COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES
DEPARTMENT	TOURISM STUDIES
LEVEL OF STUDY	UNDERGRADUATE

COURSE UNIT CODE	TSK304	**SEMESTER**	3rd

COURSE TITLE	TOURISM MARKETING

INDEPENDENT TEACHING ACTIVITIES *in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHNG HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4		

COURSE TYPE *Background knowledge, Scientific expertise, General Knowledge, Skills Development*	SCIENTIFIC EXPERTISE
PREREQUISITE COURSES:	NO
LANGUAGE OF INSTRUCTION:	GREEK
LANGUAGE OF EXAMINATION/ASSESSMENT:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY110/

(2) LEARNING OUTCOMES

Learning Outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.
It is necessary to consult:
APPENDIX A
  ● *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
  ● *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*
APPENDIX B
  ● *Guidelines for writing Learning Outcomes*

Students explore the role of marketing in tourism enterprises and comprehend how marketing creates customer value and contributes to business performance.
The course analyzes the tourism marketing environment and the influence of consumer trends and external forces on strategic decisions.
Students examine tourism consumer behavior, motivations, needs, and decision-making processes in leisure and business tourism.
The course includes learning how to create, organize, and implement tourism marketing plans, with a focus on segmentation, targeting, and positioning.
Students are taught monitoring, evaluating, and adjusting marketing actions in real-world tourism scenarios, including KPIs and performance control.

Upon successful completion of this course of the Department of Tourism Studies, the student will be able to:

- accurately **identify** the meaning and content of Marketing in tourism businesses/organizations.
- **distinguish** the applicability of Marketing in different markets of services and, in particular, tourism services.
- **develop** the steps of the Tourism Marketing strategy.
- **apply** the content and significance of the Marketing Mix in tourism services and explain the role it plays in the success of a tourism business.

General Competences

Search for, analysis and synthesis of data and information by the use of appropriate technologies, *Adapting to new situations* *Decision-making* *Individual/Independent work* *Group/Team work* *Working in an international environment* *Working in an interdisciplinary environment* *Introduction of innovative research*	*Project planning and management* *Respect for diversity and multiculturalism* *Environmental awareness* *Social, professional and ethical responsibility and sensitivity to gender issues* *Critical thinking* *Development of free, creative and inductive thinking* *......* *(Other.......citizenship, spiritual freedom, social awareness, altruism etc.)* *.......*

Students upon completion of the course will have acquired the following general skills:

- Search, analysis and synthesis of data and information, via the use of the necessary technologies, based on the nature and usefulness of Marketing in today's societies, economies and businesses.
- Adaptation to new situations.
- Decision making on key variables of a business's Marketing operation.
- Individual work/assignment.
- Respect for diversity/multiculturalism, since one of the basic Marketing principles is to provide buyers with products and services tailored to their needs and characteristics.

(3) COURSE CONTENT

This course concerns the introduction to the Science of Marketing, as a field of Tourism Business Administration. It presents Marketing as an important operation of the Company, which contributes significantly to achieving a competitive advantage in the market.

Initially, different approaches and business philosophies are presented, and emphasis is placed on Marketing Orientation. Afterwards, the necessity and usefulness of Marketing in modern economies and societies is presented.

As an introductory course, the concepts of Marketing Research and Consumer Behavior in Tourism are presented, which, however, constitute distinct scientific areas. Finally, the main axes of the Marketing strategy, the Market Segmentation, the Targeting of the appropriate segments and the Positioning of the Proposal of the tourism business in the market as well as in the minds of the consumers, are presented.

The course is completed with the presentation of the Marketing Mix in Tourism (Product, Price, Place, Promotion, People, Process and Physical Characteristics) as the main tool for practicing Marketing policies in a tourism business.

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY *Face-to-face, in-class lecturing, distance teaching and distance learning etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY *Use of ICT in teaching, Laboratory Education, Communication with students*	Use of ICT in teaching: -Videos relevant to the module's content (educative Videos, advertisements, short part of a movies or series free on the internet) - Podcasts (YouTube) relevant to the module's content -The internet to search for information and to collect data for the relevant exercise/study (in-class or at home) -Voting Technology Applications (Google Forms, Survey Monkey) Use of ICT in the Communication with students: -Digital Platform of the module (e-class) for exchanging messages, uploading the module's material, uploading relevant announcements, and submitting assignments, exercises, and case studies) -E-mail exchange

COURSE DESIGN		
Description of teaching techniques, practices and methods: *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.* *The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.*	Lectures-interactive teaching	60
	Case studies, exercises	30
	Essay writing	30
	Self-directed study of the relevant literature	48
	Exams	2
	Total	**170**

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS	
Detailed description of the evaluation procedures: *Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other……etc.* *Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.*	Language of evaluation: Greek Students are evaluated with a combination of formative and summative assessment. The final mark is awarded based on summative assessment – final written examination. The examination material is announced in class, on the e-class platform and in the module syllabus at the beginning of classes. The written assessment is composed of the following: -Short answer questions -Open-ended questions -Problem solving (Students are given the chance for their performance to be evaluated through oral-assessment, if the fulfil the criteria for disability students or students with special needs, and a written assessment is not possible for them or would be of a disadvantage to them. The relevant proof though needs to be submitted in advance of the examination). Even though the written examination is 100% of the final mark, the final mark could be improved (as described below) before the final assessment/examination. Students can be awarded bonus marks with the following task, <u>given that a mark of 5/10 would be at least achieved in the final/written examination.</u> • Written assignment/essay to be awarded **up to 3 marks**: Writing and Presenting a Case Study from the Greek market Students get fully informed about their evaluation process throughout the year and provided with relevant assessment examples, in-class, via the module's online platform (e-class), by the module leader.

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

1. «Tourism and Hospitality Marketing», Kotler Philip T., Bowen John T., Makens James, Baloglu Seyhmus, BROKEN HILL PUBLISHERS LTD, 2019 (86056097) (In Greek).
2. « Tourism and Hospitality Marketing », Alan Fyall, Patrick Legoherel, Isabelle Frochot, Youcheng Wang, ROSILI Publications, 2020 (94688937) (In Greek)

- Relevant academic Journals:

Annals of Tourism Research
Journal of Travel Research
International Journal of Tourism Research
Journal of Hospitality and Tourism Research
Journal of Travel and Tourism Marketing

Journal of Destination Marketing and Management
Journal of Hospitality Marketing and Management
Journal of Services Marketing