



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Teaching Guide 2018/2019

Knowledge and Management of Customers and Markets

Master's in Innovation and Tourism Marketing

On Campus method

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Knowledge and Management of Customers and Markets

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

Subject: **Knowledge and Management of Customers and Markets**

Nature: **On campus**

Number of academic credits: **6**

Time unit: **2nd Term.**

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Brief 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

No previous requirements are needed.

Objectives of the subject

1. Learn about specific features of tourism customer
2. Analyse the scope of experiential tourism nowadays
3. Understand the tourist decision-making process
4. Develop marketing strategies according to consumer needs and preferences

Competences

General Competences

- MECES 1: The student must apply the knowledge acquired and be able to solve the problems arising in new or not known environments or circumstances within wider or multidisciplinary contexts linked to their study field.
- MECES 2: The student must be able to integrate knowledge and face the complexity of issuing judgments from given information, that could either be complex or limited and may also include reflection making on social and ethical responsibilities linked to their knowledge and judgments implementation.
- MECES 3: The student can communicate his/her conclusions (and the knowledge and ultimate reasons supporting them) clearly and to both a specialized or non-specialized public without a risk of ambiguity.
- MECES 4: To provide the students with the learning skills that allow them go on studying on their own.
- MECES 5: To enable the student to acquire and understand knowledge that provides them with a basis and /or opportunity to be original in the development and /or implementation of ideas, often in research areas.
- 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.

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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 (70 %)	
Task preparation and exposition	31,5		
Scientific Article analysis y Bibliographic search	26,25		
TOTAL	150	45	105

Syllabus

- Unit 1. Customers knowledge.
- Unit 2. Tourist profiles.
- Unit 3. Marketing strategies for tourism destinations.
- Unit 4. Experiential tourism.

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

Students must obtain 5 points in each part of the course in order to pass. Two calls are available during the academic year: June and September. Course(s) that are not pass either in June or in September will be considered failed. Students will have to register again and pay the tuition fees for the courses failed in order to be assessed in the following academic year.

The grade system will be as follows:

FAIL

PASS

GOOD

MERIT

The grade "merit with distinction" might be awarded to students who obtain a grade higher than 9. These awards are limited to 5% of students registered in the course with the exception of courses with less than 20 students. In this case, one distinction can be awarded.

Bibliography and reference sources

Basic bibliography

Middleton Victor, Fyall Alan, Morgan Michael, Ranchhod Ashok. (2009). Marketing in Travel and Tourism. Fourth edition. Butterworth-Heinemann. Oxford. UK.

Swarbrooke, John. Horner, Susan. (2007). Consumer Behaviour in Tourism. Second edition. Elsevier Ltd. Burlington, MA. p.67 OECD (2006). *Innovation and Growth in Tourism*. OECD Publishing.

Complementary bibliography

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

Webs related

<http://know.unwto.org/content/unwto-awards-excellence-and-innovation-tourism>

<http://mkt.unwto.org/>

<http://products.skift.com/trend/>

<http://www.sustainabletourisonline.com/default.aspx>

Study recommendations

Regular use of the UCAM Virtual Campus resources; group debates as a preparation of presentation and projects, consulting the recommended bibliography for each topic, participation in all the suggested activities.

Instructional materials

A PC with Internet connection and office software programs (word processor, spreadsheet, presentation, etc.) for personal studies is necessary. It is also recommended for students to use storage devices (such as memory sticks, CDs or DVDs) to speed up the exchange and storage of Power Point presentations, exercises, case studies, etc., data.