

TP0080: TOURISM DESTINATION AND HOSPITALITY MARKETING

COURSE OUTLINE

GENERAL

SCHOOL	INTER-DEPARTMENTAL SCHOOL		
ACADEMIC UNIT	INTER-DEPARTMENTAL PROGRAMME		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	TP0080	SEMESTER	B'
COURSE TITLE	TOURISM DESTINATION AND HOSPITALITY MARKETING		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
LECTURES	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALIZED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://tourism-pms.aegean.gr/index.php/spoudes/mathimata		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

This module is aiming at the understanding of the principles, philosophy and the concept of Tourism Marketing. Tourism Marketing is examined both at a macro-level (or tourism destination level) and at a micro-level (tourism enterprise level), in the frame of the special features of the hospitality and tourism sector. Finally, the 7 “Ps” of the total tourism marketing mix are being analyzed.

After successfully attending the module, the student will be able to:

- Understand and explain the concept of services marketing in the hospitality and travel sector.
- Analyze the structure and the characteristics of the tourism supply and demand, in relation to the marketing philosophy.
- Evaluate the main parameters that influence consumer behavior in tourism.
- Explain the principles of the tourism market research.
- Design and explain the process of market segmentation and targeting, as well as tourism products’ positioning in different target groups.
- Develop the concept of tourism marketing mix for a specific product/service.
- Implement the process of preparing successful marketing plans in real products/services of the tourism industry.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of Project planning and management data and information, with the use

<i>of the necessary technology</i>	<i>Respect for difference and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	<i>.....</i>
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
<i>Production of new research ideas</i>	<i>.....</i>

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Team work
- Production of free, creative and inductive thinking
- Working in an international environment
- Production of new research ideas and complex marketing issues handling
- Project planning and management
- Production of free, creative and inductive thinking.

SYLLABUS

<ul style="list-style-type: none"> • The concept of tourism marketing. Analysis of supply (structure and characteristics of the tourism industry). Analysis of demand (patterns of tourism and consumer behavior). • Buying decision process and consumer behavior. Consumer psychology. Consumer needs, demands, and wants. • Principles of marketing research (primary and secondary sources, questionnaires, marketing information systems). • Tourism Market segmentation and targeting, positioning of tourism products. • Tourism product: product image, branding, brand loyalty, differentiation, product analysis. New product development, product life cycle, unique characteristics of the tourism product.
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- Communication & promotion mix: communication models, advertising objectives and strategies, objectives and techniques of sales promotion, public relations and personal selling.
- Distribution in tourism market: distribution channels, intermediaries, distribution channel selection, intermediaries' strategies.
- Price: elasticity of demand, price flexibility, influencing parameters of pricing decisions, price differentiation, pricing methods.
- The three additional "Ps" of the tourism marketing mix: the People, the Process, the Physical Evidence of services.
- Designing and implementation of Tourism Marketing Plans.

TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	<ul style="list-style-type: none"> • Face-to-Face • Synchronous Distance Learning using New Technologies. 	
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> • Use of ICT in teaching (PowerPoint presentations delivered over Zoom, a web-based synchronous-learning platform) • Communication with students on the Moodle platform and by email • PowerPoint slides and related learning material are uploaded on the Moodle platform to facilitate the learning process. 	
<p>TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p>	<p>Activity</p>	<p>Semester workload</p>
	Lectures	30
	Case studies' analysis	10
	Study of exercises that emphasize on the implementation of methodologies	10
	Study of special issues that have been approached through analytical discussion with students in the frame of interactive teaching	10
Team Project	40	

<p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	Self-directed Study	50
	Course total	150
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<ul style="list-style-type: none"> • Assessment methods comprise a final project (which accounts for 100% of the total mark). • Students are assessed in Greek. • Oral examination for SLD. 	

ATTACHED BIBLIOGRAPHY

<p><i>- Suggested bibliography:</i></p> <p>a) Principal References:</p> <ul style="list-style-type: none"> • Kotler P. et. al (2019), <i>Marketing for Hospitality and tourism</i>, Athens: Paschalidis (in Greek). • Kotler, P. et. al (2017), <i>Marketing for Hospitality and Tourism</i> (7th edition). England: Pearson.
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- Avlonitis, G. & Papastathopoulou, P. (2010), *Marketing Plans: How to create effective marketing plans*, Athens: Stamoulis (in Greek).
- Fyall, A. et. al (2020), *Marketing for Hospitality and Tourism*, Athens: Rosili (in Greek).
- Wirtz, J. & Lovelock, C. (2018), *Services Marketing: People, Technology, Strategy*, Thessaloniki: DISIGMA (in Greek).

b) Additional References:

- Christou, E. (1999), *Tourism Marketing Research*, Athens: Interbooks (in Greek).
- Igoumenakis, I. (1996), *Tourism Marketing*, Athens: Interbooks (in Greek).
- Kotler, P. (2011), *Marketing Management: Analysis, Design, Implementation and Control* (12th ed.). Athens: EMI – Interbooks (in Greek).
- Siomkos G. (2003), *Introduction to Strategic Marketing*, Athens: Stamoulis (in Greek).
- Holloway, R. (2003), *Tourism Marketing*. Athens: Kleidarithmos (in Greek).
- Middleton, V.T.C. et al. (2009), *Marketing in Travel and Tourism*, 4th ed. London: Routledge.
- Middleton V. & Hawkins R. (2004), *Tourism Marketing for Sustainable Development*, Athens: Kritiki (in Greek).
- Solomon, M. et. al (2021), *Marketing: real people, real choices*, 10th ed., Alexandros Apostolakis, Markos Kourgiantakis, Maria Salamoura (eds.) Athens: Tziola (in Greek).
- Veal, A. & Χρήστου, E. (2022), *Research Methods for Leisure and Tourism*, 3^η έκδ., Αθήνα: Broken Hill (in Greek).

- *Related academic journals:*

- [Journal of Hospitality Marketing & Management](#)
- [Journal of Travel and Tourism Marketing](#)
- [Journal of Vacation Marketing](#)
- [Journal of Travel & Tourism Research](#)
- [Progress in Tourism and Hospitality Research](#)
- [Tourism Recreation Research](#)
- [Tourism Research Journal](#)
- [Tourism Review International](#)
- [TOURISMOS: An International Interdisciplinary Journal](#)
- [Journal of Air Transport Studies](#)
- [Journal of Tourism, Heritage & Services Marketing](#)