

ADVERTISING AND PUBLIC RELATIONS IN TOURISM

23534 - ADVERTISING AND PUBLIC RELATIONS IN TOURISM (2024-25)

General

Code: 23534

Lecturer responsible:

CABALLERO SUAREZ, ELOY RAMON

Credits ECTS:

6,00

Theoretical credits:

1,60

Practical credits:

0,80

Distance-base hours:

3,60

Departments involved

- **Dept:** COMMUNICATION AND SOCIAL PSYCHOLOGY
Area: AUDIOVISUAL COMMUNICATION AND ADVERTISING

Theoretical credits: 1,6

Practical credits: 0,8

This Dept. is responsible for the course.

This Dept. is responsible for the final mark record.

Study programmes where this course is taught

- [DEGREE IN TOURISM](#)
Course type: COMPULSORY (Year: 3)
- [DOUBLE DEGREE IN TOURISM AND BUSINESS ADMINISTRATION AND MANAGEMENT](#)
Course type: COMPULSORY (Year: 4)

Competencies and objectives

Course context for academic year 2024-25

Advertising and Public Relations in tourism, within the Tourism Degree taught at the University of Alicante, is a compulsory subject in which basic and compulsory contents related to the conceptualization of the tourist communicative process, the historical evolution of the discipline and its strategic planning.

As stated in the White Book of the Bachelor's Degree in Tourism (ANECA, 2004), among the professional figures, the one to perform functions in different areas of promotion stands out: management of promotion policy, responsible for relations with public administrations or other companies, where he supervises the content and coherence of communication at the service of the strategy set by the company's management. So that the new graduate in the tourism degree must have knowledge of media and communication actions that facilitate the company's relations with its environment. Within the management role, you must be able to organize and coordinate communications development plans. As for the technical manager of a public promotion institution, you must have knowledge of the tourism market, understand the destination and be familiar with the promotion and research techniques that allow you to establish the objectives of the main promotional actions.

The Advertising and Public Relations in Tourism subject is related to others in the curriculum: Tourism Marketing and Protocol and Organization of Events in Tourism. The Tourism Marketing subject is the starting point for some of the objectives set out in Advertising and Public Relations in tourism. Protocol and organization of events in tourism is an elective of Planning and management of tourist destinations, so Advertising and Public Relations in tourism must be a solid base to facilitate the entry and learning of students in Protocol and organization of events in sightseeing. Therefore, the part that deals with public relations within the subject contributes to consolidating essential knowledge for the achievement of the objectives of other subjects of the study plan where it is located.

Course content (verified by ANECA in official undergraduate and Master's degrees) for academic year {0}

General Competences acquired at University of Alicante (CGUA)

- **CGUA3** : Competències en comunicació oral i escrita: ser capaç d'expressar-se correctament en una de les dues llengües oficials de la Comunitat Valenciana en l'àmbit de la seua disciplina.
- **CGUA4** : Ser capaç de comprometre's èticament amb la sostenibilitat, els drets fonamentals, la igualtat entre homes i dones, els principis d'igualtat d'oportunitats i accessibilitat universal de les persones amb discapacitat, així com els valors propis d'una cultura de la pau i de valors democràtics.

Specific Competences (CE)

- **CE11** : Definir objectius, estratègies i polítiques comercials.
- **CE13** : Manejar tècniques de comunicació.
- **CE24** : Analitzar i utilitzar les tecnologies de la informació i les comunicacions (TIC) en els diferents àmbits del sector turístic.
- **CE28** : Conèixer els objectius, les estratègies i els instruments públics de la planificació.
- **CE29** : Treballar en mitjans socioculturals diferents.
- **CE3** : Comprendre el caràcter dinàmic i evolutiu del turisme i de la nova societat de l'oci.
- **CE7** : Reconèixer els principals agents turístics.
- **CE8** : Avaluar els potencials turístics i l'anàlisi prospectiva de la seua explotació.

Exclusive skill taught in this course

No data

Learning outcomes (Training objectives)

No data

Specific objectives stated by the academic staff for academic year 2024-25

Know and identify the basic elements of a tourism communication plan.

Content and bibliography

Content for academic year 2024-25

THEORETICAL

BLOCK I. Conceptual, theoretical and historical framework of advertising and public relations

Topic 1. Origin and evolution of advertising. Birth and consolidation.

Topic 2. Advertising: concepts and basic elements.

Topic 3. Origin and evolution of public relations. Birth and consolidation.

Topic 4. Public Relations: concepts and basic elements.

BLOCK II. Strategic planning of tourism communication: advertising communication

Topic 5. Advertising communication strategy: the tourist campaign.

Topic 6. Conceptualization and writing.

BLOCK III. The strategic planning of tourism communication: public relations communication.

Topic 7. Public relations communication strategy: the tourism public relations program

Related links

<http://www.anuncios.com/campana-creatividad/mas-anuncios/1054800008001/atrapalo-convierte-viral-campana.1.html>

Campaña de Atrapalo.com (marketing viral)

<http://http://www.turisme.gva.es/opencms/opencms/turisme/es/index.jsp>

Portal de la Agencia Valenciana de Turismo

<http://www.controlpublicidad.com/>

Revista de publicidad

<http://www.portalcomunicacion.com>

Portal de estudios de comunicación Institut de la Comunicació (InCom-UAB)

http://www.hosteltur.com/187210_turespana-asociara-marca-espana-al-concepto-felicidad.html

Portal Hosteltur Noticia: Asociación de la marca España al concepto Felicidad

<http://www.auc.es/>

Portal de la Asociación de usuarios de la comunicación

<http://www.interactivadigital.com/guiadecampanas/>

Guía de campañas de publicidad españolas

http://www.dailymotion.com/video/x791s_yo-soy-aquel-negrito-ii_fun#.UWZVyI4e4k8

Spots antiguos de publicidad en España

<http://www.rtve.es/alacarta/videos/el-documental/documental-comprar-tirar-comprar/1382261/>

Documental "Comprar, tirar, comprar"

<http://www.dailymotion.com/es/relevance/search/yo+soy+aque+negrito+l/1#>

Primeros spots españoles

<http://tejiendomundo.wordpress.com/2009/08/26/cocaina-heroina-y-opio-los-sorprendentes-medicamentos-que-tomaban-nuestros->

Anuncios medicinas patentadas

<http://www.dosporelmundo.com/2012/10/29/lunes-de-publi-anuncios-antiguos-de-turismo-destino-spain-ol%C3%A9/>

Anuncio antiguo España

<http://spinhxara.tumblr.com/post/36591522165/jadoretotravel-oldest-advertisement-in-the>

Anuncio prostíbulo Efeso

<http://www.flickr.com/photos/21356213@N06/sets/72157603791085715/>

Anuncios del siglo XIX y siglo XX españoles y franceses

<http://www.taringa.net/posts/info/10924095/Coca-Cola-a-traves-de-los-anos- Publicidad.html>

Coca-cola primer anuncio

<http://www.dosporelmundo.com/2012/10/29/lunes-de-publi-anuncios-antiguos-de-turismo-destino-spain-ol%C3%A9/>

Anuncio Twa

<http://proyectandosobreliezo.blogspot.com.es/2011/01/el-anuncio-mas-antiguo-de-coca-cola.html>

Anuncio coca-cola antiguo

<http://www.radiocable.com/anuncios-publicidad100.html>

Recopilación anuncios antiguos

<http://3.bp.blogspot.com/->

ARpE0Ux4wEs/UiTE8fe6RBI/AAAAAAAFCE/fGahSpA7Gm4/s1600/Publicidad_Antigua_Vintage_Que_Hoy_Estar%C3%ADa_Prohib

tarjeta o anuncio coloreado

<http://www.lahistoriadelapublicidad.com/principio.php? Codnot=107>

Anuncios desde 1601

<http://misviajesporahi.es/2011/11/anuncios-antiguos-de- aerolineas-1978-82.html>

Anuncios de aerolíneas

http://ibytes.es/blog_publicidad_antigua.html

recopilatorio de la evolución de los anuncios de las marcas mas relevantes de la época desde 1900 a 1979.

<http://www.abc.es/20120130/estilo-moda/abci-anuncios-vintage-eeuu-201201301140.html>

Anuncios antiguos

<http://almoradi1829.blogspot.com.es/2009/07/adrian-viudes.html>

Anuncio coche 1920

<http://www.lamano-invisible.net/2010/04/carteles-de-publicidad-antiguos-ii.html>

Carteles antiguos

<http://danonins.wordpress.com/>

Danone

<http://wagonslits.blogspot.com.es/2010/10/anuncios-antiguos-de-wagons-lits.html>

Agencia viajes

<http://www.mujerhoy.com/reportajes/locomotora,vapor,antigua,espana,91126,8,2009.html>

Anuncio turístico

http://adsoftheworld.com/media/tv/virgin_atlantic_fly_in_the_face_of_ordinary

Anuncio para ver

<http://www.rebellion.org/noticia.php?id=175108>

Rebelión Obama

<http://www.youtube.com/watch?v=fRBnSA7G69k>

Smiling monuments

<http://www.youtube.com/watch?v=oYndKtAZKQY>

Evian

<http://www.youtube.com/watch?v=nLwML2PagbY>

Mercedes Gallinas

http://deportes.elpais.com/deportes/2013/10/13/actualidad/1381688864_877378.html

Líderes de opinión

<http://comunicacion.idoneos.com/index.php/337570>

Teoría de los efectos de las audiencias

<http://www.youtube.com/watch?v=OjHqH8hdDXU>

Pepsi /vs/ coca cola

<http://www.youtube.com/watch?v=4nlsvkp47Rg>

Vitra

http://www.youtube.com/watch?v=PDXp1KDh_1k

Mercedes spot "Sorry"

http://www.youtube.com/watch?v=sWBPz4Pq_oE

Campaña global nueva Comunidad Valenciana ¿Las experiencias intensas hay que compartirlas?. 2011-12

<http://blogginzenith.zenithmedia.es/actualidad/marca-espana-marketing-en-busca-de-la-confianza-perdida/>

Opinión sobre la marca España

https://www.youtube.com/watch?v=9s6zO-nqn7c&list=PLuF0aBL_lx8pKJDCy2pcGupGMvifUZJ7J

Campaña Comunidad Valenciana 2014

<http://www.iet.tourspain.es/es-ES/Paginas/default.aspx>

Organismo dependiente del Ministerio de Economía español, responsable de la investigación de los factores que inciden sobre el turismo

<http://www.minetur.gob.es/turismo/es-ES/Paginas/IndexTurismo.aspx>

Portal del Ministerio de Industria, Energía y Turismo

<http://www.minetur.gob.es/turismo/es-ES/Paginas/IndexTurismo.aspx>

Portal de Turespaña, organismo nacional de Turismo responsable del marketing de España en el mundo y de crear valor para su sector impulsando la sostenibilidad económica, social y medio ambiental de los destinos nacionales.

<http://comunitatvalenciana.com/>

Portal de turismo de la Comunidad Valenciana

<http://www.infoadex.es>

Empresa que analiza, controlamos, archivamos y analizamos las inserciones publicitarias realizadas en los Medios Convencionales: C Exterior, Internet, Radio, Revistas, Dominicales y Televisión.

<http://http://www.estrategias.com>

Portal especializado en publicidad y medios de comunicación.

<http://www.anuncios.com>

Web del Semanario Anuncios. Contiene numerosas campañas actuales.

<http://http://www.turisme.gva.es/opencms/opencms/turisme/es/index.jsp>

Portal de la Agencia Valencia de Turismo

<http://http://www.costablanca.org/Esp/Paginas/default.aspx>

Portal del Patronato Provincial de Turismo Costa Blanca.

<http://www.interactivadigital.com/>

Revista de publicidad digital

El libro rojo de la publicidad : ideas que mueven montañas

Author(s): Bassat, Luis

Issue: Barcelona : Random House Mondadori, 2003;

ISBN: 84-9759-309-X

Category: Básico

Publicidad y promoción en las empresas turísticas

Author(s): Campo Martínez, Sara; Yagüe Guillén, María Jesús

Issue: Madrid : Síntesis, 2011;

ISBN: 978-84-975676-5-7

Category: Básico

El libro de la eficacia : publicidad que funciona : eficacia10

Author(s): Consultores de publicidad

Issue: Madrid : Asociación Española de Anunciantes Grupo Consultore, 2010;

ISBN: 978-84-933907-9-2

Category: Complementario

Publicidad y relaciones públicas en la promoción turística del Patronato Costa Blanca. 2008-2010

Author(s): Fernández Poyatos, María Dolores ; Aguirregoitia Martínez, Ainhoa

Issue: - : -, 0;

ISBN: -

Category: Complementario

La comunicación turística de Benidorm. 2007-2011

Author(s): Fernández Poyatos, María Dolores; Aguirregoitia Martínez, Ainhoa

Issue: Sevilla : Edición Digital @3., 2013;

ISBN: -

Category: Complementario

Manual de creatividad publicitaria

Author(s): Hernández Martínez, Caridad

Issue: Madrid : Síntesis, 1999;

ISBN: 84-7738-694-3

Category: Básico

Estrategia de comunicación en publicidad y relaciones públicas

Author(s): Soler, Pere

Issue: Barcelona : Gestión 2000, 1997;

ISBN: 978-84-8088-231-6

Category: Básico

Técnicas de las relaciones públicas

Author(s): Xifra, Jordi

Issue: Barcelona : UOC, 2007;

ISBN: 978-84-9788-554-6

Category: Básico

Assessment

Assessment procedures and criteria 2024-25

The final grade to pass the course is 5 out of 10 points, the result of the sum of the exam and the practical activities, as long as at least 40% of the possible grade is reached in the final test and 40% of the possible qualification in practical and/or research work, and the sum of these two parts is at least 5 points. Those students for whom this restriction prevents them from being approved will be graded with the grade achieved in the final test.

It will also be considered, as proposed by the Quality Assurance Commission of the Faculty of Philosophy and Letters of the UA, that the final grade in the minutes may not exceed 4.5 when the minimum scores previously mentioned in the exam and the practical activities and the sum of both exceeds said 4.5.

The practical activities carried out in class are mandatory to access the continuous assessment and will be presented on the date, in the form and in the format specified by the teacher. The practical face-to-face activities cannot be recovered or replaced, except in cases of force majeure, justified by documents to the teacher at the beginning of the course (who will propose a specific curricular adaptation in accordance with the subject programme). Attendance at practical classes is mandatory at least 80%; These absences, in any case, must be duly justified. The note in the evaluation of the practical works will not be kept for successive academic years, but for July as long as they are approved.

Active participation will be considered: punctuality, attention, interventions of the matter and normalized follow-up of the work, as well as integration and collaboration in group work.

Students enrolled in advanced dates will exceptionally contact the teacher to carry out the work previously not done. A correct command of the language will be an essential requirement. Otherwise, the rating could be reduced according to the severity of the errors.

The plagiarism of academically directed activities may lead to their invalidation and non-grading.

In the July call, in addition to the exam, it will be mandatory to present an individual research project (students who have not passed the evaluation of the practices during the course) established by the professors. The final grade to pass the subject is 5 out of 10 points, the result of the sum of the exam and the practical work, as long as at least 40% of the possible grade is reached in the final test and 40% of the possible qualification in the practical work and the sum of these two parts is at least 5 points. Those students for whom this restriction prevents them from being approved will be graded with the grade achieved in the final test.

Description	Criteria	Type	Weighting system
Realization of directed works or practical cases	Compulsory practices such as knowledge development and consolidation activities, carried out in the classroom with the face-to-face tutoring of the teachers: Dynamics of individualized instruction and cooperative work, carried out during the practical sessions of the subject.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	35
Research work	Development and presentation of a research work that includes, depending on the objectives, PR and advertising actions.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	15
Final test	Theoretical test on the content of the didactic units of the program. Objective or development test.	FINAL TEST	50

Official exam dates for academic year 2024-25

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
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(C2) Periodo ordinario para asignaturas de primer semestre	09/01/2025	GROUP 1 (THEORY CLASS)
		GROUP 2 (THEORY CLASS)
	09/01/2025	GROUP 20 (THEORY CLASS)
(C4) Pruebas extraordinarias para asignaturas de grado y máster	03/07/2025	GROUP 1 (THEORY CLASS)
		GROUP 2 (THEORY CLASS)
	03/07/2025	GROUP 20 (THEORY CLASS)

Academic staff



CABALLERO SUAREZ, ELOY RAMON

Lecturer responsible

THEORY CLASS: Groups: 20 , 2

PROBLEM PRACTICALS / WORKSHOP: Groups: 20



GIRON PLAZA, LYDIA

PROBLEM PRACTICALS / WORKSHOP: Groups: 2.1PROB , 2.2PROB



IGLESIAS GARCIA, MAR

THEORY CLASS: Groups: 1

PROBLEM PRACTICALS / WORKSHOP: Groups: 1.1PROB , 1.2PROB

Groups

THEORY CLASS










Group	Semester	Morning or afternoon session	Language	No. of enrolled students	
Gr. 1 (THEORY CLASS) : 1	1S	Morning	Valencian	28	<ul style="list-style-type: none"> Not allowed DOUBLE DEGREE IN TOURISM AND BUSINESS ADMINISTRATION
Gr. 2 (THEORY CLASS) : 2	1S	Afternoon	Spanish	69	<ul style="list-style-type: none"> Not allowed DOUBLE DEGREE IN TOURISM AND BUSINESS ADMINISTRATION
Gr. 20 (THEORY CLASS) : 20 TADE	1S	Morning	Spanish	21	<ul style="list-style-type: none"> Not allowed DEGREE IN TOURISM

PROBLEM PRACTICALS / WORKSHOP







Group	Semester	Morning or afternoon session	Language	No. of enrolled students	On registration, distribution
Gr. 1.1PROB (PROBLEM PRACTICALS / WORKSHOP) : 1.1	1S	Morning	Valencian	19	From ID document number A - To ID document number L
Gr. 1.2PROB (PROBLEM PRACTICALS / WORKSHOP) : 1.2	1S	Morning	Valencian	9	From ID document number M - To ID document number Z
Gr. 20 (PROBLEM PRACTICALS / WORKSHOP) : 201 TADE	1S	Morning	Spanish	21	<ul style="list-style-type: none"> Not allowed DEGREE IN TOURISM
Gr. 2.1PROB (PROBLEM PRACTICALS / WORKSHOP) : 2.1	1S	Afternoon	Spanish	33	From ID document number A - To ID document number L
Gr. 2.2PROB (PROBLEM PRACTICALS / WORKSHOP) : 2.2	1S	Afternoon	Spanish	36	From ID document number M - To ID document number Z

Timetables

THEORY CLASS

Group	Start date	End date	Day	Start time	End time	Lecture room
1	09/09/2024	11/11/2024	LUN	09:00	11:00	A2/C11 
1	09/09/2024	11/11/2024	MAR	13:00	14:00	A2/C11 
1	12/11/2024	20/12/2024	LUN	09:00	11:00	A2/C11 
2	09/09/2024	11/10/2024	LUN	15:00	17:00	A2/C11 
2	09/09/2024	11/10/2024	JUE	17:00	19:00	A2/C11 
2	14/10/2024	20/12/2024	LUN	15:00	17:00	A2/C11 
20	09/09/2024	11/10/2024	MAR	11:00	13:00	A1/1-40P 
20	09/09/2024	11/10/2024	JUE	09:00	11:00	A1/1-40P 
20	14/10/2024	20/12/2024	MAR	11:00	13:00	A1/1-40P 

PROBLEM PRACTICALS / WORKSHOP

Group	Start date	End date	Day	Start time	End time	Lecture room
1.1PROB	09/09/2024	13/11/2024	JUE	10:00	11:00	GB/INF2 
1.1PROB	14/11/2024	20/12/2024	JUE	09:00	11:00	GB/INF2 
1.2PROB	09/09/2024	13/11/2024	MAR	14:00	15:00	GB/INF2 
1.2PROB	14/11/2024	20/12/2024	MAR	13:00	15:00	GB/INF2 
20	14/10/2024	20/12/2024	JUE	09:00	11:00	A1/1-40P 
2.1PROB	14/10/2024	20/12/2024	JUE	19:00	21:00	FI/0-LAB4 
2.2PROB	14/10/2024	20/12/2024	JUE	17:00	19:00	FI/0-LAB4 