1. BASIC INFORMATION

Course	Touristic and Digital Marketing
Degree program	Bachelor's Degree in Tourism and Leisure Management
School	Social Sciences
Year	Second
ECTS	6 (150 hours)
Credit type	Compulsory
Language(s)	English
Delivery mode	Campus-based
Semester	First
Academic year	2025/2026
Professor	Hyeon-Jin Lee

2. PRESENTATION

Marketing is more than ever the primary focus for management in tourism to cope with the globally competitive marketplace. Particularly, the explosive growth of the internet and mobile media technology has increased the importance of the role of marketing in the tourism sector. This course is designed to provide students with basic concepts of marketing and then focus on industry-specific applications of marketing. Students will learn marketing skills inherent in the hospitality and tourism industries to position their products or destinations to capture customers.

The aim of this course is to understand the importance of strategic marketing planning and its role in tourism sector by evaluating the marketing environments, defining target markets, establishing marketing programs, implementing and controlling plans. Topics to be covered include the characteristics of a service, their marketing implications, internal and external environment affecting tourism marketing, overview of marketing mix, strategic marketing planning by analyzing consumer behavior and market segmentation, and roles of various distribution marketing channels in tourism industry.

Key issues of marketing in tourism taking into account the evolution of technology and digital marketing will be analyzed using case studies, reading materials and practical exercises. Students will be encouraged to take a pro-active learning by further researching issues, actively engaging in class discussions, conducting individual and team work, and presenting results.

This course examines Organic Law 10/2022, of 6 September, on comprehensive guarantees of sexual freedom. This training not only responds to the current regulatory framework, but also actively contributes to the construction of academic and professional environments that are safer, more inclusive and more respectful of the rights of all people, in line with the Sustainable Development Goals, in particular SDG 5 (Gender Equality) and SDG 16 (Peace, Justice and Strong Institutions).

In this way, it addresses the need to educate on respect for human rights, gender equality and diversity in all its expressions.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB3: That students should have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
- CB4: That student can transmit information, ideas, problems and solutions to a specialized and nonspecialized public.
- CB5: That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- CT5: Analysis and Problem Solving: Being able to critically evaluate information, break down complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches, and perspectives to find optimal solutions and efficient negotiations.
- CT6: Oral communication / written communication: ability to transmit and receive data, ideas, opinions and attitudes to achieve comprehension and action, oral being done through words and gestures and, written, through writing and / or graphic supports.
- CT8. Entrepreneurial spirit: Ability to assume and carry out activities that generate new opportunities, anticipate problems or imply improvements.
- CT9. Global Mindset: Being able to show interest in and understand other standards and cultures, recognize one's own biases, and work effectively in a global community.

Specific competencies:

- CE7. Ability to use information and communication technologies (ICT) in the different areas of the tourism and leisure sector.
- CE9 Ability to handle basic customer orientation tools, knowing the particularities of the tourist and leisure service, the different types of customers, their needs and demands.
- CE26 Ability to understand the basic concepts of marketing in tourism and its application in the commercial planning of tourist and leisure destinations both nationally and internationally.
- CE27 Entrepreneurial skills and ability and be creative in the tourism field.

Learning outcomes:

- LO1: Know the theories, basic concepts, tools and applications in tourism marketing such as: demand, consumer behavior, market, segmentation, positioning, creation of tourism products, price determination, communication, distribution, social networks, search engines, etc.
- LO2: Understand the new terms and concepts of the digital environment.
- LO3: Recognize the psychographic profiles of individuals in their behavior as consumers of leisure and tourism.
- L04: Manage Social Networks as new strategic marketing and communication tools.
- L05: Properly use the methodology for creating advertising campaigns through Internet search engines.
- L06: Prepare and present a report that analyzes, interprets and infers data and results, based on the study of tourism markets, available information sources and quantitative and qualitative methods applied to tourism.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB3, CB4, CB5, CT5.CT6, CT8, CT9, CE7, CE9, CE26, CE27	• LO1: Know the theories, basic concepts, tools and applications in tourism marketing such as: demand, consumer behavior, market, segmentation, positioning, creation of tourism products, price determination, communication, distribution, social networks, search engines, etc. • LO2: Understand the new terms and concepts of the digital environment. • LO3: Recognize the psychographic profiles of individuals in their behavior as consumers of leisure and tourism.
CB3, CB4, CB5, CT5.CT6, CT8, CT9, CE7, CE9, CE26, CE27	• L04: Manage Social Networks as new strategic marketing and communication tools. • L05: Properly use the methodology for creating advertising campaigns through Internet search engines. • L06: Prepare and present a report that analyzes, interprets and infers data and results, based on the study of tourism markets, available information sources and quantitative and qualitative methods applied to tourism.

4. CONTENT

The subject is organized into four learning topics, which, in turn, are divided into specific topics:

Basic concepts of marketing

- Tourism marketing: definition and approaches, processes, and service characteristics

Business analysis

- Business information
- Tourism market research
- Business forecasting
- Tourism market segmentation

Business planning

- Tourism marketing planning
- Opportunity identification and marketing strategy development

New trends and digital marketing

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lectures / online conference
- Case studies
- Cooperative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each:

Campus-based mode:

Learning activity	Number of hours
Tutorials	12 h
Lectures	27 h
Asynchronous lectures	13 h
Autonomous work	40 h
Oral presentations	15 h
Case analysis and problem-solving	10 h
Participatory group activities	20 h
Projects	10 h
Knowledge tests	3 h
TOTAL	**150 h**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	35%
Case analysis and problem-solving	20%
Oral presentations	15%
Projects	30%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Ordinary Call

To pass the subject in the ordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Extraordinary Examination

To pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1. Case analysis and oral presentation	Week 6-7
Activity 2. Project, case analysis and oral presentation	Week 12
Activity 3. Project, case analysis and oral presentation	Week 15
Activity 4. Final knowledge test	Week 17

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Kotler, P. and Keller, K. L. (2016). *Marketing management*. 15th Edition. Pearson. ISBN 10: 1-292-09262-9
- Middleton, V. (2001). *Marketing in travel and tourism*. 3rd Edition. Butterworth-Heinemann. ISBN: 0-7506-4471-0

The recommended Bibliography is:

- Goeldner, C.R. and Ritchie, J.R. (2012) *Tourism: principles, practices, philos*ophies. John Wiley & Sons, Inc. ISBN: 978-1-118-07177-9
- European Travel Commission and World Tourism Organization (2007). *Handbook on Tourism Market Segmentation – Maximising Marketing Effectiveness*. UNWTO. ISBN: 978-92-844-1207-5
- World Tourism Organization (1997). *International Tourism: A Global Perspective*. UNWTO. ISBN: 92-844-0231-X

10. EDUCATIONAL GUIDANCE, DIVERSITY & INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students' inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

 From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.

2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.

3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.

4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.