

## Syllabus

### Course description

<b>Course title</b>	Strategic Marketing and Management in Tourism
<b>Course code</b>	30132
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Tourism, Sport and Event Management
<b>Semester and academic year</b>	Winter Semester, 2017/2018
<b>Year</b>	3rd study year
<b>Credits</b>	6
<b>Modular</b>	NO

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	0
<b>Attendance</b>	Suggested, but not required
<b>Prerequisites</b>	No formal prerequisite is set, nevertheless prior knowledge of marketing is expected
<b>Course page</b>	<a href="https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2017">https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2017</a>

<b>Specific educational objectives</b>	<p>The course refers to the complementary educational activities.</p> <p>The objective of this course is to provide knowledge of models, concepts, tools and techniques necessary to undertake strategic marketing and management decisions in the field of tourism. The focus is on developing analytical skills in the formulation and implementation of market driven strategies and plans for an organization. Strategic marketing is the process of creating satisfied customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through innovation. Therefore the course will cover current developments in marketing and management theory and practice.</p> <p>After having successfully completed the course, students will be able to master the following skills: provide insight into the role of marketing in tourism strategy development at the highest levels of an organization; apply strategic marketing frameworks, concepts, and methods to different types of tourism organizations; evaluate customer-life time value; assist tourism organizations to deliver excellent tourism experiences; discuss the internal and external barriers to strategy implementation, as well as use various approaches for</p>
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	overcoming these barriers.
<b>Lecturer</b>	Serena Volo, <a href="mailto:Serena.Volo@unibz.it">Serena.Volo@unibz.it</a> , <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585-serena-volo">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585-serena-volo</a>
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	<a href="https://www.unibz.it/en/timetable/?department=26&amp;degree=12826&amp;studyPlan=15307">https://www.unibz.it/en/timetable/?department=26&amp;degree=12826&amp;studyPlan=15307</a>
<b>List of topics covered</b>	Experiential tourism marketing. Destination marketing management: demand and supply issues, attractiveness and competitiveness. Consumer behaviour in tourism. Marketing management processes and planning tools. Breaking free form product life cycle. Innovation in tourism marketing and management. Marketing strategies in the tourism industry. Blue ocean strategies. Tourist´s life-time value and footprint. Branding, segmentation and cooperative alliances. Targeting and positioning. Products and services development and management. Value chain in Tourism. Pricing strategies. Integrated marketing communication. Customer value in tourism services. Relationship marketing, quality and loyalty in hospitality and tourism. Role of national tourism organizations, cooperative marketing and tourism market trends. Strategic tourism marketing and management for the accommodation industry, for the airline industry, for small and large-scale enterprises, regional and national destination organizations in tourism.
<b>Teaching format</b>	<p>This course will be taught through lectures, group activities and class-discussions:</p> <ul style="list-style-type: none"> <li>- The theoretical background of tourism marketing and strategy will be presented in lectures.</li> <li>- The practical application of this theoretical background will then be explored through group activities and class discussions, which will be conducted within the framework of short assigned case studies and additional, related reading assignments.</li> </ul> <p>Appropriate behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all times.</p>
<b>Learning outcomes</b>	<p>Knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>- the role of marketing in tourism strategy development,</li> <li>- destination marketing management: demand and supply issues, attractiveness and competitiveness,</li> <li>- theory, formulation and implementation of market driven strategies and plans for a tourism organizations,</li> </ul>

	<ul style="list-style-type: none"> <li>- marketing mix strategies and tactics for tourism.</li> </ul> <p>Apply knowledge and understanding:</p> <ul style="list-style-type: none"> <li>- of strategic marketing frameworks, concepts, and methods to different types of tourism organizations,</li> <li>- to evaluate customer-life time value and assist tourism organizations to deliver excellent tourism experiences,</li> <li>- to discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers,</li> <li>- to frame basic strategies for strategic management and marketing in tourism businesses and organizations.</li> </ul> <p>Making judgments on the appropriate strategies, models and tools to allow a company to thrive in the tourism marketing and management environment.</p> <p>Communication skills: leaning how properly communicate marketing concepts and tools both verbally and in written format.</p> <p>Learning skills: learning how to identify a variety of useful data sources, systematize them and use them for analytical purposes.</p>
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<p><b>Assessment</b></p>	<p><b><u>For Attending Students</u></b>  <b>(regular attendance will be recorded by the lecturer)</b></p> <p>The knowledge and the skills learned throughout the course will be assessed with: a written exam and a project work.</p> <ul style="list-style-type: none"> <li>• The <u>project work</u> (30%) will take place during the course and the date will be communicated the first day of lectures and will be available in the Reserve Collection Under Course Daily Activities. Students will be admitted to the project work´ teams only if they have attended lectures regularly. The project work will consist of a case study to be prepared in class and presented in groups with the objective of evaluating the students´ ability to evaluate real life date, take decisions, apply marketing and management strategies and successfully communicate to a qualified audience/target market.</li> <li>• The <u>final written exam</u> (70%) will consist of seven</li> </ul>
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	<p>to nine essay and/or open-ended questions aimed at testing the knowledge of marketing and management concepts, models, techniques, and tools acquired and the students' ability to apply it to a variety of market settings. The exam will last up to 100 minutes.</p> <ul style="list-style-type: none"> <li>Active contribution to class discussion and activities is expected for each and every class. From time to time bonus points will be assigned as reward for high level contributions.</li> </ul> <p><b><u>For NON-Attending Students</u></b>  <b>(Students who will not attend classes or will be unable to complete the project work)</b></p> <p>The knowledge and the skills learned throughout the course will be assessed with: <u>a written exam (100%)</u>. The final exam will cover all topics, will include a short case study and up to nine essays and/or open-ended questions at testing the knowledge of marketing and management concepts, models, techniques, and tools acquired and the students' ability to apply it to a variety of market settings  The final exam will last up to 120 minutes.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p>The students' learning outcomes will be evaluated as follows:</p> <p><b><u>For Attending Students</u></b>  <b>(regular attendance will be recorded by the lecturer)</b></p> <ul style="list-style-type: none"> <li>- The following criteria will be used to evaluate the <u>project work</u>: ability to work in a team, creativity in tourism marketing, analyze data, compare and contrast topics; skills in critical thinking, ability to summarize and communicate findings;</li> <li>- The following criteria will be used to evaluate the <u>written exam</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data;</li> <li>- Active contribution to class discussion and activities is expected for each and every class. From time to time bonus points will be assigned as reward for high level contributions.</li> </ul> <p>Results of the project work and bonus points are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p>

	<p><b><u>For NON-Attending Students</u></b>  <b>(Students who will not attend classes or will be unable to complete the project work)</b></p> <ul style="list-style-type: none"> <li>- The following criteria will be used to evaluate the <u>written exam</u>: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data.</li> </ul> <p><b><u>General information on assessment:</u></b></p> <ul style="list-style-type: none"> <li>- Participation to lectures is highly recommended.</li> <li>- During the final written examination students are not allowed to use/consult books and/or any other teaching/learning material.</li> <li>- Proper ethical conduct and academic honesty is expected by all students at all times. Students are expected to produce and submit personally created academic work.</li> <li>- Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course.</li> <li>- Additionally, all regulations of the Faculty on academic conduct do certainly apply.</li> </ul>
<p><b>Required readings</b></p>	<p><b>TEXTBOOK:</b>  Marketing for Hospitality and Tourism. (latest edition)  Kotler, P., Bowen, J. &amp; Makens, J. -- Prentice Hall: Upper Saddle River (N.J).</p> <p>Lecture notes, selected readings and case studies will be available on the reserve collection.</p> <p>To prepare for the exam students must use all above materials and non-attending students should make the effort to access their colleagues' notes or meet with the lecturer at least one month before the date of the exam in order to obtain proper guidance.</p> <p><b>DAILY SCHEDULE OF ACTIVITIES</b> (topics, readings, chapters) is available on the Reserve Collection.</p>
<p><b>Supplementary readings</b></p>	<p>Additional required readings:  Selected chapters from:</p> <ul style="list-style-type: none"> <li>- Strategic Management in Tourism. (2011) Moutinho (Ed.) .CABI. Selected chapters.</li> <li>- Strategic Marketing in Tourism Services (2012) Tsiotsou and Goldsmith (Eds.) Emerald. Selected chapters</li> </ul> <p>Other <b>SUPPLEMENTARY</b> readings: recommended reading will be indicated in class and will be available on the reserve collection.</p>