



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

*20 años*  
*de educación,*  
*amor y servicio*

# Teaching Guide 2017/2018

*Knowledge and management of customer and  
markets*

Master's in Innovation and Tourism Marketing

On campus method



*Knowledge and management of customer and markets*

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*Knowledge and management of customer and markets*

## **Knowledge and management of customer and markets**

Module: Marketing management and branding in tourism.

Subject: Knowledge and management of customer and markets.

Nature: On campus

Mode: Mandatory

Number of academic credits: 6 ECTS.

Time unit: 2<sup>nd</sup> Term.

Lecturers: Pilar Barra Hernández PhD. and Mayo de Juan PhD.

Email: mpbarra@ucam.edu, mayo@ua.es

Module Coordinator: Miguel A. Beltrán Bueno, PhD.

## **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 learning 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.
- **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.

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## 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		
<b>TOTAL</b>	<b>150</b>	<b>45</b>	<b>105</b>

## 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

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## 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:

- **Individual work:** 70% of total grade
- **Group presentation / Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade.
- **Group presentation / 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.

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- 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](http://www.marketingdirecto.com)
- [www.fecemd.org](http://www.fecemd.org)
- [www.dircom.org](http://www.dircom.org)

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- [www.aui.es](http://www.aui.es)
- [www.acrwebsite.org](http://www.acrwebsite.org)
- [www.ama.org](http://www.ama.org) □
- [www.afe.es](http://www.afe.es)
- [www.aimc.es](http://www.aimc.es)
- [www.agep.es](http://www.agep.es)
- [www.agemdi.org](http://www.agemdi.org)
- [www.aedemo.es](http://www.aedemo.es)
- [www.aece.org](http://www.aece.org)
- [www.aeap.es](http://www.aeap.es)
- [www.anunciantes.com](http://www.anunciantes.com)
- [www.adecec.com](http://www.adecec.com)
- [www.ams-web.org](http://www.ams-web.org)
- [www.agenciasdemedios.com](http://www.agenciasdemedios.com)
- [www.aap.es](http://www.aap.es)
- [www.interbrand.com/](http://www.interbrand.com/)
- [www.aemark.es](http://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.

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.



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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.**