

1. OVERVIEW

Course	Intermediation and Marketing in Tourism
Degree	Degree in International of Tourism and Leisure Companies Management
School/Faculty	Social Sciences
Year	4º
ECTS	6
Type	Compulsory
Language(s)	English
Study mode	On-campus
Semester	1

2. PRESENTATION

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

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB1: CB1 - Students demonstrate their ability to possess and understand knowledge in an area of study that starts in general secondary education, and supported by advanced textbooks, also includes some aspects that implies that their knowledge has come from their field of study.
- CB2: Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through learning how to elaborate and defend their arguments and resolve problems within their area of study.
- CB3: Students possess the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical
- CB4: Students can transmit information, ideas, problems, and solutions to an expert and nonexpert audience.
- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, by their acronym in Spanish)

- CT02: Self-confidence: Ability to value our own results, performance and capabilities with the internal conviction that you are capable of doing things and facing challenges head on.
- CT05: Ability to put knowledge acquired in the academic field into practice, in situations as similar as possible to the reality of the profession for which they are being trained.
- CT11: Planning and time management: Ability to establish objectives and choose the right means to achieve these objectives using time and resources in an effective way.

Specific skills (CE, by their acronym in Spanish):

- CE6: Ability to use and interpret IT tools that are specific to the tourism sector and are necessary for 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 internalise the attitude of customer service and general service as essential for the professional performance of activities in tourism and leisure.
- CE11: Ability to know the operating procedure in the field of accommodation and restoration.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: To understand processes within the hospitality industry through its service, and provisions and how they are managed.
- RA2: Ability to apply hotel management and general management techniques in all areas

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

Skills	Learning outcomes (RA, by their acronym in Spanish):
CB1, CB3, CB4, CT2, CE8, CE9.	RA1: To understand processes within the hospitality industry through its service, and provisions and how they are managed.
CB2, CB5, CT5, CT11, CE6, CE11	RA2: Ability to apply hotel management and general management techniques in all areas

4. CONTENT

- 1. Intermediation in tourism
- 1. The GDS and technological agents
- 1. The travel agencies and other traditional sellers
- 1. Tourism on the internet
- 1. New trends in tourist intermediation

5. TEACHING-LEARNING METHODS

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

- Case methods
- Collaborative learning
- Lectures.
- Simulated environments

6. LEARNING ACTIVITIES

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

On campus:

Learning activity	Number of hours
On-campus attendance and active participation	62.5

Guided work (tutoring, feedback)	12.5
Self-directed study	37.5
Student group work (group work, research, information research)	25
Other activities	12.5
TOTAL	150

7. ASSESSMENT

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

On campus:

Assessment system	Weighting
Activity 1	12%
Activity 2	12%
Activity 3	12%
Activity 4	12%
Activity 5	12%
Activity 6	40%

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

8. BIBLIOGRAPHY

The set texts for this subject are:

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

Potential secondary material:

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