

Marketing of Tourism

Course Title	Marketing of Tourism			
Course Code	TTOU-300			
Course Type	This course serves as both Elective and Requirement, according to the program.			
	Hospitality Bachelor		Tourism Elective	
	All Programs		General Elective	
Level	Bachelor (1 st Cycle)			
Year / Semester	Year 2, B' Semester			
Teacher's Name	Dr Michalis Anastasiou			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	Marketing represents an important way for international tourism and hotel organizations to inform and influence their customs. This course examines travel and guest products and markets, the behaviours and decision making processes of travellers and guests, and strategies used to effectively market international tourism and hotel services. Furthermore, course's aim is designed to extend knowledge, skills and attitudes acquired in introductory marketing through application to the specific context of international tourism and hotel settings.			
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the marketing mix variables applied to international tourism and hotel contexts 2. Identify the characteristics of key consumer and supplier markets the motivations, satisfactions, and common forms of traveller and guest behaviour. 3. Conduct an empirical study relating to international tourism and hotel marketing and suggest how the findings can be applied to the practice of marketing products. 4. Comprehend the effectiveness of a range of travel and hospitality products, pricing, promotion and distribution marketing strategies gained from current practice. 5. Analyse a category of existing travel and hospitality products, identify gaps and opportunities in the supplier market, and design a modified or new product is financially, socially and ecologically sustainable. 			
Prerequisites		Required	Sophomore	

Course Content	<p>The content is relevant to conducting marketing operations in a range of international tourism and hotel sectors including domestic marketing organizations including:</p> <ol style="list-style-type: none"> 1. Introduction to international tourism and marketing 2. Service characteristics of tourism and hospitality marketing 3. Review and applications of basic marketing principles 4. International tourism and hotel product and consumer markets 5. Marketing communication techniques used by international tourism and hotel organizations 6. Traveller and guest decision making processes 7. Traveller and guest activity behaviours 8. Building customer loyalty through quality 9. Traveller and guest satisfaction processes promotional design principles for travel and hospitality products 								
Teaching Methodology	The course is delivered through lectures, group discussions and group activities.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Kotler, P., Bowen, J., Makens, J., Marketing for Hospitality and Tourism, Prentice Hall, 2010. <p>Recommended</p> <ol style="list-style-type: none"> 1. Mancini M, Connecting with Customers: How to Sell, service and Market the Travel Product, Prentice Hall, Upper Saddle River, New Jersey, 2003. 2. Weaver, D & L. Lawnton, Tourism Management, 3rd ed., Milton, Qld: Jacaranda Willey, 2006. 3. New Horizons in Tourism: Strange Experiences and Stranger Practices, Singe, T.V., Cambridge, MA: Cabi, 2004. 4. Dickinson, B. & Vladimir A., The Complete 21st Century Travel and Hospitality Marketing Handbook, Prentice Hall, Pearson Education International, Upper Saddle River, New Jersey, 2004. 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="517 1688 1367 1944"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								

