

TEACHING GUIDE

MARKETING FOR TOURISM

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 01-07-2026



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

Tourism for Marketing is a compulsory **six-credit course**. This course aims to provide students with the basic knowledge of marketing necessary for their professional development in the tourism sector, both in its strategic and operational aspects. Marketing plays a fundamental role in the creation and survival of contemporary businesses, even more so in a sector like tourism, which involves unique characteristics and a high degree of uncertainty. This requires knowledge and application of New Marketing, characterised by the development of three dimensions, which will comprise the content of this course: a management philosophy centred on the customer, whose approaches, evolution, and planning will be studied in the introduction; a strategic dimension as a scientific discipline for understanding consumers and markets; and an operational dimension addressing the design and development of tourism products and pricing decisions. Advances in ICT offer great potential to improve marketing processes and have led to changes in marketing practice. Therefore, throughout the course program, the implications of the digital realm on both the fundamentals of marketing and its management variables will be addressed. As prerequisites, it is recommended that students approach the course with certain competencies: teamwork, the ability to analyse and synthesise, the ability to search for and discriminate information from various sources, motivation for quality, and rigour in their work. This course will be complemented by "Tourism Commercial Communication," a second-year course in the Tourism Degree, during the second semester.

III.-Learning outcomes

CG04. Ability to manage information
CG11. Creativity
CG13. Initiative and pro-active attitude
CE20. Defining of sales objectives, strategy and policy.
CE27. Use of communications techniques.
CE30 . Clearly oriented towards customer service.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

Them	Topic	Sections
I. Introduction and basic concepts related to Marketing in Tourism sector.	Chapter 1: Introduction to Touristic Marketing.	1.1. Nature and Scope of Marketing 1.2. Marketing Management Approaches 1.3. Services Marketing and Tourism Marketing 1.4. Relational and Experiential Marketing 1.5. Tourism Marketing Planning
II. Strategic Marketing	Chapter 2- Marketing environment	2.1. Marketing and the Tourism Environment 2.2. Marketing Microenvironment 2.3. Marketing Macroenvironment 2.4. Digital Environment and Tourism Trends. 2.5. Marketing Responsible Tourism.
II. Strategic Marketing	Chapter 3- The consumer	3.1. Consumer behaviour 3.2. Facts affecting consumer behaviour 3.3. Decision process of tourism product consumers
II. Strategic Marketing	Chapter 4- Marketing Information Systems and Market Research	4.1. Market Information System (MIS) 4.2. Marketing Information Sources in Tourism 4.3. The Market Research Process 4.4. Internet and Marketing Research
II. Strategic Marketing	Chapter 5- Market Segmentation	5.1. Concept and Objectives of Market Segmentation 5.2. The Segmentation Process 5.3. Segmentation Criteria in Tourism 5.4. Segmentation and Positioning Strategies
III. Operational marketing	Chapter 6- The Tourism Product	The Tourism Product 6.1. Concept and Dimensions of the Tourism Product 6.2. Strategies Based on the Life Cycle 6.3. Product Portfolio Management 6.4. Product Brand and Destination Brand Decisions
III. Operational marketing	Chapter 7- Pricing Tourism Product	7.1. Concept and Utility of Price 7.2. Processes for Setting Prices 7.3. Pricing Strategies in Tourism 7.4. Revenue Management



IV.B.-Training activities	
Type	Title
Practical sessions	Elaboration of practical marketing work
Practical sessions	Oral presentation of practical marketing works
Theoretical sessions	Magistral classes
Other activities	Preparation of the exam
Practical sessions	Attendance to Practical classes
Other activities	Tutorials

V.-Student workload	
Theoretical sessions	26
Resolution of exercises, problems, case studies, etc.	26
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	8
Academic tutorials	30
Related activities: conferences, seminars, etc.	18
Preparation of theoretical sessions and self-study	32
Preparation of practical tasks, exercises, case studies, projects, etc.	30
Preparation for tests and/or exams	10
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Theoretical sessions	Week 1 to Week 15	Presentation and explanation of the theoretical concepts of the subject. Reading and viewing (reading material, visual, auditory, audiovisual, multimedia, or web-based resources indicated for the subject). Directed and autonomous learning by the student will be developed through comprehensive reading and assimilation of the educational materials provided by the professor.
Practical sessions	Week 1 to Week 15	Practices conducted in class with case studies and exercise development.
Practical sessions	Week 1 to Week 15	Preparation of individual/group assignments as designated by the professor, which will be presented in class as applicable. Activity to be determined by the professor.
Academic tutorials	Week 1 to Week 15	Schedule to be determined in class by each professor teaching this subject.



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

Continuous ordinary assessment: The distribution and characteristics of the assessment tests are those described below. Only in exceptional cases and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to students through Aula Virtual. The combination of activities that are not reassessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Advanced Call (for students who request and are granted the advanced call because they **meet the requirements established in the URJC Learning Outcomes Evaluation Regulations**):

- 1. Practical learning activation activity.** The student must complete a practical exercise demonstrating mastery of the subject and practical reasoning in relation to the course content. This activity will be **weighted 40% of the final grade. A minimum score of 5 out of 10 is required.**
- 2. Exam.** The student must pass a multiple-choice test and/or applied essay questions. This activity will be **weighted 60%** of the final grade. A minimum score of 5 out of 10 is required to pass the course.

Evaluation system	Evaluation activity	Weighting	Revaluable in extraordinary	Minimum grade	Contents	Date
Open-answer, short-answer, or multiple-choice written test.	Theoretical/practical written test.	60%	Yes	5/10	Written test related to the theoretical and practical content of the subject. The entire syllabus.	On the official exam
Problem-solving, case studies, group exercises, book reading, etc. at the instructor's discretion.	Individual or group exercises and presentations related to the course content.	15%	Yes	5/10	All syllabi and cases related to the course.	Throughout the semester.
Preparation and presentation of assignments.	Individual or group work, tutored throughout the semester.	25%	No	No	Group work related to the practical part of the subject.	Class presentation during the semester.

Final Grade Calculation

- The final grade or overall course mark is calculated as the weighted average of the scores obtained in the assessment activities, provided that the minimum required grade has been achieved in both of the reassessable activities that have a minimum passing score.

Extraordinary assessment: Students who do not pass the ordinary assessment, or who did not participate in or attend it, may take an extraordinary assessment to verify that they have acquired the competencies established in the course guide. Only reassessable activities will be included.

In the extraordinary exam session, the following components may be reassessed in person:

- The written theoretical/practical exam (weighted at 60%).
- Individual or group exercises and presentations (weighted at 15%).

Re-evaluable in the extraordinary call. Important: For the grades of the practical learning activation activities to be added to the

final course grade, a minimum grade of 5 in the on-site multiple-choice exam is required. If the weighted sum of the grades (continuous assessment + on-site exam) of a student exceeds 5, but they fail the course for not achieving a minimum grade of 5 out of 10 in the on-site exam, **the grade recorded will be the on-site exam grade weighted at 60%**. Students who complete the practical learning activation activities during the course but do not pass the on-site exam in the regular call **will have their grades** for these activities preserved **for the extraordinary call**.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Basic bibliography: Title: **Marketing for Hospitality & Tourism**. Author: Philip Kotler, John T. Bowen, James C. Makens. Publisher: Prentice Hall.

Consultation bibliography

Title: **Marketing Tourism Hospitality and Leisure in Europe**. Author: Horner, S.; Swarbrooke, J. Publisher: International Thomson Business Press, Oxford.

Title: **Marketing Essentials in Hospitality and T: Foundations and Practices**. Author: Shoemaker, S; Shaw, M. Publisher: Prentice Hall

Title: **Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for Competitive Advantage**. Author: Shoemaker, S.; Lewis, R.C.; Yesawich, P. Publisher: Pearson

Title: **Marketing Efficiency in Tourism. Copying with Volatile Demand**. Author: Keller, P.; Bieger, T. Publisher: Erich Schmidt Verlag.

Title: **Blue Ocean Strategy. How to Create Uncontested Market Space and Make the Competition Irrelevant**. Author: Chan Kim, W.; Mauborgne, R. Publisher: Harvard Business School Press

Title: **Demographic change and tourism**. Publisher: World Tourism Organisation (UNWTO).

Title: **Evaluating NTO Marketing Activities**. Publisher: World Tourism Organisation (UNWTO). Title: **Handbook on Tourism Forecasting Methodologies**. Publisher: World Tourism Organisation (UNWTO). Title: **Handbook on E-marketing for Tourism Destinations**. Publisher: World Tourism Organisation (UNWTO).

Title: **Handbook on Tourism Destination Branding**. Publisher: World Tourism Organisation (UNWTO)

Marketing for Sustainable Tourism (eds. Martini & Buffa, 2020).

BLUE TOURISM Project (2023) Ethics and Social Responsibility in Tourism: A Guide. <https://transition-pathways.europa.eu/knowledge-documents/ethics-and-social-responsibility-tourism-guide-blue-tourism-project>.

Taking Responsibility for Tourism & Responsible Tourism: Using Tourism for Sustainable Development by Harold Goodwin (2011 & 2016).

Responsible Tourism: Concepts, Theory and Practice. Leslie, D. (Ed.) (2012; revised 2016).

RECOMMENDED WEBSITES

www.unwto.org United Nations World Tourism Organisation. www.ectaa.org The European Travel Agents and Tour Operators Associations. www.hsmi.org Hospitality Sales and Marketing Association International. www.ustravel.org United States Travel Association. www.iata.org International Air Transport Association. www.aiest.org International Association of Experts and Scientifics in Tourism. www.ih-ra.com International Hotel & Restaurant Association. www.pata.org Pacific Asia Travel Association. www.wttc.org World Travel and Tourism Council. www.etc-corporate.org European Travel Commission. www.uftaa.org United Federation of Travel Agents Association. www.icao.int International Civil Aviation Organisation. www.iet.tourspain.es Instituto de Estudios Turísticos, Spain. www.hvsinternational.com Hospitality Consultancy Group. www.eturbonews.com Global Travel Industry News. www.hotelsmag.com The magazine of the worldwide hotel industry. www.e-tid.com Travel and Hospitality Industry Digest.

IX.-Professors

Name and surname	HEND FARAHAT ISSA FARAG
E-mail address	hend.farag@urjc.es
Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes



Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docencia	1