# Tourism Marketing

## Giancarlo Nadin, Laura Gavinelli, Ph.D.

**Module I – Basics of Marketing Module: Prof. Giancarlo Nadin**

***Text under revision. Not yet approved by academic staff.***

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

**Aims**

The aim of the module is for students to learn the basics of marketing.

By reviewing the development of the discipline over time, the course will present the meaning and current nature of the concept of market and consumer orientation. The study of consumer behaviour, through market research techniques, will therefore allow students to analyse and learn how companies plan their future with a view to market development. The module will conclude by defining the marketing strategy, exemplified by the choice of product, price, distribution and communication.

Theoretical in approach, the module draws heavily on business cases studies and examples from the current economic situation.

**Intended learning outcomes**

*Knowledge and understanding*

By the end of this module, students will be able to understand the market reality in which companies operate and make suitable relative strategic and tactical decisions. Students will be familiar with the main methods for evaluating markets, defining strategic approach and tactically managing the business-to-market relationship.

*Ability to apply knowledge and understanding*

Students will be able to apply the marketing model based on the four basic policies: product, price, distribution and communication.

***COURSE CONTENT***

* Designing the customer strategy and relationship
* Analysing the enterprise marketing environment
* Market research (overview)
* Investigating B-to-C and B-to-B markets
* Segmentation, targeting, positioning
* Products, services, brands
* Setting and managing sales prices
* Retail and trade marketing
* Communicating with the market
* Mass communication
* Online, social media marketing and direct sales

***READING LIST***

Kotler P. Armstrong G., Ancarani F., Costabile M., *Principi di Marketing, 17° edizione, Pearson, Milano, 2019*

Reading material, course packs and additional and further reading material are available to students on the Blackboard platform (http://blackboard.unicatt.it).

The reading list and the syllabus are the same for attending and not-attending students.

***TEACHING METHOD***

The module will be delivered through frontal lectures in class and the discussion of business examples. Both attending and non-attending students must access the Blackboard platform to obtain the materials and to receive any additional information including the results of the examinations and information about the interim test at the end of the module (semester 1).

***ASSESSMENT METHOD AND CRITERIA***

Method

The Basics of Marketing module, which will take place in semester 1, will conclude with a partial exam in the winter examination session (January-February). The partial exam is optional, written in format and will have a provisional mark that will be completed in semester 2 by the mark for International Marketing (for the “Business Language Expert” and “Language Expert for International Relations” degree courses) and for Tourism Marketing (for the “Language Expert for Tourism” degree course). The test is open to all students who are up to date on their exams since June of the same academic year and do not require formal prior registration. Students must however keep themselves informed on exam dates and procedures via Blackboard or in class during the module. The partial exam is optional and is not required for entry to the course in semester 2.

The partial Basics of Marketing exam will be held on the exam dates for the International Marketing or Tourism Marketing exams, as per the procedures outlined for these examinations.

Students can take the partial Basics of Marketing examination on every exam date from June of each academic year. The separate tests for the Basics of Marketing and its completion (International Marketing or Tourism Marketing) can be taken on either the same or different exam dates, as per the students’ preference.

Assessment criteria

Both the partial exam, held after semester 1, and the exams on the ordinary dates will consist of one open question and fifteen multiple-choice questions. The multiple-choice questions have four options, one of which is correct.

The open question is worth a maximum of 7.5 points out of a total of 30 points. The fifteen closed questions are worth a maximum of 22.5 marks i.e. up to 1.5 marks each.

The final mark will be the arithmetic mean of the Basics of Marketing mark and the mark obtained for semester 2.

***NOTES AND PREREQUISITES***

As this is an introductory course, it has no prerequisites in terms of contents.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.

**Module 2 - Tourism Marketing: Laura Gavinelli, Ph.D.**

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

**Objective**

The module aims to deepen the marketing fundamentals provided in the first part of the course (MARKETING INSTITUTIONS).

In particular, the second module intends to provide the marketing bases applied to the tourism sector. After a brief overview of the tourism industry, the trends and the actors involved, the module will address the main logics, strategies and marketing tools applied to the tourism product/service. To this end, issues relating to the purchasing and consumption behaviour of the tourist, the components and the process of planning the tourist product/service and the levers of the marketing mix will be addressed. Further information on the destination product and on certain tourism products will be provided.

**Intended Learning Outcomes**

*Knowledge and understanding*

At the end of the course, the student will be able to understand the specificities of the tourism product/service, to understand the marketing environment of the tourism sector and the decision-making phases that tourist operators must face when planning a competitive marketing offer that is in line with a highly dynamic and rapidly changing market.

*Ability to apply knowledge and understanding*

The student will be able to:

1) analyse the tourism sector using the basic marketing tools and identify strengths, weaknesses, opportunities and threats with respect to a specific marketing objective;

2) to profile the tourist in order to identify his/her needs and expectations regarding his/her customer journey;

3) aggregate the elements of value of the offer by working on the levers of the marketing mix;

4) make proposals for the launch of a new tourism experience / proposal or for the relaunch of an existing offer (repositioning).

***COURSE CONTENT***

* The sector and tourism system: dynamics and actors
* Marketing applied to tourism
* Essentials of service marketing applied to a tourism product
* The marketing plan as a strategic planning tool
* The marketing environment
* Knowing to decide: the marketing information system and marketing research
* Tourist consumption behaviour and related markets
* Segmentation, targeting and positioning
* Positioning strategies and strategic positions in the tourism sector
* The marketing mix: its levers
* The destination as touristic product: introduction to destination marketing.

Along the course, thematic focuses are planned, in line with market trends and the evidence of scientific research.

***READING LIST***

Kotler P., Bowen J.T., Makens J.C., Balogiu S. (2018) *Marketing del turismo*, Pearson - Prentice Hall (7th or latest edition). Printed version: ISBN: 9788891904676. Digital version: ISBN: 9788891911667.

Handouts and supplementary materials will be uploaded on the blackboard platform.

***TEACHING METHOD***

In addition to lectures and the analysis of business cases, the teaching of the course includes the creation of a project work that will be carried out in groups. This activity is reserved for attending students only and will be carried out partly during class time under the supervision of the teacher and partly independently by the students.

***ASSESSMENT METHOD AND CRITERIA***

The Tourism Marketing exam consists of two parts:

1. MARKETING INSTITUTIONS Module/1st SEMESTER - As indicated in the part of the Marketing Institutions Module. Passing the Module allows the access to the test relating to the second semester of the Tourism Marketing Module;
2. TOURISM MARKETING module/2nd SEMESTER - The exam differs according to whether it is carried out by attending or non-attending students. In particular:

* for attending students: the exam will consist of the presentation of the project work in the classroom, together with the delivery of written documentation detailing its contents;
* for non-attending students: the exam will consist of a written exam composed of three open questions on the topics covered in the texts indicated in the bibliography and on the materials made available on the blackboard platform. Attending students can also choose this exam mode, as an alternative to the project work.

The final evaluation of the Tourism Marketing exam will be the average of the evaluation of the two modules. The tests relating to the two modules can be taken, at the student's discretion, in the same session or in different sessions.

***NOTES AND PREREQUISITES***

Blackboard will represent the didactic and operational support of the course where all specific references and insights can be found. It is recommended, even in the case of non-attendance, to register on the virtual classroom of blackboard (one per part of the course).

The student is expected to have the basic knowledge of Marketing concepts, acquired by attending the course of Marketing Institutions or similar.

***Time and place of student reception***

Laura Gavinelli receives students by appointment to be requested by email at laura.gavinelli@unicatt.it.