

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	Tourism Marketing Strategies				
Course code (LAIS):	<i>The course will be registered after receiving the license</i>				
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
	3	5	125	40	85
Course Author/ Tutor:	Associate professor, Dr. oec. Aija van der Steina				
	Associate professor, Dr.sc.comm. Jānis Buholcs				
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	<u>e-mail</u> : Janis.buholcs@va.lv				
	Consultation: according to the schedule for each semester and on-demand by appointment				
Study Form:	Full time studies				
Study year, semester:	Year 1, Semester 1				
Language:	English or Latvian				
Prerequisites for the Course:	Basic principles of marketing or tourism marketing				
Course Summary:	The purpose of the study course is to provide comprehensive knowledge, as well as to develop analytical and decision making skills, to improve academic and intellectual competence of implementing strategies for tourism organizations (private companies) and destination management organizations (DMO) by choosing and managing domestic and international target markets in today`s globally connected and competitive business environment.				
	The main focus of the study course will be on strategic decision making process in the tourism marketing, that includes auditing marketing performance of companies, evaluating development potential of tourism market, selecting and targeting domestic and international target markets (extra focus on the emerging markets) and developing an effective positioning strategy and branding, distribution and communication strategies while using both traditional and innovative approaches.				
Course Methods	Blended learning approach (online and clasroom teaching): lectures and guest lectures, discussions, group works, workshops, field studies, case studies, tests etc.				
Assessment and Requirements for Credits:	Assessment of the student performance will include formative feedback and summative grading. Assessment of the course is done by the teacher, by a student`s self- and peer-assessment.				
	The summative assessment includes:				
	Assessment of assignment 1. Marketing audit of company/ destination “X” (individual work): - 20% of the total course grade.				
	Assessment of assignment 2. Potential in domestic and international tourism markets: main tourist segments and tourist profiles: 20 % of the total course grade.				
	Assessment of assignment 3. Development of marketing strategy for company/ destination “X” in attracting new target markets and strengthening the competitiveness (group work): 30 % of the total course grade.				
	Assessment of final exam - 20 % of course total: Applied theory test and practical case analysis..				
Activity dring the course (participation in discussion groups, sharing knowledge and other activities) - 10% of the total course grade.					
All assignments and the final exam have to be assessed positively in order to pass the entire course. Partially accomplished assignments are not accepted. Due dates are to be					

	<p>followed strictly.</p> <p><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></p> <p><i>- Participation in the course and all assignments will be evaluated in a 10-point system, taking into account the following criteria:</i></p> <p><i>with distinction (10) – knowledge, skills and competence in planning and implementing marketing strategies, marketing evaluation exceed the requirements;</i></p> <p><i>excellent (9) – knowledge, skills and competence in planning and implementing marketing strategies, marketing evaluation fully meet the requirements;</i></p> <p><i>very good (8) – fully fulfilled requirements, however, there is not a deep enough understanding of certain aspects of the planning and implementation of marketing strategies, and performance evaluation, in order to use the acquired knowledge independently in solving more complex problems;</i></p> <p><i>good (7) – in general, the requirements are met, however, sometimes there are not enough skills to independently use the acquired knowledge in the planning and implementation of marketing strategies, and performance evaluation;</i></p> <p><i>almost good (6) – the requirements are met, but at the same time insufficiently deep understanding of the problems regarding certain aspects of consumer behavior and marketing, and the ability to use the acquired knowledge is restricted;</i></p> <p><i>sufficient (5) – generally requirements are met, however, the understanding of several aspects related to consumer behavior and marketing is limited, the restricted ability to understand problems and use the acquired knowledge can also be observed;</i></p> <p><i>almost sufficient (4) – in general the requirements are met, there is a limited understanding of some conceptual issues related to the planning, implementation and evaluation of marketing strategies, as well as significant difficulties to use of the acquired knowledge in the practice;</i></p> <p><i>weak (3) – knowledge is superficial and incomplete, the student is unable to use it in specific situations;</i></p> <p><i>very weak (2) – there is superficial knowledge, very limited understanding of the basic issues of consumer behavior and marketing strategies, most of the requirements are not met;</i></p> <p><i>very, very weak (1) – there is no understanding of the essence of marketing and its specifics in tourism, there is almost no knowledge of the topics covered in the course.</i></p>															
<p>Abiding by the Academic Ethics</p>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</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; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>															
<p>Learning Outcomes; the evaluation methods and criteria</p>	<table border="1"> <thead> <tr> <th data-bbox="555 1529 1072 1585">Learning Outcomes</th> <th data-bbox="1078 1529 1437 1585">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="555 1585 1437 1619">Knowledge</td> </tr> <tr> <td colspan="2" data-bbox="555 1619 1437 1653">Student:</td> </tr> <tr> <td data-bbox="555 1653 1072 1776">Demonstrates knowledge on tourism marketing (including destinations and companies), driving forces, macro-environment and development trends.</td> <td data-bbox="1078 1653 1437 1776">Discussion, final exam (test)</td> </tr> <tr> <td data-bbox="555 1776 1072 1877">Explains strategic marketing planning process, its steps and identify most appropriate strategic decision methods.</td> <td data-bbox="1078 1776 1437 1877">Final exam (test) Assignment1. Peer assessment and teacher`s assessment.</td> </tr> <tr> <td data-bbox="555 1877 1072 2000">Identifies and discusses different strategies of marketing strategy mix: development, competitiveness, target market and positioning strategies.</td> <td data-bbox="1078 1877 1437 2000">Discussion, final exam (test)</td> </tr> <tr> <td data-bbox="555 2000 1072 2085">Illustrates knowledge on strategic decisions in implementing marketing mix in domestic and international target markets.</td> <td data-bbox="1078 2000 1437 2085">Discussion, final exam, Assignment 3. Self- and peer-assessment (based on evaluation</td> </tr> </tbody> </table>	Learning Outcomes	The evaluation methods and criteria	Knowledge		Student:		Demonstrates knowledge on tourism marketing (including destinations and companies), driving forces, macro-environment and development trends.	Discussion, final exam (test)	Explains strategic marketing planning process, its steps and identify most appropriate strategic decision methods.	Final exam (test) Assignment1. Peer assessment and teacher`s assessment.	Identifies and discusses different strategies of marketing strategy mix: development, competitiveness, target market and positioning strategies.	Discussion, final exam (test)	Illustrates knowledge on strategic decisions in implementing marketing mix in domestic and international target markets.	Discussion, final exam, Assignment 3. Self- and peer-assessment (based on evaluation	
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		form) and teacher`s assessment.
	Explains the diversity of tourist needs, apply different consumer and tourist behaviour models and tourist segments and profiles particularly in new/ emerging markets.	Discussion and assignment 2. Peer assessment (based on evaluation form) and teacher`s assessment.
	Discusses assessment of tourism marketing performance at micro and macro level.	Discussion, final exam, assignment 3. Self- and peer-assessment (based on evaluation form) and teacher`s assessment.
	Skills	
	Student: Demonstrates high level skills to locate, critically evaluate and use relevant sources and methods in tourism marketing field.	Assignment 1. and assignment 2. Peer assessment (based on evaluation form) and teacher`s assessment.
	Apply theoretical concepts and theories of strategic marketing in tourism organisations and companies.	Assignment 3. Self- and peer-assessment (based on evaluation form) and teacher`s assessment.
	Performs marketing audit of the company or tourist destination and use the appropriate strategic decision methods.	Assignment 1. Teacher`s assessment.
	Shows teamwork and leadership in developing marketing strategy for tourism company (or destination) and during other course activities.	Assignment 2. Peer assessment (based on evaluation form) and teacher`s assessment and assignment 3. Self- and peer-assessment and teacher`s assessment. Activity during the course
	Competency	
	Student: Evaluates the demand potential in tourism markets and selects and targets the most attractive domestic and international markets.	Assignment 2. Peer assessment (based on evaluation form) and teacher`s assessment.
	Develops a coherent, fully integrated and effective marketing strategy for companies or destinations using well founded strategy mix, to reach the most attractive tourist markets effectively and efficiently via traditional and innovative marketing techniques.	Assignment 3. Self- and peer-assessment (based on evaluation form) and teacher`s assessment.
Course Compulsory literature:	<ul style="list-style-type: none"> • Tsiotsou, R. H., & Goldsmith, R. E. (Eds.). (2012). <i>Strategic marketing in tourism services</i>. Emerald Group Publishing. Introduction and part I-III. • Fyall, A., Legohérel, P., Frochot, I., & Wang, Y. (2019). <i>Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences</i>. Routledge. • Moutinho, L., & Vargas-Sanchez, A. (Eds.). (2018). <i>Strategic Management in Tourism, CABI Tourism Texts</i>. Cabi. Chapters 2, 4, 5,13,15. • Kozak, M., & Kozak, N. (Eds.). (2016). <i>Tourist behaviour: an international perspective</i>. CABI. 	
Course additional literature:	<p>The list of literature is the subject of changes. The list of additional literature - scientific articles, industry and market reports, tourism related organisations` websites and social media platforms - will be provided on the e-study platform (according the study topic).</p> <ul style="list-style-type: none"> • Stein, A. (2015). <i>Attracting Attention: Promotion and Marketing for Tourism Attractions</i>. Peter Lang Incorporated, International Academic Publishers • Morrison, A. M. (2018). <i>Marketing and managing tourism destinations</i>. Routledge. • Vellas, F. (1999). <i>The international marketing of travel and tourism: A strategic approach</i>. Macmillan International Higher Education. • Horner, S., & Swarbrooke, J. (2016). <i>Consumer behaviour in tourism</i>. Routledge. • Lew, A. A., Hall, C. M., & Williams, A. M. (Eds.). (2014). <i>The Wiley Blackwell companion to tourism</i>. John Wiley & Sons. 	

	<ul style="list-style-type: none"> • Sahaf, M. A. (2019). <i>Strategic marketing: making decisions for strategic advantage</i>. PHI Learning Pvt. Ltd. <p>Scientific publications from the journals:</p> <ul style="list-style-type: none"> • Journal of Travel and Tourism Marketing • Journal of Destination Marketing and Management • Tourism Management • Journal of Travel Research • Current Issues in Tourism
Course confirmation date:	12.05.2021.
Date of course description update:	-

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Introduction to the study course.			
	Introduction to tourism marketing, driving forces, domestic and international marketing environment and development trends.	6	8	Lecture (study material in text, video and other formats), guest lecture, case studies, discussions
	Strategic marketing principles in tourism, strategic planning process, the main steps and implementation.	4	8	Questions & answers on study material. Lecture (study material in text, video and other formats), discussion
	Marketing audit of the tourism company/ destination and strategic decision methods (BCG portfolio, SWOT and Destination and Product Life Cycle)	6	10	Questions & answers on study material. Lecture (study material in text, video and other formats) Critical incidents from industry, discussion, case studies
	Domestic and international tourist needs, consumer and tourist behaviour models, main domestic and international tourist segments and profiles. Evaluation of demand potential in tourism markets.	5	18	Questions & answers on study material. Lecture (study material in text, video and other formats), guest lecture, problem-based group work, student presentation and self and peer assessment.
	Marketing strategy mix for tourism markets: development strategies, competitiveness strategies, target market and positioning strategies. Image and branding strategies in tourism.	6	15	Questions & answers on study material. Lecture (study material in text, video and other formats), guest lecturer from industry, case studies, group work and discussion.
	Strategic decisions in implementing marketing mix: product, price, distribution and communication strategies in domestic and international tourism market.	5	15	Questions & answers on study material. Lecture (study material in text, video and other formats), guest lecturer from industry, case studies, group work and discussion.
	Evaluation of tourism marketing performance at destination`s and company`s level.	4	10	Questions & answers on study material. Lecture (study material in text, video and other formats), critical incidents from industry, discussion.
Hours total:		40	85	