

COURSE GUIDE

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Hotel and Restaurant Marketing

Grado (Bachelor's Degree)	Bachelor's Degree in Tourism	Branch	Social and Legal Sciences
Module	Marketing Turístico	Subject	Marketing Hotelero y de Restauración
Year of study	4 ^o	Semester	2 ^o
		ECTS Credits	6
		Course type	Elective course

PREREQUISITES AND RECOMMENDATIONS

Students are required to have a sufficient level of knowledge regarding:

- Marketing Introduction
- Marketing Management

BRIEF DESCRIPTION OF COURSE CONTENT (According to the programme's verification report)

BRIEF DESCRIPTION OF CONTENTS (ACCORDING TO BACHELOR DEGREE'S VERIFICATION DOCUMENT)

- The tourist and hospitality sector.
- Hospitality marketing.
- Consumer behaviour of the hospitality customer/client.
- Segmentation and positioning in the hospitality industry market.
- The marketing mix of the hospitality enterprises.
- Differentiation strategies in the hospitality industry.
- Innovation in the hospitality industry.
- Online marketing strategy and tools in the hospitality industry.

SKILLS

GENERAL SKILLS

- CG01 - Capacidad de análisis y síntesis.
- CG06 - Capacidad de gestión de la información.
- CG07 - Resolución de problemas.
- CG08 - Toma de decisiones.
- CG15 - Razonamiento crítico.



- CG16 - Compromiso ético.
- CG19 - Creatividad.
- CG23 - Motivación por la calidad.
- CG25 - Conocer y comprender la responsabilidad social derivada de las actuaciones económicas y empresariales

SUBJECT-SPECIFIC SKILLS

- CE09 - Convertir un problema empírico en un objeto de investigación y elaborar conclusiones.
- CE10 - Tener una marcada orientación de servicio al cliente.
- CE11 - Definir objetivos, estrategias y políticas comerciales.
- CE12 - Manejar técnicas de comunicación.
- CE25 - Identificar y gestionar espacios y destinos turísticos.
- CE28 - Analizar y utilizar las tecnologías de la información y las comunicaciones (TIC) en los distintos ámbitos del sector turístico.
- CE55 - Conocimientos a adquirir en el ámbito de los procedimientos operativos de las empresas de intermediación

TRANSFERABLE SKILLS

- CT02 - Conocer, comprender y aplicar los distintos modelos económicos para aportar racionalidad al análisis y a la descripción de cualquier aspecto de la realidad y ser capaz de conocer los criterios de elección económica de los distintos agentes que conforman la sociedad .

LEARNING OUTCOMES

This course is intended for the student to understand the differential aspects of marketing when it is applied, particularly in the context of the hospitality industry. The general purpose of this course is to offer the student an overview of marketing applied to the hospitality industry so that they comprehend how to correctly apply the different strategies and tools considering the perspective of a marketing manager. In short, the following objectives expressed as results of the teaching process are indicated as the student will be able to:

- Knowing the characteristics of the hospitality industry and its influence on the use of marketing strategies and tools.
- Identifying trends and challenges in the hospitality industry and the application of marketing and online marketing.
- Understanding the main characteristics of consumer behaviour in the hospitality industry and identify suitable segmentation strategies, positioning and targeting.
- Identifying strategies for the hospitality industry based on (consumer) experience, brand use, personalization and customer engagement.
- Knowing the elements that, from a marketing point of view, must be managed to offer the hospitality market competitive products and services.
- Identifying and knowing how to design an appropriate distribution strategy for hospitality enterprises considering the use of new technologies.
- Knowing the most appropriate pricing strategies and management mechanisms for hospitality enterprises.
- Identifying the most suitable promotion tools for the hospitality industry and their use from the perspective of integrated Marketing Communications.



- Identifying innovation mechanisms in the hospitality industry marketing area and the types of innovation that can be considered by hospitality enterprises.

PLANNED LEARNING ACTIVITIES

THEORY SYLLABUS

LESSON 1. MARKETING IN THE HOSPITALITY INDUSTRY

1. Hospitality marketing.
2. Characteristics of hospitality marketing.
3. Marketing concepts in hospitality.
4. Marketing mix in hospitality.
5. Trends and challenges in hospitality marketing.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England]; Routledge, 1-315-44550-6, ISBN (Chapter 1, 2 and 47).

LESSON 2: CONSUMER BEHAVIOUR AND MARKET SEGMENTATION IN HOSPITALITY MARKETING

1. What is a hospitality consumer?
2. Understanding the differences and trends of market consumers.
3. Market segmentation.
4. Targeting.
5. Positioning.
6. Hospitality consumers' decision-making process.
7. Marketing information management to achieve hospitality firms customer orientation.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England]; Routledge, 1-315-44550-6, ISBN (Chapter 3, 12, 22 and 47).

LESSON 3: CUSTOMER EXPERIENCES IN THE HOSPITALITY INDUSTRY

1. Customer experience and aspects that contribute to the customer experience.
2. Types of customer experiences.
3. Staging experience to gain competitive.
4. Experience design.
5. Management of experiences.
6. Experience evaluation.

Main textbooks:

- JAUHARI, V. (2017). Hospitality marketing and consumer behavior : creating memorable



experiences / edited by Vinnie Jauhari., Waretown, NJ, USA: , Oakville, ON; 2017, 9781771883795, EISBN (Chapter 1 and 2).

Additional textbooks:

- JAUHARI, V. (2017). Hospitality marketing and consumer behavior: creating memorable experiences / edited by Vinnie Jauhari., Waretown, NJ, USA: , Oakville, ON; 2017, 9781771883795, EISBN (Chapter 3 and 7).

LESSON 4: THE HOSPITALITY PRODUCT/ SERVICE

1. The service/product offering, physical setting and the service delivery system.
2. Internal marketing.
3. Perceptual and relational approach to hotel brand equity.
4. Sensory marketing in hospitality.
5. Relationship marketing management and loyalty in hospitality firms.
6. Promoting sustainability initiatives in the hospitality industry.
7. New product development.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England]; Routledge, 1-315-44550-6, ISBN (Chapter 9, 18, 19, 20, 25 and 31).

LESSONS 5: DRIVING VALUE THROUGH PRICING

1. Pricing and pricing strategy.
2. Revenue Management pricing.
3. Revenue Management pricing approaches and challenges.
4. Price sensitive.
5. Price optimization.

Main textbooks:

- JAUHARI, V. (2017). Hospitality marketing and consumer behavior: creating memorable experiences / edited by Vinnie Jauhari, Waretown, NJ, USA: Oakville, ON; 2017, 9781771883795, EISBN (Chapter 10).

LESSON 6: DISTRIBUTION AND SELLING HOSPITALITY PRODUCTS

1. Online distribution channels in the hospitality industry.
2. Information technologies used in online distribution channels:
 1. Yield Management.
 2. Customer Relationship Management.
 3. Online Reputation Management.
3. Measuring distribution effectiveness.



4. The changing nature of the selling process.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN (Chapter 10, 13 and 17).

LESSON 7: PROMOTING HOSPITALITY PRODUCTS

1. Integrated Marketing Communications in the hospitality industry.
2. Promotion in the hospitality industry: promotion mix.
3. Public relations in hospitality industry.
4. eWOM: Personalized hotel recommendations based on social networks and user-generated content.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN (Chapter 14, 16 and 45).

Additional textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN (Chapter 40).
- JAUHARI, V. (2017). Hospitality marketing and consumer behavior : creating memorable experiences / edited by Vinnie Jauhari., Waretown, NJ, USA:, Oakville, ON; 2017, 9781771883795, EISBN (Chapter 11).

LESSON 8: INNOVATION PROCESS IN THE HOSPITALITY INDUSTRY

1. Types of innovation.
5. Factors of innovation in hospitality.
2. Sources of product and process innovation in hospitality.
3. The effects of product and delivery innovation.
4. Barriers to product and delivery innovation.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN (Chapter 35).

PRACTICAL SYLLABUS

PRACTICAL SYLLABUS:



- Autonomous work activities for each one of the lessons that are part of the course.
- Discussion of practical cases and readings where analysis conducted in aspects related to the lessons from the theoretical syllabus.
- Development of a hospitality project.
- Use of CRM and Online Marketing software.
- Participation in Rol-play.
- Attendance and active participation in professional seminars.

RECOMMENDED READING

ESSENTIAL READING

MAIN TEXTBOOKS:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN
- JAUHARI, V. (2017). Hospitality marketing and consumer behavior : creating memorable experiences / edited by Vinnie Jauhari., Waretown, NJ, USA.; Oakville, ON ;, 2017, 9781771883795, EISBN (Chapter 10).

COMPLEMENTARY READING

- AMEIGEIRAS, C. (2012): Venta de servicios turísticos. Editorial Síntesis.
- ANDALUCIALAB. Centro de Investigación Turística. Disponible en <http://www.andalucialab.org/>
- ARANDA LARA, C. (2009). Implantación de un Sistema de Gestión de la Calidad conforme a la ISO 9001:2008 en el hotel Ébano. Desencadenante: The Mystery Guest. Trabajo Final de Máster en Dirección y Planificación del Turismo (Universidad de Sevilla).
- BELZ, F.M., .PEATTIE, K., GALÍ, J.M. (2013). Marketing de Sostenibilidad. PROFIT Editorial, 54-60.
- CAMPO MARTÍNEZ, S.; YAGÜE GUILLÉN, M.J. (2011). Publicidad y promoción en las empresas turísticas. Editorial Síntesis.
- CONSERJERÍA DE TURISMO Y DEPORTE (2014): Plan Director de Promoción Turística 2013-2016. Disponible en: <http://www.andalucia.org/es/profesional/plan-director-de-promocion-turistica-2013-2016/> CONSERJERÍA DE TURISMO Y DEPORTE (2014): Plan de Acción de 2014. Disponible en: <http://es.slideshare.net/AndaluciaNetwork/plan-de-accin-2014-destino-andaluca>.
- DEL BARRIO GARCÍA, S. (Coord). (2012). Venta personal. Un perspectiva integrada y relacional. Editorial UOC, pp. 123-260.
- ESCOBAR, A., GONZÁLEZ, Y. (2011). Marketing Turístico. Editorial Síntesis, pp.: 73-101.
- GALLEGO, J.F. (2008): Marketing para hoteles y restaurantes en los nuevos escenarios, E. Paraninfo. KOTLER et al. (2011): Marketing Turístico, 5ª Edición, Ed. Pearson Educación.
- GARCÍA HENCHE, B. (2011). Marketing del turismo rural, 3ª Edición, Ed. Pirámide ESIC.
- GRONROOS, C. (1994). Marketing y gestión de servicios: la gestión de los momentos de la verdad y la competencia en los servicios. Díaz de Santos, Madrid.
- INSTITUTO DE TURISMO DE ESPAÑA (2014): Plan Estratégico de Marketing 2014-2015. Disponible en: <http://www.tourspain.es/es-es/marketing/PEM/Documentos%20PEM/Documento%20marco%20PEM%20Turespa%3%B1a.pdf>
- KOTLER et al. (2010): Marketing for Hospitality and Tourism, Ed. Prentice Hall.



- KOTLER, P., BOWEN, J., MAKERS, J., RUFÍN MORENO, R., REINA PAZ, M.D. (2005). Marketing para Turismo. 3ª Edición. Pearson Prentice Hall.
- KOTLER et al. (2005): Marketing para Turismo. 3ª Edición. Pearson, Prentice Hall.
- MUÑOZ OÑATE, F. (2000): Marketing Turístico, Ed. Centro de estudios Ramón Areces, S.A.
- MESTRES SOLER, J.R. (2003). Técnicas de Gestión y Dirección Hotelera. Editorial Gestión 2000.com.
- NOVASOFT. Calidad de servicio y atención al cliente en hostelería. FORETUR Formación para profesionales del sector turístico.
- PENA VINERO, F. (2014). Cómo seducir a tu cliente. Lulu.com.
- REINA PAZ, M. (2009). La Práctica del Marketing en el sector Turístico. Editorial Sanz y Torres, S.A., pp.: 29-42.
- REINARES LARA, P.J., PONZOA CASADO, J.M. (2002). Marketing Relacional. Un nuevo enfoque para la seducción y fidelización del cliente. Prentice Hall.
- SERRA CANTALLOPS, A. (2002): Marketing turístico. Madrid. Ed. Pirámide.
- TORTOSA EDO, V., MOLINER TENA, M.A., LLORENS MONZONÍS, J., RODRÍGUEZ ARTOLA, R.M., CALLARISA FIOL, L.J. (2014). Marketing Interno. Como lograr el compromiso de los clientes. Ediciones Pirámide.
- ZEITHAML, V.A. (2009): Marketing de servicios, 5ª Edición, Ed.McGraw Hill.

RECOMMENDED LEARNING RESOURCES/TOOLS

- CONSEJERÍA DE TURISMO Y COMERCIO:
<http://www.juntadeandalucia.es/turismocomercioydeporte/turismoycomercio/opencms/>
- INSTITUTO DE ESTADÍSTICA Y DE CARTOGRAFÍA DE ANDALUCÍA:
<http://www.juntadeandalucia.es/institutodeestadisticaycartografia/>
- INSTITUTO DE ESTUDIOS TURÍSTICOS: <http://www.iet.tourspain.es/es-ES/Paginas/default.aspx>
- INSTITUTO NACIONAL DE ESTADÍSTICA: <http://www.ine.es/>
- MINISTERIO DE INDUSTRIA, ENERGÍA Y TURISMO:
<http://www.minetur.gob.es/turismo/es-ES/Paginas/IndexTurismo.aspx>
- ORGANIZACIÓN MUNDIAL DEL TURISMO: <http://www2.unwto.org/es>
- TURISMO DE ANDALUCÍA: <http://www.andalucia.org/>
- TURISMO DE ESPAÑA: <http://www.spain.info/es/>
- TURISMO DE GRANADA: <http://www.turgranada.es/>

TEACHING METHODS

- MD01 Docencia presencial en el aula
- MD02 Estudio individualizado del alumno, búsqueda, consulta y tratamiento de información, resolución de problemas y casos prácticos, y realización de trabajos y exposiciones.
- MD03 Tutorías individuales y/o colectivas y evaluación

ASSESSMENT METHODS (Instruments, criteria and percentages)

ORDINARY EXAMINATION DIET



Referring to the ordinary assessment, there are two alternative assessment systems: the **option A: a practical continuous assessment system** from which 100% of the course qualification (over 10 points) is evaluated; and the **option B: assessment system which includes an theoretical exam** (it takes a maximum of 4 points of a total of 10), plus the practical continuous assessment (which adds up to 6 points of a total of 10). **Students must select one of the systems to be evaluated (it is not possible to use both systems).**

The assessment system A, the practical continuous assessment system, is developed during the course and includes: activities and practices such as: preparing projects, reading and debate about articles and case studies, role-play, oral presentations, use of CRM and Online Marketing software, role-playing participating, attending professional seminars and tests of competencies and / or content. The written exercises can be done in English or Spanish.

To pass the subject it is necessary to achieve at least a grade of 5 points (of 10 points).

The assessment system B, it includes a theoretical exam that achieves a **maximum score of 4 points (of 10 points) and the practical continuous assessment with a maximum score of 6 points (of 10 points)**. The exam includes: multi-choice questions (in which you must answer by checking the option you consider most correct), and also true / false questions, in which you must answer indicating whether the statement provided is "true" or "false". If the answer is "False" you must justify the reason why the statement is false. Multi-choice questions add up to 2 points and true / false questions add up to 2 points more. The exam can be taken and reply in English or Spanish.

The assessment of practices adds up to 6 points (of 10 points) and includes practices carried out during the course that may include: activities and practices such as: preparing projects, reading and debate about articles and case studies, role-play, oral presentations, use of CRM and Online Marketing software, role-playing participating, attending professional seminars and tests of competencies and / or content. The written exercises can be done in English or Spanish.

To pass the subject it is necessary to have a minimum of 30% in each of the parts (theoretical exam and practical continuous evaluation during the course), in addition, it is necessary to achieve the sum of both parts at least the grade of 5.

In relation to the practices and / or tasks delivered by the students, the similarity percentage (or plagiarism provided by the Turnitin software) will be considered. If in any exercise the percentage of similarity reached or exceeds the 20% it will be considered plagiarism and the grade achieved will be suspended (with the numerical grade of "0").

For an adequate follow-up of the course, it is essential that the student will be registered on the platform <http://prado.ugr.es/moodle/>.

EXTRAORDINARY EXAMINATION DIET

The extraordinary assessment system includes two parts:

- A theoretical exam which represents the 40% of the grade (4 points of 10). The theoretical exam will be structured in the same terms as indicated for the assessment system B of the ordinary assessment.
- A assessment of the practical contents which adds up to 6 points (of 10 points) achieved by the student during the course. This practical part includes practices carried out during the course that may include: activities and practices such as: preparing projects, reading and debate about articles and case studies, role-play, oral presentations, use of CRM and



Online Marketing software, role-playing participating, attending professional seminars and tests of competences and / or content. The written exercises can be done in English or Spanish.

If the student does not have a continuous practical assessment during the course (or he/she wishes to reject the grade of the practical continuous assessment achieved during the course), the student may provide a practical program and take a practical exam. The student must work in a specific practical program that will be ordered by the lecturer, who must be handed to the lecturer the day when the exam is taken, and he/she must do a practical exam. The maximum score for the practice program is 2.5 points and the exam maximum score is 3.5 points.

To pass the subject it is necessary to have a minimum of 30% in each of the parts (theoretical exam and practical assessment -continuous evaluation during the course or practical projects and exam-), in addition, it is necessary to achieve the sum of both parts at least grade of 5 (of 10 points).

In relation to the practices and / or tasks delivered by the students, the similarity percentage (or plagiarism provided by the Turnitin software) will be considered. If in any exercise the percentage of similarity reached or exceeds the 20% it will be considered plagiarism and the grade achieved will be suspended (with the numerical grade of "0").

For an adequate follow-up of the course, it is essential that the student will be registered on the platform <http://prado.ugr.es/moodle/>.

SINGLE FINAL ASSESSMENT (evaluación única final)

The completion of a single final assessment is contemplated for the students who are not able to follow the continuous teaching method and assessment during the course. According to the Regulations for the Assessment and Qualification of Students of the University of Granada approved by the Governing Council in its extraordinary session of May 20, 2013 and modified in the Governing Council of October 26, 2016, the studenta who require this aingle final assessmnt must justify this request to the department of Comercialización e Investigación de Mercados within the period of time established for this according to regulations of the University of Granada. The department will resolve the matter.

The single final assessment system includes two parts:

- A theoretical exam which represents the 40% of the grade (4 points of 10). The theoretical exam will be structured in the same terms as indicated for the assessment system B of the ordinary assessment.
- An assessment of the practical contents which adds up to 6 points (of 10 points). The student needs to provide a practical program and take a practical exam. The student must work in a specific practical program that will be ordered by the lecturer, who must be handed to the lecturer the day when the exam is taken, and he/she must do a practical exam. The maximum score for the practice program is 2.5 points and the exam maximum score is 3.5 points.
- To pass the subject it is necessary to have a minimum of 30% in each of the parts (theoretical exam and practical evaluation), in addition, it is necessary to achieve the sum of both parts at least the grade of 5 (of 10 points).

In relation to the practices and / or tasks delivered by the students, the similarity percentage (or plagiarism provided by the Turnitin software) will be considered. If in any exercise the



percentage of similarity reached or exceeds the 20% it will be considered plagiarism and the grade achieved will be suspended (with the numerical grade of "0").

ADDITIONAL INFORMATION

The course will take place during the second semester for 3 hours per week, face to face and / or online class or activities. In general, the teaching methodology will be developed from a participatory and applied method. This methodology focuses on the student's work and participation. The classes will be theoretical and practical. The theoretical ones will consist of master class with the active participation of the students.

The practical activities will consist of the realization and debate of practical cases, readings and content development of the subject, the presentation on the individual and collaborative activities and projects, as well as the resolution of the autonomous work activities, CRM and Online Marketing software using, role-play and attending professional seminars.

TEACHING DESIGN FOR EVERYONE: SPECIFIC EDUCATIONAL SUPPORT NEEDS (NEAEs):
Following the recommendations of the CRUE and the Secretariat of Inclusion and Diversity of the University of Granada, the teaching methodological and evaluating system of the course will be applied according to the design principle for all people, facilitating the learning and demonstration of knowledge according to the needs and functional diversity of the students.

In any work presented by the student, it is totally forbidden to make a literal copy ("copy and paste") or a translation of content extracted from Internet information sources, or from any other type of source. A literal copy of the contents without properly citing them will mean the cancellation of all their continuous assessment and the failure of the course. It is highly recommended that prior consultations be made from other sources to compare data, discuss concepts, discover new ideas, etc. In these cases, the sources or references used must be indicated in the form of a bibliographic reference (adding the Web address if the information comes from the Internet) and comment on the ideas extracted from them in your own words.

For the inclusion of references, the use of the publication standards of the American Educational Research (APA) in its updated edition is recommended. Where any hint of plagiarism will be penalized in the assessment.

The rating system will be expressed by numerical rating in accordance with the provisions of art. 5 of R. D 1125/2003, of September 5, which establishes the European credit system and the qualification system for university degrees of official character and validity in the national territory. Everything related to assessment will be governed by the Regulations for the assessment and qualification of students in force at the University of Granada, which can be found at: <http://sl.ugr.es/09FY>

The lecturer will make the general communications to the student group through the PRADO platform of the University of Granada (<https://prado.ugr.es>), then, it is recommended that the student regularly consult the PRADO platform.

In the event of incidents with PRADO or any connectivity problem at the time of the theoretical or practical exam, alternative telematic systems will be chosen, such as an oral exam by videoconference, with recording of the test.

