

TEACHING GUIDE

ACADEMIC YEAR 2017-2018

Marketing in Tourism

6 credits

First year-second semester

Department of Business Administration and Marketing

Degree in Tourism

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Area of Marketing and Market Research

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Course objectives

The overall objective of the Course is to introduce students to the marketing decisions within a tourism organization.

To this end, we will train participants to apply the basic concepts and techniques in marketing, so that they become familiar with the duties of a marketing manager. Thus, students will be introduced to the fundamental principles of marketing in tourism, to the basic concepts and tools used in marketing, and to the importance of building customer relationship.

More specifically, students will be exposed to the development, evaluation, and implementation of marketing management in a business environment, learning how to develop a marketing plan, including: the firm's operating environment, SWOT analysis, marketing strategy elements (segmentation, targeting, and positioning), and marketing mix elements (product, price, place, and promotion).

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- 1.2. Market orientation
- 1.3. Marketing: profit and profitability
- 1.4. Tourism marketing

Unit 2. The marketing environment, market and tourism demand

- 2.1. Marketing environment and tourism competition
- 2.2. Market and tourism demand
- 2.3. Consumer buying behaviour in tourism
- 2.4. Tourist as a customer: value, satisfaction and loyalty

Unit 3. Tourism marketing plan and marketing research

- 3.1. Strategic planning in tourism marketing
- 3.2. Designing and implementing tourism marketing strategies
- 3.3. Marketing information system in tourism
- 3.4. Marketing research in tourism companies

Unit 4. Market segmentation, targeting, and positioning

- 4.1. Segmenting the tourism market: concept and criteria
- 4.2. Segmenting the tourism market: process
- 4.3. Segmenting the tourism market: strategies
- 4.4. Positioning strategies for tourism products

Part II: Developing the tourism marketing mix

Unit 5. Products and tourist destinations

- 5.1. Tourism product: concept and characteristics
- 5.2. Tourist destination: concept and characteristics
- 5.3. Life cycle of a product and tourist destinations
- 5.4. Brand image of a product and tourist destinations

Unit 6. Pricing tourism products

- 6.1. The role of prices in tourism companies
- 6.2. Factors that determine the selling prices
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Unit 7. Tourism distribution

- 7.1. Distribution in tourism industry

- 7.2. Tourism distribution channels
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- 7.4. New technologies and tourism distribution

Unit 8. Promoting tourism products

- 8.1. Communication and promotion policy
- 8.2. Communication tools in promoting tourism products
- 8.3. Marketing communication plan for tourism
- 8.4. Online communication in tourism

References

Basic bibliography:

Kotler, P.R.; Bowen, J.T.; Makens, J. (2013): Marketing for Hospitality and Tourism. 6th Edition, Pearson (Prentice Hall).

Rey, M. et al. (2014): Dirección de marketing turístico, Ed. Pirámide.

Additional bibliography:

Armstrong, G. and Kotler, P. (2017): Marketing: An Introduction, 13th edition, Prentice Hall (Pearson Educational International).

Holloway, C.J. (2004): Marketing for Tourism. 4th Edition, Pearson (Prentice Hall).

Middleton, V.T.C; Fyall, A.; Morgan, M.; Ranchhod, A. (2009): Marketing in Travel and Tourism. 4th Edition, B. H.

Methodology

We will assist students in learning how to apply the basic concepts in marketing and to practice making decisions through in-class case analyses.

This Core Course in Marketing has been structured in terms 2 didactic Parts:

Part I. The role of tourism marketing in strategic planning.

Part II. Developing the tourism marketing mix.

Each Part corresponds to 15 hours of class and is made up of 4 Units (60 hours).

Evaluation

Continuous assessment (only applies to those who sit the exam in June) requires the student to undertake the following activities:

1. Present an original marketing plan about a tourism organization, a tourism product or a tourist destination. This group activity (3 or 4 students) represents 20% of the final mark = 2 points.
2. Undertake two individual written theory-practical exams which make the remaining 80% of the student's final mark: 40% about the first 4 units, and also 40% concerning the last 4 units = 4 + 4 = 8 points.

The final assessment (theory-practical exam) makes up 100% of the final qualification for those students who do not opt for continuous assessment or, having done it, did not pass the exam in June.