



## MARKETING IN TOURISM AND HOSPITALITY

<b>Credit Points:</b>	<b>3 CP</b>
<b>Study course annotation</b>	Marketing for Hospitality and Tourism is a specialized course designed to provide students with a comprehensive understanding of marketing strategies and practices tailored specifically for the hospitality and tourism industry. In this course, students will delve into the intricacies of marketing within these dynamic sectors, gaining insights into the unique challenges and opportunities that hospitality and tourism businesses face. Through case studies and practical applications, students will develop the skills and knowledge necessary to excel in promoting and managing businesses in this industry, ultimately contributing to its growth and success.
<b>Aim of the study course</b>	To equip students with a deep comprehension of marketing strategies and tactics tailored specifically for the hospitality and tourism industry. Throughout the course, students will acquire the skills and insights needed to excel in promoting and managing businesses in these sectors, as well as to understand the unique challenges and opportunities within the hospitality and tourism marketplace.
<b>Tasks of the study course</b>	<ul style="list-style-type: none"> <li>• Understand the fundamentals of marketing within the context of the hospitality and tourism industry.</li> <li>• Explore marketing strategies and tactics tailored to the specific needs and challenges of hospitality and tourism businesses.</li> <li>• Analyze case studies and real-world examples to gain insights into successful marketing practices within the industry.</li> <li>• Learn to identify the unique characteristics and demands of target audiences in the hospitality and tourism sector.</li> <li>• Develop skills in creating and implementing marketing plans tailored to the diverse segments of the industry, such as hotels, restaurants, travel agencies, and attractions.</li> <li>• Gain knowledge about the importance of customer experience and service quality in marketing these businesses.</li> <li>• Understand the interplay between branding, destination marketing, and sustainable tourism in the hospitality and tourism sector.</li> <li>• Familiarize yourself with market research techniques specific to this industry, enabling data-driven decision-making.</li> <li>• Evaluate the impact of global trends, including cultural shifts and technological advancements, on marketing strategies within hospitality and tourism.</li> <li>• Explore ethical and responsible marketing practices, especially concerning cultural sensitivity and environmental sustainability within the sector.</li> <li>• Engage in hands-on marketing projects and simulations to apply the learned concepts in practical scenarios relevant to hospitality and tourism.</li> </ul>
<b>Study results</b>	<p><b>Knowledge</b></p> <p>Upon successful completion of the Marketing for Hospitality and Tourism course, students will:</p> <ul style="list-style-type: none"> <li>• acquire a solid grasp of the fundamental principles and terminology within the hospitality and tourism marketing field;</li> <li>• demonstrate a comprehensive understanding of key concepts and patterns relevant to marketing in the hospitality and tourism industry, including its regulatory aspects;</li> <li>• describe and analyze current trends and developments in the field of marketing for hospitality and tourism;</li> <li>• exhibit proficiency in locating and utilizing data and information resources related to marketing in the hospitality and tourism sectors;</li> </ul>



	<p>be capable of efficiently working with a variety of information sources and materials pertinent to marketing issues in the hospitality and tourism industry.</p> <p><b>Abilities</b></p> <p>Upon successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• identify and understand core marketing concepts;</li> <li>• analyze market segments and make informed decisions about target market segments;</li> <li>• differentiate and position products or services effectively within the competitive hospitality and tourism industry;</li> <li>• comprehend and interpret consumer behavior and the decision-making process specific to the tourism and hospitality sector;</li> <li>• apply the marketing mix concept to create effective marketing strategies to the unique requirements of the hospitality and tourism industry;</li> <li>• understand the nature and characteristics of services, and develop product assortment strategies suitable for different stages of the product life cycle;</li> </ul> <p>understand the importance of conducting marketing research in the tourism and hospitality sector. be able to identify social enterprises, determine their business model and distinguish them from traditional business.</p> <p><b>Competences</b></p> <p>Upon successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• analyze current issues and trends in the field of marketing for hospitality and tourism;</li> <li>• evaluate social processes from the perspective of the development of marketing strategies in the hospitality and tourism industry;</li> <li>• explain the necessity for measuring and assessing marketing results and social impact in the context of hospitality and tourism;</li> <li>• prepare and present marketing projects related to the hospitality and tourism sector in a professional and qualified manner;</li> </ul> <p>conduct research activities and studies on marketing issues in the tourism and hospitality sector, and interpret and analyze the results effectively. be able to identify the key principles of marketing in the tourism and hospitality industry.</p>
<b>Study course plan:</b>	
<b>No.</b>	<b>Topics</b>
1.	Introduction to Marketing for hospitality and tourism (core definitions, customer needs, wants, and demands, types of demands, customer value and satisfaction, evolution of marketing, marketing concepts).
2.	Marketing Strategy (evaluating market segments, selecting target market segments, differentiation and positioning, choosing a differentiation and positioning strategy).
3.	Consumer Behavior and Consumer Decision Making Process in Tourism and Hospitality (defining and understanding consumer behavior, the main stages of the consumer's purchasing decision, factors influencing the consumer's purchasing decision, the consumer value of the product).
4.	Marketing Mix: its essence, concept, elements and methods of application, Marketing Mix model for hospitality and tourism
5.	Hospitality and Tourism Product Concept and Decisions (nature and characteristics of service, product assortment strategies, marketing goals at different stages of the life cycle)
6.	Pricing Decision and Strategies, Distribution Channels and Marketing communication tools
7.	Branding Strategy (building strong brands, brand equity and positioning, leveraging brands, brand portfolios).



8.	Conducting Marketing Research in the Tourism and Hospitality Sector (methods and stages of marketing research, types of information and data collection methods, measurement scales, data analysis, report preparation and presentation).
<b>Form of final examination:</b>	Differentiated written test and presentation
<b>Mandatory literature of the study course:</b>	
<ol style="list-style-type: none"><li>1. Kotler P., John Bowen J., Makens J. &amp; Baloglu S. (2017) Marketing for Hospitality and Tourism 7th Edition. Harlow, United Kingdom: Pearson.</li><li>2. Kotler, P. T. &amp; Armstrong, G. (2017). Principles of Marketing, Global Edition (Vol. 17th). Harlow, United Kingdom: Pearson.</li></ol>	
<b>Study course supplementary literature:</b>	
<ol style="list-style-type: none"><li>1. Abratt R. &amp; Bendixen M. (2019) Strategic Marketing: Concepts and Cases. New York, NY: Routledge</li><li>2. Crotts J. &amp; Wolfe M. (2011) Marketing Mix Modeling for the Tourism Industry: A Best Practices Approach International Journal of Tourism Sciences, 11(1), pp 1-15 <a href="https://doi.org/10.1080/15980634.2011.11434633">https://doi.org/10.1080/15980634.2011.11434633</a></li><li>3. Hudson S. (2008) Tourism and Hospitality Marketing. A Global Perspective / Simon Hudson. - SAGE.</li><li>4. Kunz W. &amp; Hogreve J. (2011) Toward a Deeper Understanding of Service Marketing: The Past, the Present, and the Future. International Journal of Research in Marketing 28(3), pp.231-247 <a href="https://doi.org/10.1016/j.ijresmar.2011.03.002">https://doi.org/10.1016/j.ijresmar.2011.03.002</a></li><li>5. Martin D., Rosenbaum M. &amp; Ham S. (2015) Marketing tourism and hospitality products worldwide: Introduction to the special issue. Journal of Business Research, Volume 68, Issue 9, pp. 1819-1821. <a href="https://doi.org/10.1016/j.jbusres.2015.01.008">https://doi.org/10.1016/j.jbusres.2015.01.008</a></li><li>6. Smith S.M. &amp; Albaum G. S. (2010) An Introduction to Marketing Research. New York, NY: Collins.</li><li>7. Saibal Ray S. &amp; Shuya Yin S. (2020) Channel Strategies and Marketing Mix in a Connected World. Springer</li></ol>	
<b>Periodicals and other sources of information:</b>	
<ol style="list-style-type: none"><li>1. Hospitality and Tourism Marketing Association <a href="https://htmaglobal.com/about-us.html">https://htmaglobal.com/about-us.html</a></li><li>2. European Marketing Confederation <a href="https://emc.be/">https://emc.be/</a></li><li>3. The Journal of Integrated Marketing Communications <a href="https://publons.com/journal/62456/journal-of-integrated-marketing-communications-imc">https://publons.com/journal/62456/journal-of-integrated-marketing-communications-imc</a></li><li>4. American Marketing Association, <a href="https://www.ama.org">https://www.ama.org</a></li><li>5. Annals of Tourism Research, <a href="https://www.sciencedirect.com/journal/annals-of-tourism-research">https://www.sciencedirect.com/journal/annals-of-tourism-research</a></li><li>6. Chartered Institute of Marketing, <a href="https://www.cim.co.uk/">https://www.cim.co.uk/</a></li><li>7. International Journal of Hospitality Management, <a href="https://www.sciencedirect.com/journal/international-journal-of-hospitality-management">https://www.sciencedirect.com/journal/international-journal-of-hospitality-management</a></li></ol>	
<b>During the study process changes and additions to the program and the list of references are possible</b>	