 2: Innovation and Tourism Marketing Management

Nature: Compulsory

Number of ECTS: 6 ECTS

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

Teacher of the subject: Manuel Egea

Email: xxxx

Schedule of attention: Thursday from 9.30h-13.30h

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

Brief subject description

This subject will provide a deep review in some aspects directly related to innovation at the management level of tourist marketing. We will focus and pay more attention in Relational Marketing, and the new uses in the Integrated Marketing Communication Program of the tourist businesses.

Previous requirements

NOT NECESSARY.

Objectives of the subject

1. Acquire knowledge and skills that enable effectively manage marketing plans in which the main innovations in communication management, distribution and pricing are included.
2. Manage marketing plans focusing on integrated communication and branding actions applied to the tourism sector and the promotion of destinations.

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.

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- **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. INNOVATION APPLIED TO NEW PRODUCT AND SERVICES

UNIT 2.- INNOVATION APPLIED TO PRICE POLICIES.

UNIT 3.- DISTRIBUTION SYSTEMS.

UNIT 4.- RELATIONSHIP MARKETING

UNIT 5.- BRANDING

UNIT 6.- INTEGRATED MARKETING COMMUNICATION

UNIT 7.- INNOVATION APPLIED TO COMMUNICATION

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Program of practice training

CASE STUDIES AND VISITS

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

Fernández Gómez, J.D. (2013). Principios de estrategia publicitaria y gestión de marcas. McGraw Hill, Madrid. Manucci, Marcelo (2008). *El impacto corporativo. Diseño estratégico de la comunicación en la complejidad del contexto actual*. La Crujía Ediciones. Buenos Aires.

Nicolás Ojeda, M.A.; Grandío, María del Mar (Cord.) (2012) *Estrategias de comunicación en redes sociales: usuarios, aplicaciones y contenidos*. Barcelona: Gedisa. San Eugenio Vela (coord) (2011). Manual de comunicación turística. De la información a la persuasión, de la promoción a la emoción. Documenta Universitaria, Girona.

San Eugenio Vela (2012). Teoría y métodos para marcas de territorio. UOC, Barcelona.

Complementary bibliography

Capriotti, P. (2005) *Planificación estratégica de la imagen corporativa*. [2a impr]. Barcelona:

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Ariel. Holt, D. B. (2004). *How brands become icons: The principles of cultural branding*. Harvard Business Press.

Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740-759. Morgan, N., Pritchard, A., & Pride, R. (2002). *Destination branding: creating the unique destination proposition*. Butterworth-Heinemann Ltd.

Christensen, Clayton; Raynor, Michael E (1997). *The innovator's dilemma. Creating and sustaining successful growth*. Harvard Business School Press. Christensen, Clayton; Raynor, Michael E. (2003). *The innovator's solution. Creating and sustaining successful growth*. Harvard Business School Press.

Johnston, Robert; Bate, Douglas (2003). *The power of strategy innovation*. American Management Association. New York. Magreta, Joan (2002). *Why business models matter*. Harvard Business Review. Manucci, Marcelo (2004) *Comunicación corporativa estratégica. De la persuasión a la construcción de realidades compartidas*. SAF Grupo. Bogotá, 2004.

Manucci, Marcelo (2008). *El impacto corporativo. Diseño estratégico de la comunicación en la complejidad del contexto actual*. La Crujía Ediciones. Buenos Aires. Manucci, Marcelo (2006). *La estrategia de los cuatro círculos*. Grupo Editorial Norma. Bogotá. Manucci, Marcelo (2010). *Contingencias. Cinco desafíos de cambio para una nueva época*. Grupo Editorial Norma. Bogotá.

Middleton Victor, Fyall Alan, Morgan Michael, Ranchhod Ashok. (2009). *Marketing in Travel and Tourism*. Fourth edition. Butterworth-Heinemann. Oxford. UK. Martínez Pastor, E., & Nicolás Ojeda, M. Á. (2013). La construcción de la imagen de marca «Andalucía» como destino turístico a través de las campañas publicitarias «Smail you are in Andalucía» y «Andalucía te quiere». *Cuadernos de Turismo*, (32), 207-228.

Nobrega, Clemente. A ciência da gestão. SENAC Rio Editora. Rio de Janeiro. 2004. p. 17. Pearce, P. (2005). *Tourist Behaviour*. Channel View Publishers. Buffalo. Peter M Burns. (2006). "Innovation, Creativity and Competitiveness". In Buhalis D. and Costa C. *Tourism Management Dynamics. Trends, management and tools*. Elsevier Ltd. Oxford. P.107 Rathmell, J.M (1974). *Marketing in the Service Sector*. Winthrop Publishers, Cambridge, 1974. Swarbrooke, John. Horner, Susan. (2007). *Consumer Behaviour in Tourism*. Second edition. Elsevier Ltd. Burlington, MA. p.67

Webs related

- www.marketingdirecto.com
- 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

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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.

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.