

<b>Teacher's name</b>	Di Vittorio Arianna
<b>Degree Course</b>	EGAST
<b>Academic year</b>	2013-14
<b>Period of the course</b>	I half
<b>University credits (CFU)</b>	8 cfu
<b>Scientific field</b>	SECS/P-08

**Programme of **TOURISM MARKETING** (a.y. 2013/2014)**  
**(Prof. Di Vittorio Arianna)**

University of Studies of Bari Aldo Moro  
Degree Course **EGAST**

**Prerequisites**

Knowledge of the general aspects of the management of tourism and the tourist profile of the consumer in light of the context of Italian tourist offer.

**Objectives of the course**

The course aims to enable the student to define the strategic choices of a tourism company, in the light of today's consumer tourism. Should allow the student to provide competitive elements for the tourist facilities of the national territorial context, with the aim of enhancing the area which is to meet in a more excellent customers.

**Programme**

Strategic marketing and operating in tourism. Marketing planning and marketing levers operating. Analysis of the tourism market and competition. The segmentation of tourism. Consumer behavior and decision-making process of purchase.

- The product in tourism. Tourism supply and demand. Type of products. Pack a package. The offer by catalog. From tourist product to the destination. Life cycle of a tourist destination. Process innovations and product.
- The price in tourism. Quality / price ratio. Models for pricing. Trade policies of tour operators.
- The distribution in tourism. The traditional distribution channels. The CRS / GDS. Innovation for the distribution of the tourism product: the Internet. Distribution of catalogs.
- Communication in tourism. Communication strategies. Advertising in tourism, sales promotions, public relations, the educational.
- The marketing for travel agencies retailers. Location, role, range of products, spaces of marketing, exhibition showcase.
- The new frontiers of tourism marketing. The experiential tourism. The marketing of Remembrance. The marketing of the Reports. Customer Relationship Management.

### Recommended text

- L.IDILI, L.SILIPRANDI, *Il marketing degli operatori turistici*, Milano, Franco Angeli, 2005;
- DALL'ARA, *Le nuove frontiere del marketing nel turismo*, Milano, Franco Angeli, 2009 (chap.2-4-6-7-10-11).

### Method of assessing knowledge

- Exemptions: No
- Written test: No
- Oral test: Yes

### Assistance in the study

- Course in e-learning from the web site of the Department: No

### Organization of teaching

- Internal cycles of lesson: No
- Supplementary courses: No
- Exercises: Yes
- Seminars: Yes
- Laboratory activities: Yes
- Project work: Yes
- Study visits: No