Syllabus

Course Description

Course Title	Strategic Marketing for Tourism
Course Code	30187
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	Italian
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Serena Volo, Serena.Volo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course refers to the complementary educational activities and covers current developments in tourism marketing theory and practice, dealing with • Tourists' behaviour; co-creation in tourism and hospitality. • Marketing strategies for tourism, hospitality and travel. • Tourism Products strategies and branding; Value chain in tourism; Pricing strategies • Integrated marketing communication in contemporary tourism. Social media and Big Data in tourism marketing The focus is on applying strategic marketing frameworks and concepts and on developing analytical skills to formulate and

	implement market driven strategies in tourism.
Course Topics	Introduction to strategic tourism marketing. Experiential nature of tourism and designing tourism experiences. The role of sharing experiences on social media and its relevance for marketing. Consumer behaviour in tourism and e-tourism. Characteristics affecting consumer behavior: cultural, social, personal, and psychological factors; Buyers (individual and organizations) decision making process. Segmentation, targeting and positioning. Marketing strategies for the tourism industry. Strategic analysis of the market. Using insight from market analysis to develop strategies. Marketing strategies (porter, Ansoff, market coverage, strategies for market leaders, market challengers, market followers or market nichers, blue ocean strategies). Strategic tourism marketing and management for the accommodation industry, for the airline industry, for small and large-scale tourism enterprises, regional and national destination organizations in tourism. Tourism Products strategies and branding: design, innovation, product life cycle and breaking free form product life cycle; Branding, segmentation and cooperative alliances,branding through social media. Value chain in Tourism: Tourism Distribution, definition and system; Internet as an evolving Tourism distribution channel; channel behavior and organization; Channel management decisions. Pricing strategies: Pricing methods, pricing strategies and approaches in different contexts, markets and business environments; price adjustments; price dynamics for different distribution channels and multiple destinations; big data and dynamic pricing; the impact of internet on pricing strategies in the tourism industry. Integrated marketing communication in contemporary tourism: Advertising, Sales promotion, Public relation, Personal Selling, Publicity, Social Media Communication. Social Media and Big Data in tourism marketing: Sentiment analysis of Tripadvisor Impact of

	influencers, use of Instagram for tourism marketing.. Basics of social media marketing analytics. Social sharing for better customer relations. Role of big data and social media analytics for business sustainability. Customer co-creation in tourism: Tourist´s life-time value and footprint. Sustainable marketing for destinations and businesses. Relationship marketing, quality and loyalty in travel, hospitality and tourism. Role of national tourism organizations marketing. Tourism market trends.
Keywords	Marketing strategies for the tourism industry Consumer behaviour in tourism and e-tourism Tourism Products strategies and branding Value chain in Tourism Pricing strategies Integrated marketing communication Social Media marketing
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	This course will be taught through lectures, group activities and class-discussions: - The theoretical background of tourism marketing and strategy will be presented in lectures. - The practical application of this theoretical background will then be explored through group activities, flipped classroom activities and class discussions, which will be conducted within the framework of short case studies and additional, related reading assignments. Professional behaviour is expected during class time. Proper ethical conduct and academic honesty is expected at all times
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of business management theories ILO 1.2 of the nature and purpose of the tourism, sport and events industry, their activities, their business systems and the tools

	needed to manage them ILO 1.3 of marketing information flow management and its functions in the consumer market (including behavioural sciences, market research, destination marketing) ILO 1.4 of business strategies and basic business models ILO 1.5 of the main strategic planning tools and their appropriate and context-dependent use ILO 1.6 of sustainable tourism management in an international context ILO 1.7 of current international competitiveness dynamics in the tourism market ILO 2 - Ability to apply knowledge and understanding ILO 2.1 determining the value of different stakeholders and strategies in tourism and sport and understanding the impact on the performance of various management systems. ILO 2.2 Evaluation of different digital marketing approaches ILO 2.3 Management principles for businesses of different sizes and in different contexts ILO 2.4 Industry analysis, competition analysis and business environment analysis in different sectors ILO 2.5 Support for strategic and operational decision-making using basic planning tools and scenarios ILO 2.6 Communication in the tourism sector in intercultural work environments ILO 3 - Independent judgement ILO 3.1 reporting analytically and critically on information, empirical evidence and data in order to make appropriate economic and managerial decisions; ILO 3.2 adopting logical arguments and relating information and analytical tools in order to find solutions. ILO 4 - Independent judgement (Communication skills) ILO 4.1 Graduates of the degree course in Tourism, Sport and Event Management will develop communication and presentation skills to explain, argue and summarise, in a professional context, the complex interdisciplinary issues of the tourism, sport and events sector.

	ILO 5 - Learning skills (framework A4c) ILO 5.1 ability to find the information necessary to keep up with changes in the service sector in general and in tourism, sport and events in particular; ILO 5.2 ability to analyse, critically evaluate and integrate data, information and experiences;
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	For Attending Students The knowledge and the skills learned throughout the course will be assessed with: a written exam and a project work. • There will be two project works to be done in groups (20+20%) these 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. The project work will consist of a case study or similar to be prepared in class and presented in groups with the objective of assessing the students´ ability to evaluate real life date, take decisions, apply marketing and management strategies and successfully communicate to a qualified audience/target market. (ILOs 1 to 5) • The final written exam (60%) will consist of five to seven 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 70 minutes. (ILOs 1 to 5) • Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply. Results of the project works 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.

	For NON-Attending Students (Students unable to complete the project work) The knowledge and the skills learned throughout the course will be assessed with: a written exam (100%). The final exam will cover all topics, will include a short case study and up to seven 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 maximum (ILOs 1 to 5)
Evaluation Criteria	The students´ learning outcomes will be evaluated as follows: For Attending Students - The following criteria will be used to evaluate the project work: 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; - The following criteria will be used to evaluate the final written exam: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data; Results of the project work 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. For NON-Attending Students - The following criteria will be used to evaluate the final written exam: relevance and clarity of answers, ability to summarize, evaluate, compare and contrast models, topics and data.
Required Readings	TEXTBOOK: Marketing del turismo Philip Kotler, John T. Bowen, James C. Makens Latest edition

	READINGS: scientific articles will be used mostly for the more recent advancements (Social media, e-consumer behavior, sentiment analysis on Tripadvisor, Impact of influencers, use of Instagram for tourism marketing) Lecture notes, selected readings and case studies will be available on the reserve collection To prepare for the exam students must use all above materials and non-attending students should make the effort to access their colleagues´ notes and meet with the lecturer at least one month before the date of the exam in order to obtain proper guidance. DAILY SCHEDULE OF ACTIVITIES (topics, readings, chapters) is available on the Reserve Collection
Supplementary Readings	SUPPLEMENTARY readings: recommended reading will be indicated in class and will be available on the reserve collection.
Further Information	
Sustainable Development Goals (SDGs)	Gender equality, Sustainable cities and communities, Reduced inequalities, Decent work and economic growth