

Valencia Semester Program - AIP

TOURISM AND INTERNATIONAL MARKETING Fall

LANGUAGE OF INSTRUCTION: English

DESCRIPTION: The objective of this course is to familiarise students with the Spanish Tourism Sector, especially tourism in the Valencian region, and to develop specific marketing skills. Tourism marketing is different from other forms of marketing because it must present an overall vision of a complete tourism product, including peripheral services from other sectors. On the other hand, tourism is substantially concerned with international marketing, which is a specialised field of marketing that has to take into account different legal systems and business climates and different cultures affected buyer behaviour.

At the end of this course students should be able to:

- Describe the links of tourism with other sectors and the importance in the economy as a whole, using the example of the Valencian and Spanish Tourism Sector
- Identify the peculiarities of tourism marketing in comparison with other forms of marketing
- Elaborate a marketing plan for a tourism/recreation business or community
- Make decisions about the variables involved in the marketing mix
- Assess the importance of information technology, human resources, and environmental factors in the marketing plan of a tourism/recreation business

TOPICS: Tourism is an important sector of the economy in Spain, especially in the Valencian region. Excellent weather and beautiful beaches attract many tourists year after year, but competition with other destinations has necessitated the development of specific marketing skills.

Unit 1: Introduction

- The Importance of Tourism as an Economic Sector
 - In the World
 - In Spain
 - In the Valencian Region

Unit 2: The Peculiarities of International Tourism Marketing

Unit 3: Strategic Marketing Planning

- Defining the Organization Mission
- Understanding the Existing Situation
- Defining Operational Strategies

- Budgets and Resources
- Monitoring and Controlling the Marketing Plan

Unit 4: The Marketing Mix

- Product
- Price
- Promotion
- Place

Unit 5: Trends in Contemporary Tourism Marketing

- Tourism Marketing and Computers
 - Specific Software
 - Internet and E-Commerce
- Tourism Marketing and Human Resources
- "Green" Strategies in Tourism

REFERENCES:

BÉCHEREL, L. and VELLAS, F. (1999): "The International Marketing of Travel and Tourism: A strategic approach". MacMillan Press Ltd., London.

MUÑOZ OÑATE, F. (1994): "Marketing turístico". Editorial Centro de Estudios Ramón Areces S.A.

SHAW, G. AND WILLIAMS, A.M. "Critical Issues in Tourism: A Geographical Perspective," Blackwell Publishers.

"Setting up Business in the Autonomous Region of Valencia," IVEX (1996).

Articles taken from several journals, newspapers and magazines

EVALUATION:

Students are expected to actively participate in class (20%). The exams will be related to the subjects covered in class during the semester. The first test will be worth 25% and the final exam will be worth 25% of the final grade. Students will submit essays related to the subjects covered in class during the semester. The teacher will then go through corrections of each essay and the completion of this work will contribute towards the final grade (30%). Class attendance is regarded as an obligation as well as a privilege, and all students are expected to attend regularly and punctually all classes in which they are enrolled. Three absences will decrease the final grade by 10% and three tardies will be considered as one absence.