

<b>DEREE COLLEGE SYLLABUS FOR:</b>		<b>US CREDITS: 3/0/3</b>						
<b>HT 3115 MARKETING IN TOURISM AND HOSPITALITY – LEVEL 5</b> (Updated Fall 2021)		<b>UK CREDITS: 15</b>						
<b>PREREQUISITES:</b>	HT 1001 – Introduction to the Tourism and Hospitality Industry							
<b>CATALOG DESCRIPTION:</b>	A managerial approach to hospitality and tourism marketing. Examines the implications of the Tourism and Hospitality industry on the Marketing theory (7-Ps approach).							
<b>RATIONALE:</b>	The course provides a thorough understanding of marketing as a main function of tourism and hospitality organizations. It offers critical insight and application of theories and concepts in tourism and hospitality related to key marketing strategies and tactics (including the 7-Ps approach; product, price, place, promotion, people, processes, physical evidence).							
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Critically assess the impact of business macro-environmental factors, on tourism and hospitality organizations by referring to appropriate marketing theory tools and frameworks.</li> <li>2. Examine marketing concepts and theory frameworks, such as consumer behaviour, segmentation, targeting, branding, image, in the context of tourism and hospitality.</li> <li>3. Analyse practices in relation to marketing management functions in the context of tourist destinations and tourism and hospitality organizations.</li> </ol>							
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Class lectures.</li> <li>➤ In-class group presentation. The assessment is aimed at encouraging students to engage with relevant theories, concepts and frameworks and to develop presentation and group work skills.</li> <li>➤ Individual written projects. The assessment is aimed at developing the students’ ability to assess the application of key marketing theory concepts in the context of tourism and hospitality organizations and tourism destinations. Students are encouraged to make extensive use of library and on-line resources.</li> <li>➤ Tutorials on presentation skills.</li> <li>➤ Analysis and discussion of tourism and hospitality marketing cases.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.</li> </ul>							
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1"> <tr> <td><b>First Assessment:</b> In-class group presentation (10-15 minutes per group, 3-4 students per group)</td> <td><b>30%</b></td> </tr> <tr> <td><b>Final Assessment:</b> individual assignment (3,000-3,500 words)</td> <td><b>70%</b></td> </tr> </table> <p><b>Formative:</b></p> <table border="1"> <tr> <td>Classroom discussion of case studies</td> <td><b>0%</b></td> </tr> </table> <p>The formative and coursework assessments aim to prepare students for the unseen assessments.</p>		<b>First Assessment:</b> In-class group presentation (10-15 minutes per group, 3-4 students per group)	<b>30%</b>	<b>Final Assessment:</b> individual assignment (3,000-3,500 words)	<b>70%</b>	Classroom discussion of case studies	<b>0%</b>
<b>First Assessment:</b> In-class group presentation (10-15 minutes per group, 3-4 students per group)	<b>30%</b>							
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Classroom discussion of case studies	<b>0%</b>							

	<p>The first assessment tests Learning Outcomes 1 and 2. The final assessment tests Learning Outcomes 1, 2 and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>
<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED MATERIAL:</b></p> <ul style="list-style-type: none"> <li>• [e-book] Middleton, VTC, Fyall, A, Morgan, M, &amp; Ranchhod, A (2009) <i>Marketing in Travel and Tourism (4<sup>th</sup> ed.)</i>, London: Routledge (or latest edition)</li> </ul>
	<p><b>RECOMMENDED READING:</b></p> <p><b>BOOKS</b></p> <ul style="list-style-type: none"> <li>• Kotler, P., &amp; Armstrong, G. (2016) <i>Principles of marketing (16th global ed.)</i>. London: Prentice Hall</li> <li>• Kotler, P., Bowen, J. T., Makens, J., &amp; Baloglu, S. (2017). <i>Marketing for hospitality and tourism (7<sup>th</sup> Ed.)</i>. Pearson</li> <li>• Kotler, P., &amp; Keller, K.L. (2012) <i>Marketing management (14th global ed.)</i>. Harlow: Pearson Education</li> <li>• Kozak, M &amp; Decrop, A (2008) <i>Handbook of Tourist Behaviour: Theory &amp; Practice</i>. London: Routledge.</li> <li>• Wirtz, J., &amp; Lovelock, C. (2016). <i>Services marketing</i>. World Scientific Publishing Company.</li> <li>• Pearce, P (2005) <i>Tourist Behaviour: Themes and Conceptual Schemes</i>. Clevendon: Channel View Publications</li> <li>• Seaton, AV &amp; Bennett, MM (2000) <i>The Marketing of Tourism Products: Concepts, Issues, and Cases</i>. London: International Thomson Business Press.</li> </ul> <p><b>ARTICLES</b></p> <ul style="list-style-type: none"> <li>• Christou, E. (2013). Exploring Brand Confusion through Hotel Adverts. <i>Tourismos</i>, 8(3), 151-163.</li> <li>• Coghlan, A. and Pearce, P. (2010) “Tracking affective components of satisfaction”, <i>Tourism &amp; Hospitality Research</i>, 10(1), 42-58.</li> <li>• Gnoth, J. (1996) “Tourism motivation and expectation formation”, <i>Annals of Tourism Research</i>, 24(2), 283-304.</li> <li>• Guillet, B. D., &amp; Penfold, P. (2013). Conducting Immersive Research in Second Life: A Hotel Co-Branding Case Study. <i>International Journal of Hospitality &amp; Tourism Administration</i>, 14(1), 23-49.</li> <li>• Henderson, J. C. (2013). Selling the past: Heritage hotels. <i>Tourism</i> (13327461), 61(4), 451-454</li> <li>• Jetter, L. G., &amp; Chen, R. C. (2012). An Exploratory Investigation of Knowledge Sharing and Cooperative Marketing in Tourism Alliances. <i>International Journal of Hospitality &amp; Tourism Administration</i>, 13(2), 131-144.</li> <li>• Racherla, P., Connolly, D. J., &amp; Christodoulidou, N. (2013). What Determines Consumers' Ratings of Service Providers? An</li> </ul>

	<p>Exploratory Study of Online Traveller Reviews. <i>Journal of Hospitality Marketing &amp; Management</i>, 22(2), 135-161.</p> <ul style="list-style-type: none"> <li>• Ryan, C. and Glendon, I. (1998) “Application of leisure motivation scale to tourism”, <i>Annals of Tourism Research</i>, 25(1), 169-184. Xie, K. L., &amp; Chen, C. (2013). Progress in Loyalty Program Research: Facts, Debates, and Future Research. <i>Journal of Hospitality Marketing &amp; Management</i>, 22(5), 463-489.</li> </ul>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>REQUIRED MATERIAL:</b> N/A</p> <p><b>RECOMMENDED MATERIAL:</b> N/A</p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>Blackboard, MS Office, search engines</p>
<p><b>WWW RESOURCES:</b></p>	<p><a href="http://www.unwto.org">www.unwto.org</a>  <a href="http://www.ttra.com/publications/01pub.html">www.ttra.com/publications/01pub.html</a>  <a href="http://www.geog.nau.edu//igustgort.ucsd.edu/newjorla/msg03066.html">www.geog.nau.edu//igustgort.ucsd.edu/newjorla/msg03066.html</a>  <a href="http://www.elsevier.com/inca/publications/store/3/0/4/7/2/30472/pub.html">www.elsevier.com/inca/publications/store/3/0/4/7/2/30472/pub.html</a></p>
<p><b>INDICATIVE CONTENT:</b></p>	<ol style="list-style-type: none"> <li>1. The Meaning of Marketing in Travel and Tourism.</li> <li>2. The business and macro-environment for tourism and hospitality organizations.</li> <li>3. Understanding the Consumer</li> <li>4. The Marketing Mix in Travel and Tourism</li> <li>5. Planning Strategy and Tactics for Travel and Tourism Marketing</li> <li>6. Marketing functions</li> <li>7. Applying Marketing in the Main Sectors of Travel and Tourism (Tourism Destinations, Accommodation, Passenger Transport, Visitor Attractions, Inclusive Tours and Product Packages)</li> </ol>