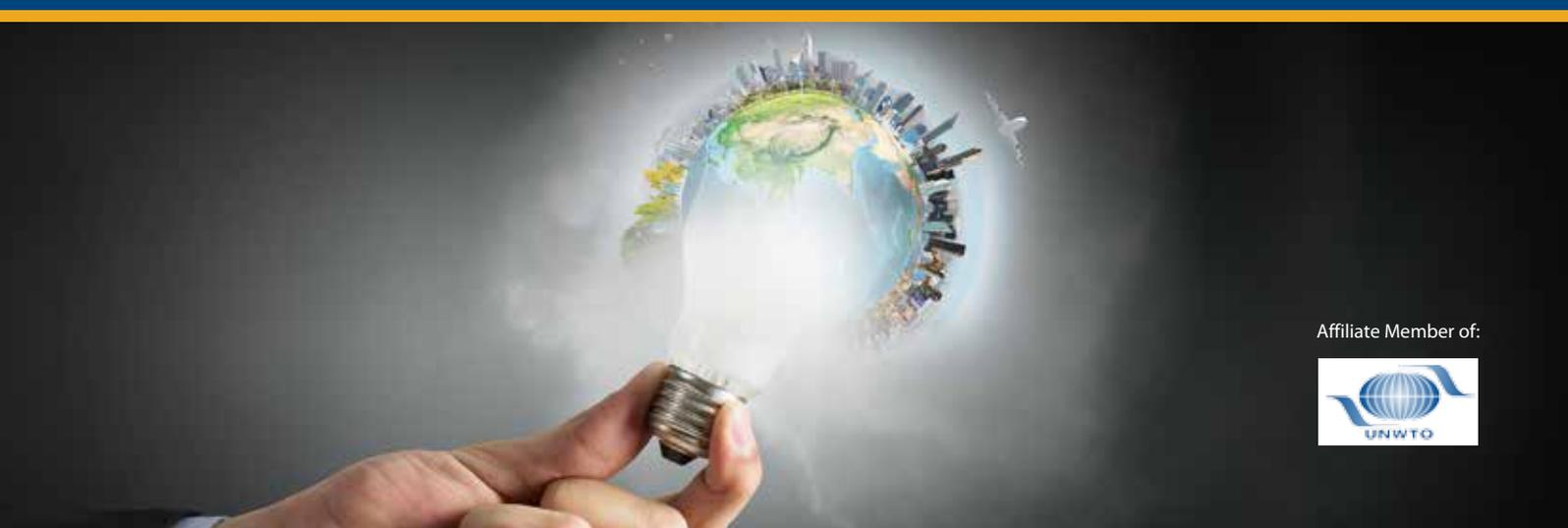


INTELLIGENT MANAGEMENT FOR THE TOURISM INDUSTRY



UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA



Affiliate Member of:



Duration

3 weeks, 60 contact hours.

Objectives

- To know how to apply the acquired knowledge and to develop problem-solving skills in the fields of tourism marketing and innovation.
- Acquire initiative and entrepreneurial spirit to launch projects related to innovation and marketing in the tourism sector.
- Acquire skills through the teaching-learning process that allow students to continue their self-training in the fields of innovation and marketing.

Business Partners



LA MANGA CLUB



Fee

€2,500 /student

Services provided:

- 1 Professor/tutor for free
- Accommodation (triple or double room upon availability)
- Breakfast and lunch (excluded weekends)
- Group airport transfer service
- Bus ticket
- UCAM welcome pack
- Teaching materials
- Murcia city center tour

Contact

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Schedule

WEEK 1: NEW REALITY FOR TOURISM INDUSTRY

Session 1: Introduction to tourism system.

- Basic tourism principles
- Tourism supply: services, products and destinations
- Tourism demand: towards a new tourist?
- Case study and discussion

Session 2: International tourism scenario

- Current tourism overview
- Why tourism is so important?
- Case study and discussion

Session 3: Tomorrow's tourism

- Perspectives and tourism towards 2030.
- International tourism trends; ICTs, demographic changes, mobility increasing
- Global tourism risks and challenges: climate change and sustainability, safety, new economic order
- Case study and discussion

Session 5: Company Visit I

WEEK 2: INNOVATION MANAGEMENT IN THE TOURISM SECTOR

Sesión 1: Introduction to innovation

- Innovation. Concept and types.
- Innovation Management
- Current trends of innovation in Tourism
- Case study and discussion

Session 2: Innovation applied to tourism business models Introduction. Innovation within a tourism company.

- Generating business models in tourism
- Creating value propositions in tourism companies
- Tourism services based on IT innovation and sharing economy
- Developing new value propositions based on apps, gaming and VR
- Sustainable tourism and green innovation
- Introducing smart destinations
- Case study and discussion

Sesión 3: Innovation and creativity applied to the generation of value

- Creative process
- Creative solutions
- Stages/phases of creative solution: Systems and interpretation of heritage
- Tourism and creative industries
- Case study and discussion

Sesión 4: Big Data applied to Tourism & Marketing

- What is Big Data?
- Datification
- The value of data
- Big Data examples and success stories
- Data Visualization in Big Data
- Big Data challenges
- Big data & marketing: trends and opportunities
- Big data & tourism: A case of study

Session 5: Company Visit II

WEEK 3: POSITIONING, BRANDING AND MARKETING STRATEGIES FOR THE TOURISM INDUSTRY

Session 1: Characteristics of tourism marketing

- Introduction to marketing in the tourism industry
- Understanding the marketplace and the customer needs
- Building customer loyalty
- Case study and discussion

Session 2: Strategic marketing planning

- Key aspects of strategic planning
- The role of marketing in strategic planning
- Challenges of strategic planning in the tourism industry
- Case study and discussion

Session 3: Positioning and Branding in the tourism industry

- Tourism destination image
- Positioning and branding in the age of social media
- Branding of destination and tourism products
- Case study and discussion

Session 4: Managing tourism marketing

- Steps in developing an effective tourism marketing strategy
- Marketing Mix for the tourism industry
- Online marketing: new approaches to build customer relationships
- Case study and discussion

Session 5: Company Visit III

Teaching Staff

Andrés Muñoz

Senior lecturer in the Technical School at the Catholic University of Murcia (UCAM), Spain. He obtained his PhD in Computer Science in 2011 at the University of Murcia.

Pilar Barra Hernández

Lecturer in the Faculty of Legal Science and Business at the Catholic University of Murcia (UCAM), Spain. She holds a PhD in Economics from the Universidad de Alicante and a Master in Communication from the Universitat Oberta de Catalunya.

Margarita Capdepón

Lecturer in the Department of Tourism at the Catholic University of Murcia (UCAM), Spain. She obtained her PhD in Tourism Geography in 2013 at the University of Alicante.

Jorge López Carratala

Lecturer in the Department of Tourism at the Catholic University of Murcia (UCAM), Spain. He obtained his PhD in Tourism Geography in 2014 at the University of Valencia.

María Dolores Gil Quiles

Lecturer in the Department of Tourism at the Catholic University of Murcia (UCAM), Spain. She obtained her PhD in Tourism in 2014 at the Catholic University of Murcia.

Nicolás González Gallego

PhD in Business Sciences. His main areas of activity: project manager of European and national projects linked to innovation in different areas; institutional and communication assistance; and teaching in business and tourism masters programmes.

Nick Montgomery

Graduated from the École Hôtelière de Lausanne, Switzerland. He has been in hospitality sector for 28 years holding managerial positions in 12 hotels in 9 different countries over 3 continents. Actually, he is one the most important consultant in the hospitality sector. He is professor at the Master in Hospitality Management at UCAM.

