

Syllabus

for course at first level

Tourism and Hospitality Marketing Management
Turismmarknadsföring

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE3327
Valid from:	Spring 2012
Date of approval:	2012-02-03
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	G1F - First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Decision

This syllabus was approved by the Head of the Education Committee at Stockholm University School of Business 2012-02-03.

Prerequisites and special admittance requirements

45 credits from Business Studies I and II, or equivalent.

Course structure

Examination code	Name	Higher Education Credits
3327	Tourism and Hospitality Marketing Management	7.5

Course content

It is now recognized that tourism is the world's largest and fastest growing global industry contributing the most to the economic growth of many individual countries. Tourism and its accompanying sector of hospitality are multi-faceted. This course proposes to introduce students to the structure of the sectors in general and to the component activity of marketing in particular. The goal is to enable students to relate the principles of tourism and hospitality marketing to empirical examples in Sweden and from around the globe. With the inclusion of a module on tourism and hospitality marketing research it is also hoped that this course will stimulate interest in the subject area and encourage students to further study tourism and hospitality.

Course content

The course will cover the following subject areas:

- Tourism market and the global tourism marketing environment
- Developing the tourism and hospitality marketing mix
- Market segmentation, targeting and positioning
- Factors influencing consumer behavior in tourism and hospitality
- Service characteristics of tourism and hospitality marketing
- The objectives and benefits of tourism destination marketing
- Traditional marketing communications and promotions in tourism & hospitality
- The use of the Internet in Tourism and Hospitality marketing
- Issues for the tourism and hospitality marketer

- Development of a marketing plan
- Tourism and hospitality marketing research

Learning outcomes

The main purpose of this course is to introduce students to a broad range of concepts and principles arising in modern tourism and hospitality marketing so they can grasp the significant role, importance and international dimension of marketing as the principal management influence on the global activity of tourism. The globalization of tourism also means that as an activity, tourism has geographical, cultural, political and economic dimensions that marketers need to consider. Subsequently, the course also includes an exploration of the marketing strategies used by tourism and hospitality organizations in both the private and public sector at destinations.

To address the particular challenges presented by the very nature of the industry in terms of its service foundation and the role of the visitor/guest experience in the purchase and consumption of tourism and hospitality product, this course Tourism and Hospitality Marketing management provides students with basic essentials of marketing tools and skills they can relate to real-life situations as they arise in industry.

After having completed the course, students should be able to:

- Define the terms 'tourism' and 'hospitality'
- Describe the basic principles and concepts of marketing as applied to tourism and hospitality industry
- Identify and analyse how these principles of marketing are applied and managed differently in the public and private sectors of tourism and hospitality
- Describe the characteristics that distinguish service offerings from manufacturing products and explain the additional features unique to tourism and hospitality
- Explain how tourism consumers are grouped together (typologies) in terms of their motivations and behaviours and assess their application potential in the development of marketing tourism products
- Discuss and evaluate the Swedish tourism and hospitality consumer market
- Identify and analyse the various marketing management approaches available to the tourism and hospitality marketer
- Evaluate the suitability of alternative promotional approaches to tourism and hospitality concerns
- Describe the components of a destination mix and discuss the objectives of destination marketing
- Assess the changing environments in which tourism and hospitality organisations and destinations operate and gauge the challenges and opportunities they present for the development and marketing of tourism and hospitality products
- Apply the Tourism Area Life Cycle to tourist destinations within the context of Sweden and Scandinavia
- Formulate marketing plans for a tourism/ hospitality organisation or tourism destination and identify ways to promote and implement it
- Understand what is meant by marketing research
- Identify and discuss the types of applied marketing research employed in the tourism and hospitality sectors
- Evaluate the relative merits of various methodologies available to the researcher and develop a research plan in the area of tourism and hospitality

Education

To enable students to achieve the above objectives, a combination of lectures and seminars will be used for this course.

The language of instruction for all teaching and learning activities is English.

Lectures

Topics will be introduced during lectures and readings suggested. Students are expected to do all prescribed readings before lectures, as the lecturing method for this course is a two-way interactive presentation, including students' verbal participation in terms of their views/opinions of the information being presented.

Seminars

Seminars provide a means for students to verify their understanding and mastery of information presented in the preceding lecture. To that end, seminars will be conducted in the form of group/class discussions, case study, question and answer sessions, and whenever possible a short project group presentation for classroom evaluation so as to engage all attendees. This will enable the tutor to diagnose students' challenges and help to focus students' efforts on critical ideas and techniques to assimilate lecture content. Discussions about group essays/extended case studies will also be conducted during seminars.

Participation in seminars and group work is compulsory.

Group Essay

This course includes a group essay that aims at assessing whether students have been able to attain the learning outcomes for this course. The topic of the group essay should revolve around the major elements of the course syllabus and may include the formulation and/or criticism of the marketing plan for tourism or hospitality organisation or a tourism destination. The group essay can also be in the form of an extended case study designed to foster critical thinking, enable students to spot issues, analyse facts and solve problems. The lecturer will provide a choice of both essays and case studies during the first seminar

Forms of examination

Assessment of students for this course will consist of the total of a group essay/case study, one individual classroom written examination that will be made of both multiple choice and short answer questions.

Please note that class attendance, preparation and participation and peer evaluation are also part of the grading exercise.

40% of the final grade will be in the form of continuous assessment and 60% in the form of a classroom written examination.

Final grades

- Grades are given in accordance with a criterion-referenced scale encompassing seven grades.
- A, B, C, D, and E are pass grades. Fx and F stand for fail grades.

Criteria for examination grades

- Information regarding the grading criteria will be included in the syllabus and posted on the course web page or e-mailed to enrolled students before the course commences.

Course requirements

Successful completion of the course requires:

- A minimum E grade in the final examination;
- Attendance and active participation in seminars as indicated in information available on the course web page or issued when the course commences.

Miscellaneous

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

Interim

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has taken effect.

Limitations

The course cannot be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

Misc

The course is offered as part of various study programmes at Stockholm University School of Business and as a single subject course.

The course will only be offered if enough resources are available.

Required reading

Prescribed literature will be announced in a supplement.