

General Information	
Academic subject	TOURISM MARKETING
Degree course	Economics and Business Administration
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	Cesare Amatulli	cesare.amatulli@uniba.it	SECS-P/08

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	First semester
Year	Ist
Type of class	Lectures, seminars, assignments

Time management	
Hours	150
In-class study hours	48
Out-of-class study hours	102

Academic calendar	
Class begins	September 13, 2021
Class ends	December 23, 2021

Syllabus	
Prerequisites/requirements	
Expected learning outcomes (according to Dublin Descriptors)	<p><i>Knowledge and understanding</i> The Tourism Marketing course will convey specific knowledge regarding: the basis of marketing applied to the tourism sector, the role of service, the role of market research in tourism, the methodologies to understand the market and the consumer behaviour (with a focus on affluent tourists), the segmentation, the targeting, the positioning, the mix of strategies, the peculiarities of destination marketing, the role of the brand, the relevance of luxury tourism marketing. In particular, the course is aimed at improving the analytical skills related to the tourism industry and useful, for instance, to understand the different types of tourists and the peculiarities of luxury tourism. Moreover, through potential group assignments, participants will have the opportunity to better understand, in field, some contents covered during the course.</p> <p><i>Applying knowledge and understanding</i> Participants will have the opportunity to apply the general marketing theories to the specific context of the hospitality and travel industries, thus having the advantage to analyse such implementations with interactive discussions on specific case studies. The aim of the instructor is to develop, at the same time, both technical and practical skills, which may help</p>

	<p>participant in solving real issues related to tourism marketing. Moreover, the course will include the participation of some managers from the tourism sector with the aim to motivate participants and stimulate critical thinking about current tourism marketing issues, for instance regarding different kind of strategies and the evolution of the tourism sector. Thus, improving the understanding process of participants and their ability to apply theoretical and methodological knowledge to reality.</p> <p><i>Making informed judgements and choices</i> The course is aimed at stimulating the analytical capabilities of participants through the interaction with the instructor on the covered topics. In particular, participants will be asked to define their evaluations about the offerings of real brands of the hospitality sector. Participants will be asked to use all the contents discussed during the course to formulate some strategic propositions based on decisions which may be justified. Moreover, through potential group assignments, participants may be asked to make marketing decisions for leading companies of the hospitality industry; participants must be able to justify such decisions by supporting them with empirical data. Having participants able to make informed judgements and choices, as real marketing managers and brand developers specialized in tourism, is the final goal of the course.</p> <p><i>Communicating knowledge and understanding</i> At the end of the course, participants will have acquired a broad knowledge about the meaning of tourism marketing, the specific terminology used in tourism management and the most common ways to present a marketing plan. In particular, through the group assignments, participants will learn about how to prepare written reports and oral presentations. In this way, students will have the opportunity to practice, by following the guidelines of the instructor, the best communication techniques to attract and convince the audience, to justify the marketing choices and to develop a positive attitude towards their marketing decisions. Therefore, the final aim of the course is to improve the questioning, listening and responding capabilities of participants. As a consequence, students will feel more confident with potential circumstances they may face in real working contexts related to the hospitality sector.</p> <p><i>Capacities to continue learning</i> The course will cover the peculiar topics of tourism marketing and will give participants the opportunity to develop their analytical skills and to face managerial situations where the use of marketing may be crucial.</p>
<p>Contents</p>	<ul style="list-style-type: none"> • Introduction to tourism marketing • The role of services in tourism • Market demand analysis for tourism marketing • Consumer behavior • Luxury tourism and luxury marketing

	<ul style="list-style-type: none"> • Market segmentation • Targeting and market selection • Positioning of the offering • Brand development in tourism • Word-of-mouth and social media • Destination marketing • Marketing plans
Course program	
Bibliography	Kotler P., Bowen J.T., Makens J.C., Baloglu S. (2018), <i>Marketing del Turismo</i> , Milano: Pearson. (Chapters to study: 1, 2, 3, 4, 5, 6, 7, 8, 10, 11 and 15)
Notes	
Teaching methods	Lectures, seminars, assignments
Assessment methods (indicate at least the type written, oral, other)	Written exam
Evaluation criteria	<p><i>Knowledge and understanding</i> Students will be asked to demonstrate that they know the principles and the theories of the discipline.</p> <p><i>Applying knowledge and understanding</i> Students will be asked to demonstrate that they know how to apply the principles of tourism marketing to real business cases and how to use some specific methods to analyse the markets.</p> <p><i>Making informed judgements and choices</i> Students should show a good critical capacity, which is fundamental to be successful in tourism marketing.</p> <p><i>Communicating knowledge and understanding</i> Students must show an improvement in terms of communication skills; demonstrating, for instance, that they are able to effectively present results of specific assignments.</p> <p><i>Capacities to continue learning</i> Students will have to show that they have learned how to be autonomous in improving their managerial skills.</p>
Further information	