

1. BASIC INFORMATION

Course	Intermediation and Marketing in Tourism
Degree program	Degree in International Management of Tourism and Leisure Companies
School	Social Sciences
Year	4º
ECTS	6 ECTS (150 Hours)
Credit type	Mandatory
Language(s)	English
Delivery mode	Hybrid
Semester	1
Academic year	2025/2026
Coordinating professor	Javier Gómez Burzaco

2. PRESENTATION

With this subject the student must understand the importance of the phenomenon of intermediation in the tourism sector and the influence, especially since the emergence of the Internet, of the various channels of reservation, and sales in the market. Therefore, you must know, apply and master the different information, marketing and sales channels to understand how these processes work in a market as technological and diversified as travel.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1: That students have demonstrated knowledge and understanding of an area of study that is based on general secondary education, and is often found at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.
- CB2: That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the development and defense with arguments and problem solving within their area of study.
- CB3: That students have the ability to collect and interpret relevant data (usually within their area of study) to make judgements that include reflection on relevant social, scientific or ethical issues
- CB4: That students can communicate information, ideas, problems and solutions to a specialized and non-specialized audience.
- CB5: Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- CT02: Self-confidence: Ability to value our own results, performance and capabilities with the internal conviction that we are capable of doing things and the challenges we face

- CT05: Capacity to apply knowledge, being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CT11: Planning and time management: Ability to set goals and choose the means to achieve those goals using time and resources effectively.

Specific competencies:

- CE6: Ability to use and interpret the technical and IT tools specific to the tourism sector necessary for the effective and efficient management of a business.
- CE8: Ability to master English at a professional level and have advanced knowledge of a second and third language.
- CE9: Ability to internalize the attitude of service and customer service as essential for the professional performance of activities in tourism and leisure
- CE11: Ability to know the operating procedure of the accommodation and restoration field.

Learning outcomes:

- RA1: Understanding the value creation process within the hospitality industry through the service, the channels for its provision and the proper management of them
- RA2: Ability to apply hotel management and management techniques in all areas

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

Competencies	Learning outcomes
CB1, CB3, CB4, CT2, CE8, CE9.	RA1: Understanding the value creation process within the hospitality industry through the service, the channels for its provision and the proper management of them
CB2, CB5, CT5, CT11, CE6, CE11	RA2: Ability to apply hotel management and management techniques in all areas

4. CONTENT

1. The history of tourist intermediation
2. E-Commerce, M-Commerce (mobile) and E-Business in the tourism sector
3. Main agents in intermediation and marketing
4. Social media and social networks
5. The low-cost model
6. Advantages and limitations of the Internet and TIC for intermediaries and consumers
7. The tourism value chain and its actors
8. The 10 key factors and their impact on the industry

5. TEACHING-LEARNING METHODOLOGIES

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

- Case Method
- Cooperative learning
- Problem-based learning
- Project Based Learning
- Master class
- Simulation

6. LEARNING ACTIVITIES

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

Hybrid mode:

Learning activity	Number of hours
Attendance and active participation in class	16
Guided work (tutorials, monitoring of learning)	2
Autonomous student work	37.5
Student group work (group work, research, search for information)	4
Other activities (external visits, conferences, etc.)	12.5
Attendance and active participation in the virtual classroom	46.5
Virtual mentoring	10.5
Participatory group activities (seminars, participation in online forums) webconference	21
TOTAL	150

7. ASSESSMENT

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

Hybrid mode

Assessment system	Weight
Knowledge tests	40%
Oral presentations	10%
Practical exercises	10%
Works and reports	20%
Participation in web discussions and forums	20%

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. First exam period

If at least one assessment test is taken, the student can no longer be recorded as not having attended the course, but will be assessed with the corresponding grade.

For students taking face-to-face courses, it is compulsory to justify at least 50% of class attendance, as a necessary part of the evaluation process and to comply with the student's right to receive advice, assistance and academic monitoring by the teacher. The student's attendance to the session by means of Hyflex will not be counted as attendance to the session. Failure to accredit 50% attendance by the means proposed by the university will entitle the lecturer to grade the subject as a fail in the ordinary exam session.

In order to pass the course in the ordinary exam session, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course. The criteria for calculating the weighted average will be specified in the complete learning guide on the virtual campus. In order to find the average, it is essential to pass with at least a 5 in each of the categories of the evaluation system.

In the event that the above criteria are not met, and the weighted average of the grades of all the activities is greater than 4, the grade of 4 will be recorded.

7.2. Second exam period

If at least one assessment test is taken, the student can no longer be recorded as not having taken the course, but will be assessed with the corresponding grade.

In order to pass the course in the extraordinary call, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade greater than or equal to 5.0 in the knowledge test section, so that it can be averaged with the rest of the activities. The criteria for calculating the weighted average will be specified in the complete learning guide on the virtual campus.

In the event that the above criteria are not met, and the weighted average of the grades of all the activities is greater than 4, the grade of 4 will be recorded.

In order to pass the subject in the extraordinary call, all the activities not carried out or not passed in the ordinary call must be done or presented, unless the teacher requests an additional specific work on the subject.

8. SCHEDULE

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

Assessable activities	Deadline
Activity 1. Choose a tourist product or service and develop tourist intermediation according to your own criteria. Indicate which marketing strategy you would choose	22nd September
Activity 2. Upload the Amadeus course certificateTransactional Air Reserves	19th January

Activity 3. Develop a tour package of at least 7 nights, from the point of view of a Local Travel Agency. Includes transportation, accommodation, combinations, travel assistance, values, etc.	27th October
Activity 4. Read the Harvard Booking.com case and comment. Continue developing your tourism product or service, considering what you have learned about travel agencies, tour operators, OTAs, etc.	24th November
Activity 5. Choose two tourist destinations that you want to visit, collect information, investigate and simulate the online reservation of each of the destinations, considering that one of the trips is with an unlimited budget and the other with a budget limited to 600 euros	16th December
<i>Final Work. Choose a tourist product or service and develop tourist intermediation according to the subject</i>	19th January

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:

- **Academic manual:** Alcázar Martínez, B. Del (2002). Los canales de distribución en el sector turístico. ESIC, Madrid.

The recommended Bibliography is:

- Albacete, C; Herrera, M (2012). *Las tecnologías de la información y comunicación en el sector turístico*. Centro de Estudios Ramón Areces, SA. Madrid.
- De la Ballina Ballina, Francisco Javier (2017). *Marketing turístico aplicado*. Ed. ESIC, Madrid.
- Garrido Buj, S.; Domínguez Benito, C; Muñoz Oñate, F. (2004). *Decisiones empresariales y herramientas de apoyo: aplicaciones en el sector turístico*. Ed. Universitat Internacional, Madrid.
- Jeda García, C. Delia; Mármol Sinclair, Patricia (2016). *Marketing turístico*. Ed. Paraninfo, Madrid

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity 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@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.