

# Syllabus

## *Kursbeschreibung*

<b>Titel der Lehrveranstaltung</b>	Strategisches Tourismusmarketing
<b>Code der Lehrveranstaltung</b>	30187
<b>Zusätzlicher Titel der Lehrveranstaltung</b>	
<b>Wissenschaftlich-disziplinärer Bereich</b>	SECS-P/08
<b>Sprache</b>	Italienisch
<b>Studiengang</b>	Bachelor in Tourismus-, Sport- und Eventmanagement
<b>Andere Studiengänge (gem. Lehrveranstaltung)</b>	
<b>Dozenten/Dozentinnen</b>	Prof. Serena Volo, Serena.Volo@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/7585</a>
<b>Wissensch. Mitarbeiter/Mitarbeiterin</b>	
<b>Semester</b>	Erstes Semester
<b>Studienjahr/e</b>	3
<b>KP</b>	6
<b>Vorlesungsstunden</b>	36
<b>Laboratoriumsstunden</b>	-
<b>Stunden für individuelles Studium</b>	-
<b>Vorgesehene Sprechzeiten</b>	18
<b>Inhaltsangabe</b>	<p>The course refers to the complementary educational activities and covers current developments in tourism marketing theory and practice, dealing with</p> <ul style="list-style-type: none"> <li>• Tourists' behaviour; co-creation in tourism and hospitality.</li> <li>• Marketing strategies for tourism, hospitality and travel.</li> <li>• Tourism Products strategies and branding; Value chain in tourism; Pricing strategies</li> </ul>

	<ul style="list-style-type: none"> <li>Integrated marketing communication in contemporary tourism. Social media and Big Data in tourism marketing</li> </ul> <p>The focus is on applying strategic marketing frameworks and concepts and on developing analytical skills to formulate and implement market driven strategies in tourism.</p>
<b>Themen der Lehrveranstaltung</b>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Value chain in Tourism: Tourism Distribution, definition and system; Internet as an evolving Tourism distribution channel; channel behavior and organization; Channel management decisions.</p> <p>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.</p>

	<p>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.</p> <p>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.</p>
<b>Stichwörter</b>	<p>Marketing strategies for the tourism industry</p> <p>Consumer behaviour in tourism and e-tourism</p> <p>Tourism Products strategies and branding</p> <p>Value chain in Tourism</p> <p>Pricing strategies</p> <p>Integrated marketing communication</p> <p>Social Media marketing</p>
<b>Empfohlene Voraussetzungen</b>	
<b>Propädeutische Lehrveranstaltungen</b>	
<b>Unterrichtsform</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, flipped classroom activities and class discussions, which will be conducted within the framework of short case studies and additional, related reading assignments.</li> </ul> <p>Professional behaviour is expected during class time.</p> <p>Proper ethical conduct and academic honesty is expected at all times</p>
<b>Anwesenheitspflicht</b>	-

Spezifische Bildungsziele und erwartete Lernergebnisse	
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	<p>For Attending Students (regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</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>• 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. Students will be admitted to the project work' teams only if they have attended lectures regularly (at least 50% of attendance by the date of the assignment). The project work will consist of a case study 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.</li> <li>• 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 60 minutes.</li> <li>• 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.</li> </ul> <p>OBResults of the project works are valid only for the academic year in which these activities have taken place, and results of these</p>

	<p>activities cannot be carried over beyond that time frame.</p> <p>For NON-Attending Students (Students who will not attend at least 50% of classes or will be unable to complete the project work)</p> <p>The knowledge and the skills learned throughout the course will be assessed with: a written exam (100%).</p> <p>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</p> <p>The final exam will last up to 120 minutes</p>
<b>Bewertungskriterien</b>	<p>The students' learning outcomes will be evaluated as follows:</p> <p>For Attending Students</p> <ul style="list-style-type: none"> <li>- 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;</li> <li>- 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;</li> </ul> <p>0BResults 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.</p> <p>For NON-Attending Students</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>
<b>Pflichtliteratur</b>	<p>Libro di Testo: Marketing del turismo Philip Kotler, John T. Bowen, James C. Makens Ultima edizione</p>

	<p>LETTURE: gli articoli scientifici saranno utilizzati principalmente per gli argomenti più recenti (social media, comportamento dei consumatore sui social media, analisi del sentiment su Tripadvisor, impatto degli influencer e uso di Instagram per il marketing turistico)</p> <p>Appunti delle lezioni, letture selezionate e studi di casi saranno disponibili nella Reserve Collection.</p> <p>Per prepararsi all'esame, gli studenti devono utilizzare tutti i materiali di cui sopra e gli studenti non frequentanti devono sforzarsi di accedere agli appunti dei colleghi e incontrare il docente almeno un mese prima della data dell'esame per ottenere una guida adeguata.</p> <p>IL PROGRAMMA GIORNALIERO DELLE ATTIVITÀ (argomenti, letture, capitoli) è disponibile nella Reserve Collection.</p>
<b>Weiterführende Literatur</b>	<p>Lecture SUPPLEMENTARI: le letture consigliate saranno indicate a lezione e saranno disponibili nella Reserve Collection.</p>
<b>Weitere Informationen</b>	
<b>Ziele für nachhaltige Entwicklung (SDGs)</b>	<p>Geschlechter-Gleichheit, Nachhaltige Städte und Gemeinden, Weniger Ungleichheiten, Menschenwürdige Arbeit und Wirtschaftswachstum</p>