

FACULTY OF SOCIETY AND SCIENCE

Course Title:	SALES EXCELLENCE IN TOURISM INDUSTRY				
Course code (LAIS):	VadZ6074				
Study programme:	Tourism Competitiveness Management				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input checked="" type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course Author/ Tutor:	Guest lecturer, Mg.oec. Gaļina Bukovska				
	galina.bukovska@va.lv				
	Consultation: according to the schedule				
Study Form:	Full time studies, on-line course				
Study year, semester:	Year 1, Semester 2				
Language:	English / Latvian				
Prerequisites for the Course:	None				
Course Summary:	The purpose of the course is to provide the in-depth knowledge necessary and tools to understand, plan and manage successful sales considering the specific characteristics of selling tourism services.				
	Students acquire knowledge and competencies in formulating, implementing and monitoring the sales strategy in line with target markets and their travel and purchasing behaviour. Students gain in-depth knowledge about the changing and evolving role of selling in the age of digitalization. Students gain competence in (re-) engineering the sales process, planning the sales activities, selecting appropriate sales methodology, managing sales teams and salesperson's performance.				
Course methods	Lectures, study assignments; student consultations; individual course assignments with a presentation				
Requirements for Credits:	The course total assessment is calculated by using summative approach and consists of assessment for two individual works. The final grade is made of individual course assignment, divided in three parts as follows:				
	<ul style="list-style-type: none"> - Assignment 1: Identifying the target markets and analysing the buyer behaviour (individual written assignment) – 30% of the course grade - Assignment 2: Setting the sales strategy, planning and evaluating the sales process (individual written assignment) – 70% of the course grade For a student to complete the course, the written assignment has to receive a positive grade (at least 4 points). All assignments must be completed and submitted on time. Late submissions will not be accepted. Assignments must be prepared in accordance with academic standards and the instructions provided by the instructors. Rules of the course attendance must be observed. <i>If the student does not fulfill the conditions set for obtaining a positive overall evaluation, the course must be retaken in its entirety the next time;</i> <i>- Participation in the course will be evaluated in a 10-point system, taking into account the following criteria:</i> <i>With distinction (10) – knowledge, skills and competence in sales planning, strategy implementation and management exceed the requirements;</i> <i>Excellent (9) – knowledge, skills and competence in sales planning, strategy implementation and</i>				

	<p><i>management fully meet the requirements;</i> <i>Very good (8) – the requirements are fully met, however, the understanding of more complex issues and / or the application of knowledge independently is not deep enough in some aspects of sales planning and/or management;</i> <i>good (7) – in general, the requirements are met, but sometimes there are not enough skills to independently use the acquired knowledge in sales planning and management, strategy implementation;</i> <i>almost good (6) – the requirements are met, but at the same time there are insufficiently deep understanding of the problems regarding certain aspects of sales planning and management and the inability to use the acquired knowledge;</i> <i>sufficient (5) – generally requirements are met, however, understanding of several aspects related to sales planning and management is limited, ability to understand problems and use acquired knowledge is rather restricted;</i> <i>almost sufficient(4) – in general the requirements are met, yet there is a limited understanding of some conceptual issues related to the sales of services, and significant difficulties in the practical use of the acquired knowledge;</i> <i>weak (3) – knowledge is superficial and incomplete, the student is unable to use it in specific situations;</i> <i>very weak (2) – superficial knowledge, very limited understanding of basic sales issues, most of the requirements are not met;</i> <i>very, very weak (1) – there is no understanding of the very nature of sales and its specifics in tourism, there is almost no knowledge of the topics covered in the course.</i></p>																	
Course Contents:	<p>Selling in the age of digitalization; B2C and B2B sales; modern segmentation tools - consumer tribes and buyer persona; buyer journey mapping; sales strategy and objectives; sales planning and management process; sales channels and partnerships in selling; sales process engineering; personal selling; modern sales behaviours and sales techniques; social selling; performance management</p>																	
Abiding by the Academic Ethics	<p>Students must observe academic and research ethics and regulations governing the study and research process of the Vidzeme University of Applied Sciences, including:</p> <ul style="list-style-type: none"> – Study papers must be independently developed; – The study work should reference all statements, ideas and data used that have been authored by someone else; – Sources must be either quoted in accordance to the academic standards or paraphrased. Copy-pasting a piece of text and failure to mark it accordingly constitutes plagiarism. Such an offence, in turn, may result in suspending the student from the course. – Appropriate research methods must be employed. Empirical data must be collected independently and must not be distorted or falsified; – Assignments must be carried out by the student independently, without undeclared or unethical support from other parties. <p>If the student fails to comply with academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations. This may result in either having to re-take the course or exmatriculation of the student.</p>																	
Learning Outcomes; the evaluation methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="557 1563 1023 1592">Learning Outcomes</th> <th data-bbox="1029 1563 1437 1592">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="557 1597 1437 1626">Knowledge</td> </tr> <tr> <td data-bbox="557 1630 1023 1709">In-depth knowledge about the changing and evolving role of selling in the age of digitalization</td> <td data-bbox="1029 1630 1437 1709">Lectures, independent work, study assignments</td> </tr> <tr> <td data-bbox="557 1713 1023 1821">In-depth knowledge of the key concepts and theories related to modern buyer’s segmentation, experience and journey to be able to provide value with the sales activities</td> <td data-bbox="1029 1713 1437 1821">Lectures, independent work, study assignments</td> </tr> <tr> <td data-bbox="557 1825 1023 1904">In-depth knowledge of the key concepts and theories of sales planning and management and personal selling</td> <td data-bbox="1029 1825 1437 1904">Lectures, independent work, study assignments</td> </tr> <tr> <td colspan="2" data-bbox="557 1908 1437 1937">Skills</td> </tr> <tr> <td data-bbox="557 1942 1023 1998">Skills of presentation and argumentation skills</td> <td data-bbox="1029 1942 1437 1998">Lectures, independent work, study assignments</td> </tr> <tr> <td data-bbox="557 2002 1023 2022">Skills to evaluate sales performance, and to</td> <td data-bbox="1029 2002 1437 2022">Lectures, independent work, study</td> </tr> </tbody> </table>	Learning Outcomes	The evaluation methods and criteria	Knowledge		In-depth knowledge about the changing and evolving role of selling in the age of digitalization	Lectures, independent work, study assignments	In-depth knowledge of the key concepts and theories related to modern buyer’s segmentation, experience and journey to be able to provide value with the sales activities	Lectures, independent work, study assignments	In-depth knowledge of the key concepts and theories of sales planning and management and personal selling	Lectures, independent work, study assignments	Skills		Skills of presentation and argumentation skills	Lectures, independent work, study assignments	Skills to evaluate sales performance, and to	Lectures, independent work, study	
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	implement and develop salesperson`s sales behaviours and techniques in a sales encounter	assignments
	Competency	
	Competence to analyse the changing and evolving role of tourism selling in the age of digitalization	Lectures, independent work, study assignments
	Competence to plan and manage sales and sales teams: formulate, implement and monitor the sales strategy and objectives	Lectures, independent work, study assignments
	Competence to define, setup and manage the sales process considering omni-channel experience, buyer`s persona and buyer journey	Lectures, independent work, study assignments
Course compulsory literature	Books 1. Jobber, D., & Lancaster, G. (2019). <i>Selling and Sales Management</i> . 11 th edition. Pearson. Selected chapters. 2. Johnston, M., & Marshall, M. (2016). <i>Sales Force Management</i> . 12 th edition. Routledge. Selected Chapters. 3. Andzulis, J. M., Panagopoulos, N. G., & Rapp, A. (2012). A review of social media and implications for the sales process. <i>Journal of Personal Selling & Sales Management</i> , 32(3), 305-316. 4. Cuevas, J. M. (2018). The transformation of professional selling: Implications for leading the modern sales organization. <i>Industrial Marketing Management</i> , 69, 198-208. 5. Madhani, P. M. (2015). Managing salesforce performance: Behavior versus outcome measures. <i>Compensation & Benefits Review</i> , 47(2), 81-90.	
Additional literature	6. Kelly S., Johnston P., & Danheiser S. (2017). <i>Value-ology. Aligning sales and marketing to shape and deliver profitable customer value propositions</i> . Springer. 7. Amadeus. (2015). <i>Future Traveller Tribes 2030. Building a more rewarding journey</i> . 8. Floater, G., Mackie, L., Fryzlewicz, P., Baranowski, R., & Erhart, K. (2016). <i>Travel distribution: The end of the world as we know it</i> . LSE Enterprise Limited London School of Economics and Political Science.	
Course confirmation date:	12.05.2021.	
Date of course description update:	-	

The plan of the study course:

Week*	Theme	Activity	Contact hours	Independent work hours
	Modern sales management	Lecture. Course design, delivery and assessment explained.	3	2
	Identifying markets: consumer tribes and buyer`s journey, buyer persona	Lecture. Discussion. First assignment.	4	6
	Sales strategy and objectives	Lecture. Discussion. Second assignment	3	6
	Planning the sales process, part 1	Lecture. Discussion.	4	6
	Planning the sales process, part 2	Self-study week with the assignments 1&2	0	12
	Sales behaviours and selling	Lecture. Discussion.	3	6



	methodology			
	Social selling and sales partnerships	Lecture. Discussion.	2	6
	Performance management	Lecture. Discussion.	2	7
	Workshop	Presentation of the assignments.	3	5
		Total:	24	56

**The date is specified before the implementation of the course*