

**COURSE OF STUDY:** Laurea in Economia e Amministrazione delle Aziende

**ACADEMIC YEAR:** 2023-2024

**ACADEMIC SUBJECT:** Tourism Marketing

General information	
Year of the course	Exam of students' choice (3 <sup>rd</sup> year)
Academic calendar (starting and ending date)	I semester (11/09/2023 – 22/12/2023)
Credits (CFU/ETCS):	6
SSD	SECS-P/08
Language	Italian
Mode of attendance	Attendance is recommended

Professor/ Lecturer	
Name and Surname	CESARE AMATULLI
E-mail	cesare.amatulli@uniba.it
Telephone	0997720622
Department and address	Via Lago Maggiore angolo via Ancona - 74121 Taranto Room n. 7
Virtual room	Microsoft Teams (room of the course; code: x9ix2oy)
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Tuesday 14.00-15.00, Wednesday: 14.00-15.00, online on Microsoft Teams (room of the course; code: x9ix2oy)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	48		102
CFU/ETCS			
6			

<b>Learning Objectives</b>	<i>The Tourism Marketing course aims to train future brand developers specialized in the hospitality and travel sectors. Tourism marketing is a set of processes aimed at creating both economic and social value; therefore, with reference to consumers/tourists, businesses and organizations. The course traces the strategic and operational aspects of marketing applied to the tourism sector, highlighting both its scientific value and its centrality within companies operating mainly in the hospitality sector.</i>
<b>Course prerequisites</b>	Basic knowledge of business and administration.

<b>Teaching strategies</b>	Lectures (potential application of the “flipped classroom” approach), exercises, discussions, case studies.
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	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,

	<p>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>
<b>Applying knowledge and understanding on:</b>	<p>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 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>
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments 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.</li> <li>• <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 potential 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.</li> <li>• <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.</li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	Specifically, the course focuses on the following topics:

	<ul style="list-style-type: none"> <li>• Introduction to tourism marketing</li> <li>• The role of services in tourism</li> <li>• Market demand analysis for tourism marketing</li> <li>• Consumer behavior</li> <li>• Luxury tourism and luxury marketing</li> <li>• Market segmentation</li> <li>• Targeting and market selection</li> <li>• Positioning of the offering</li> <li>• Brand development in tourism</li> <li>• Word-of-mouth and social media</li> <li>• Destination marketing</li> <li>• Marketing plans</li> </ul>
<b>Texts and readings</b>	Kotler P., Bowen J.T., Makens J.C., Baloglu S. (2018), Marketing del Turismo, Milan: Pearson.
<b>Notes, additional materials</b>	The learning process is based on attending classes and studying the textbook, with also the support of slides shared by the professor.
<b>Repository</b>	The slides will be shared by the professor during the course and through a digital folder.

<b>Assessment</b>	
Assessment methods	<p>In general, the course allows students to understand the ways in which marketing exerts its influence on consumer experiences in the tourism context (hospitality and travel sectors), also in light of the changes that have taken place in the current globalized society. The course is aimed at training the student on the fundamentals of tourism marketing, as well as on the reference models for interpreting processes, tools and techniques. The aim of the course is to provide students with the essential knowledge of tourism marketing, deepening the numerous multidisciplinary references, which allow them to deal rigorously with decisions relating to the management of branding processes. The positioning of the course, therefore, is based on the opportunity to help both students interested in acquiring a basic background for subsequent specializations and students capable of integrating, with the acquired skills, into managerial realities. In particular, the course aims to make students understand:</p> <ul style="list-style-type: none"> <li>• How firms can analyze market demand;</li> <li>• The dynamics of consumer purchasing behavior and those underlying the development of customer relationships;</li> <li>• The logic and methods by which marketing research is conducted;</li> <li>• The process of analyzing and defining marketing strategies with reference to the segmentation-targeting-positioning trilogy;</li> <li>• The management of products, brands, distribution channels, marketing communication and pricing policies;</li> <li>• Marketing planning models and processes;</li> <li>• Models and tools to measure marketing performance;</li> <li>• The paradigms of marketing through the exploration of the complexity of the luxury tourism sector and the urgency of sustainable development.</li> </ul>
Assessment criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> Students will be asked to demonstrate that they know the principles and the theories of the discipline.</li> <li>• <i>Applying knowledge and understanding</i></li> </ul>

	<p>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> <ul style="list-style-type: none"> <li>• <i>Autonomy of judgment</i> Students should show a good critical capacity, which is fundamental to be successful in tourism marketing.</li> <li>• <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.</li> <li>• <i>Communication skills</i> At the end of the course, participants will have acquired, in addition to specific knowledge of the subject, also the typical terminology of tourism marketing, together with the typical methods of presenting a marketing plan.</li> <li>• <i>Capacities to continue learning</i> Students will have to show that they have learned how to be autonomous in improving their managerial skills.</li> </ul>
Final exam and grading criteria	<p>The final exam is in written form, to be carried out in a maximum of one hour and in closed-book mode. Usually, the test consists of three open questions (each answer can give up to 4 points) and nine multiple option questions (each correct answer is worth 2 points; wrong answers do not give penalties). The final grade is awarded out of 30, the exam is passed when the grade is greater than or equal to 18. There are no intermediate tests or pre-exams.</p>
<b>Further information</b>	