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| **1. 1. Factual information** | | | |
| **Module title** | MKTG 201 Tourism Marketing | | |
| **Module tutor** | George Fassas | **Level** | 5 |
| **Module type** | Taught | **Credit value** | 15 |
| **Mode of delivery** | 100% face-to-face | |  |
| **Notional learning hours** | 150 | |  |

| **2. Rationale for the module and its links with other modules** |
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| Marketing plays a catalytic role in international tourism. Customers are offered today an enormous selection of choices worldwide, while tourism professionals try to distinguish themselves from competition. This course will initially offer general marketing education and then focus in industry-specific applications of marketing. Topics to be covered include the characteristics of a service, their marketing implications, an overview of mix components – product, price, promotion, place, people -, the independence and interdependence of elements, definitions of market segmentation, marketing for hotels and resorts, the product life cycle, the scope, process and role of market research, and secondary information, sources, range and importance. Professional expertise will be brought into class together with case studies of marketing practices. |

| **3. Aims of the module** |
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| * Application of marketing principles to the travel and tourism industry. * Marketing strategy and planning in the travel and tourism industry. * Development of tourism marketing strategies. * Development of hospitality and tourism mix. * Application of digital marketing techniques in modern hospitality industry. |

| **4. Pre-requisite modules or specified entry requirements** |
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| ΝΟΝΕ |

| **5. Is the module compensatable?** |
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| Ν/Α |

| **6. Are there any PSRB requirements regarding the module?** |
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| Ν/Α |

| **7. Intended learning outcomes** | |  |
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| **A. Knowledge and understanding** | **Programme Learning Outcome(s) this maps against** | **Learning and teaching strategy** |
| *At the end of the module, learners will be expected to:*  **A1:** Acquire knowledge of Hospitality and tourism marketing  **A2:** Identify the Service characteristics of Hospitality and Tourism Marketing |  | Lecture, real business examples, project paper, readings and exams |

| **B. Cognitive skills** | **Programme Learning Outcome(s) this maps against** | **Learning and teaching strategy** |
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| *At the end of the module learners will be expected to:*  **B1:** Distinguish the Consumer markets and Consumer buying behaviour  **B2:** Apply market segmentation, targeting and positioning |  | Lecture, real business examples, project paper, readings and exams |

| **C. Practical and professional skills** | **Programme Learning Outcome(s) this maps against** | **Learning and teaching strategy** |
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| *At the end of the module, learners will be expected to:*  **C1:** Promote tourism products and services  **C2:** Select from the available Distribution channels |  | Lecture, real business examples, project paper, readings and exams |

| **8. Indicative content.** |
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| The module content includes:   * Special characteristics of marketing in tourism * Tourism motivation and behaviour * Tourism market research * New product development, and product and destination life cycle in tourism * Destination branding * Events marketing * Visitor satisfaction * Repeated visitation |

| **9. Assessment strategy, assessment methods, their relative weightings and mapping to module learning outcomes** | | | | |
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| **Assessment Strategy:** | | | | |
| **Assessment Task** | **Weighting** | **Week submitted** | **Grading (Pass / Fail / %)** | **Module Learning Outcome(s) the assessment task maps to** |
| Midterm Exam  Case Study  Project (Individual) | 35%  15%  50% | Midterm  Week 8  End of term | %  % % | A1, A2, B1, B2  C1, C2  A1, A2, B1, B2, C1, C2 |

| 10. Teaching staff associated with the module |
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| Name and contact details |
| Mr. George Fassas |
| [gfassas@act.edu](mailto:gfassas@act.edu) |

| 11. Key reading list | | | | |
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| Author | Year | Title | Publisher | Location |
| David C. Bojanic, Robert D. Reid | 2016 | Hospitality Marketing Management, 6th Edition | Wiley | e-book |

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| 12. Other indicative text (e.g. websites) |
| American Marketing Association, https://www.ama.org  Annals of Tourism Research, https://www.sciencedirect.com/journal/annals-of-tourism-research  Chartered Institute of Marketing, https://www.cim.co.uk/  International Journal of Hospitality Management, https://www.sciencedirect.com/journal/international-journal-of-hospitality-management |