

Tourism Marketing

Scope and Teaching Objectives

This course aims at presenting the true context of marketing and particularly when applied in the tourism industry since heritage management and culture when coupled with the tourism industry represent an excellent opportunity for sustainable growth from which both the society and business benefit. Upon completing this course you should be able to understand the idiosyncrasies of tourism marketing, identify market opportunities and design an effective and integrating marketing strategy.

Class Structure

Classes	Date	Topic	Preparation
1.	29/09/2011	Introduction to Marketing and Market Orientation	Jaworski B, Kohli A. "Market orientation: Antecedents and consequences." <i>Journal of Marketing</i> , July 1993; 57 (3): 53
2.	06/10/2011	Segmentation. Alternative Segments and Positioning	Miklos Sarvary, Anita Elbe's "Market Segmentation, Target Market Selection, and Positioning", April 2006, <i>Harvard Business School</i> ; Product number: 506019-PDF-ENG. The "Clean Edge Razor" case study. Chapter 6.
3.	13/10/2011	Marketing the Intangible and Services Marketing	Valarie A. Zeithaml, A. Parasuraman and Leonard L. Berry "Problems and Strategies in Services Marketing" <i>The Journal of Marketing</i> Spring 1985; 49 (2): 33-46
4.	20/10/2011	The Tourism Industry, the Role of Marketing and Marketing Strategy	Chapters 1 to 3 from the text book
5.	27/10/2011	Customer Service and Service Quality	Bo Edvardsson "Service Breakdowns: A Study of Critical Incidents in an Airline" <i>International Journal of Service Industry Management</i> , 1992; 3 (4): 17-29. Mary Jo Bitner, Bernard H. Booms, Mary Stanfield Tetreault "The Service Encounter: Diagnosing Favorable and Unfavorable Incidents", <i>Journal of Marketing</i> ; January 1990; 54 (1): 71-84.
6.	03/11/2011	Marketing and Employees. Internal Marketing	Gounaris S. "Internal-market orientation and its measurement", <i>Journal of Business Research</i> , April 2006; 59 (4): 432-48
7.	10/11/2011	Marketing and Procedures. Blueprinting	Fließ S, Kleinaltenkamp M. "Blueprinting the service company: Managing service processes efficiently." <i>Journal of Business Research</i> ; April 2004; 57 (4); 392
8.	17/11/2011	Marketing and Products. Portfolio Management	Chapter 7

9. 24/11/2011 *Marketing and Communication. Campaigning* Chapters 12 and 16

10. 01/12/2011 *Marketing and Distribution. Channelling (small personal presentation on the use of internet in tourism)* Chapters 13 to 14 from the text book

11. 08/12/2011 *Marketing and Pricing. Yielding* Sheryl E. Kimes "The Basics of Yield Management" *The Cornell Hotel and Restaurant Administration Quarterly*; November 1989; 30 (3): 14-19

12. 15/12/2011 *Case studies Presentations*

Requirements

Sit in exams: 50%

Case study in-class presentation: 25% (to be handed in during the first meeting).

Personal Project: 25% (must be decided no later than 13/10/2011).

Readings

Course Recommended Text Book



Victor T.C. Middleton, Alan Fyall, Mike Morgan and Ashok Ranchhod, "Marketing in Travel and Tourism", Butterworth-Heinemann, 2009

(you can purchase online here: http://www.amazon.co.uk/Marketing-Travel-Tourism-Victor-Middleton/dp/0750686936/ref=sr_1_1?s=books&ie=UTF8&qid=1314632119&sr=1-1)

Course Notes: Available through the e-class

Selected Papers Recommended for Reading

- ◆ Landorf C. "Managing for sustainable tourism: a review of six cultural World Heritage Sites." *Journal of Sustainable Tourism*, January 2009; 17 (1): 53-70
- ◆ Miklos Sarvary, Anita Elbe's "Market Segmentation, Target Market Selection, and Positioning", April 2006, Harvard Business School; Product number: 506019-PDF-ENG
- ◆ Bo Edvardsson "Service Breakdowns: A Study of Critical Incidents in an Airline" *International Journal of Service Industry Management*, 1992; 3 (4): 17-29
- ◆ Mary Jo Bitner, Bernard H. Booms, Mary Stanfield Tetreault "The Service Encounter: Diagnosing Favorable and Unfavorable Incidents", *Journal of Marketing*; January 1990; 54 (1): 71-84

- ◆ Ana Pereira Roders, Ron van Oers, "Editorial: bridging cultural heritage and sustainable development", *Journal of Cultural Heritage Management and Sustainable Development*, 2011; 1 (1): 5 - 14
- ◆ Jaworski B, Kohli A. "Market orientation: Antecedents and consequences." *Journal of Marketing*, July 1993; 57 (3): 53.
- ◆ Valarie A. Zeithaml, A. Parasuraman and Leonard L. Berry "Problems and Strategies in Services Marketing" *The Journal of Marketing* Spring 1985; 49 (2): 33-46
- ◆ Gounaris S. "Internal-market orientation and its measurement", *Journal of Business Research*, April 2006; 59 (4): 432-48
- ◆ Johnson R, Messmer D. "THE EFFECT OF ADVERTISING ON HIERARCHICAL STAGES IN VACATION DESTINATION CHOICE." *Journal of Advertising Research*, December 1991; 31(6); 18-24.
- ◆ Ahmed Z. "Marketing Your Community: Correcting a Negative Image." *Cornell Hotel & Restaurant Administration Quarterly*; February 1991; 31(4); 24
- ◆ Fließ S, Kleinaltenkamp M. "Blueprinting the service company: Managing service processes efficiently." *Journal of Business Research*; April 2004; 57 (4); 392
- ◆ Baum S. "MAKING YOUR SERVICE BLUEPRINT PAY OFF!" *Journal of Services Marketing*; Summer 1990; 4 (3); 45.
- ◆ Sheryl E. Kimes "The Basics of Yield Management" *The Cornell Hotel and Restaurant Administration Quarterly*; November 1989; 30 (3): 14-19
- ◆ Eric B. Orkin, "Boosting Your Bottom Line with Yield Management" *The Cornell Hotel and Restaurant Administration Quarterly*; February 1988; 28 (4): 52-56.