

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

<b>Course Title:</b>	<b>TOURISM MARKETING</b>				
<b>Course code (LAIS):</b>	<b>Ekon3039</b>				
<b>Study programme:</b>	<b>Tourism Organisation and Management</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<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)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	4	6	160	64	96
<b>Course Author/ Tutor:</b>	<b>Andris Klepers</b>				
	Professor Assistant, Dr.geogr.				
	e-mail: <a href="mailto:andris.klepers@va.lv">andris.klepers@va.lv</a>				
	Consultation: according to the schedule for each semester				
<b>Course Form:</b>	full time				
<b>Study year, semester:</b>	2 <sup>nd</sup> year 3 <sup>rd</sup> semester (TOM)				
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	Introduction in Tourism, English				
<b>Course Summary:</b>	The aim of the course is to establish the common understanding of marketing basics and encourage new knowledge and skills with possibility to use them in marketing planning				
<b>Course Methods:</b>	lectures, seminars, presentations, group works and discussions on problem-based case studies, excursion to the business incubator, test, individual work, field marketing research with various methods etc.				
<b>Assessment:</b>	Exam (50%) and accumulative during the course (50%)				
<b>Requirements for Credits:</b>	<ol style="list-style-type: none"> <li>All the students should be registered in course support e-platform of the Vidzeme University of Applied Sciences</li> <li>All the works sent to the assessment should have student's name or ID number and they need to be kept until evaluation feedback is received.</li> <li>There is compulsory participation in seminars and marketing research work. There is possible to skip 2 lectures only, but not seminars. In case that happens - there will be additional individual work.</li> <li>All the works (group or individual) should be completed and passed with positive mark.</li> </ol>				
<b>Course Contents:</b>	The course will deliver basic knowledge about marketing logic of all four main stages: analysing the market, planning process, implementing and monitoring it. There are themes to understand the whole system of destination (place marketing) from company's perspective. Students will be able to complete applied marketing research within the group. Especially stress will be putted towards the understanding of key-elements of the marketing: segmentation, market research, positioning and combination with ICT tools usage and conceptualizing towards branding and service design.				
<b>Learning Outcomes<sup>1</sup>; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>			<b>The evaluation methods and criteria</b>	
	<b>Knowledge</b>				
	Will know the general notions of tourism marketing and interaction of various system elements			Lectures, problem based case study and solutions, seminar, field trips, final exam, individual reading and studying	
Will have in-depth knowledge about decision			Lectures, problem based case study and		

<sup>1</sup> <http://www.nki-latvija.lv/par-lki>

	making process based on marketing objectives and priorities	solutions, seminar, field trips, final exam, individual reading and studying
	Will know the latest trends of tourism and leisure industries, especially in connection with ICT tools	Lectures, problem based case study and solutions, seminar, field trips, final exam, individual reading and studying
	Will understand motivation and needs of the travellers to create competitive design of the services	Lectures, problem based case study and solutions, seminar, field trips, final exam, individual reading and studying
	<b>Skills</b>	
	To develop critical thinking	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	To strengthen decision making skills and argumentation on marketing	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	To improve skills of research	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	To improve English language and communication, presentation skills	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	To improve management skills especially those developed in tourism route planning	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	To develop creativity	Seminar in Business incubator
	To strengthen entrepreneurial skills	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	<b>Competency</b>	
	To understand tourism marketing role in the tourism system for various stakeholders and at different scales	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	To be able to understand and apply most important notions of tourism marketing and their interaction	Lectures, problem based case study and solutions, seminar, field trips, final exam.
	To be able understand tourism sustainability principles within the framework of the corporate market	Lectures, problem based case study and solutions, seminar, final exam.
<b>Course Compulsory literature:</b>	<p>Dwyer, L., Edwards, D., Mistilis, N., Roman, C. &amp; Scott, N. (2008). Destination and enterprise management for a tourism future. <i>Tourism Management</i> 30, 63–74.</p> <p>Freijers, V. (2011 (latv.), oriģ. 2007). Tūrisma mārketingš. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība. Rīga: Turība.</p> <p>Kotler, P. (2007). Mārketingš no A līdz Z (tulk.). Rīga : Jumava.</p> <p>Kotlers, F. (2007). Kotlers par mārketingu : kā radīt, iekarot tirgu un dominēt tajā (tulk.). Rīga: Lietišķās informācijas dienests.</p> <p>Kotler, P. (2006). Mārketinga pamati (tulk.). Rīga: Jumava.</p> <p>Kotler P. (2003). <i>Marketing for Hospitality and Tourism</i> (3rd ed.). New Jersey: Pearson Education.</p> <p>Kotler, P. (2001). <i>A Framework for Marketing Management</i>. New Jersey: Prentice Hall.</p> <p>Котлер, Ф. (2000). <i>Маркетинг менеджмент</i> (10-е изд). - Москва : Питер.</p> <p>Vargo, L. S., &amp; Lusch, F. R. (2004). Evolving to a New Dominant Logic for Marketing. <i>Journal of Marketing</i>, 68, 1–17</p>	
<b>Course additional literature:</b>	<p>Articles from Journal of: <i>Journal of Travel &amp; Tourism Marketing</i>. Editor-in-Chief: K. S. (Kaye) Chon. The Hong Kong Polytechnic University, Hong Kong. <a href="http://www.tandfonline.com/loi/wttm20?genre=journal&amp;issn=1054-8408&amp;">http://www.tandfonline.com/loi/wttm20?genre=journal&amp;issn=1054-8408&amp;</a></p> <p>Abbey, J. R., (1996). <i>Hospitality Sales and Marketing</i> (2nd ed.). USA: The Educational</p>	

	<p>Institute of the American Hotel &amp; Motel Association.          Anholt, S. (2006). Competitive Identity: The New Brand Management for Nations, Cities and Regions. Palgrave.          Ansoff, H. I., (1989). The New Corporate Strategy. New York: John Wiley &amp; Sons.          Briggs, S., (1997). Successful Tourism Marketing: a practical handbook. London.          Brauns, T. (2007). Zīmola filozofija : izcili filozofi par Zīmoliem (tulk.). Rīga: Lietišķās informācijas dienests.          Cai, L. A., Gartner, W. C., &amp; Munar, A. M. (2009). Tourism Branding: Communities in Action. (Bridging Tourism Theory and Practice). Emerald Group Pub.          Moilanen, T., &amp; Rainisto, S. (2008). How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding. Palgrave          Hall, C. M. (Ed.). (2004). Wine, Food and Tourism Marketing. Binghamnton: The Haworth Hospitality Press.          Horner, S. (1997). Marketing Tourism Hospitality and Leisure in Europe. London: International Thomson Business Press.          Kolb, B. M. (2006). Tourism marketing for cities and towns: using branding and events to attract tourism. Amsterdam: Butterworth-Heinemann.          McCabe, S. (2008). Marketing Communications in Tourism and Hospitality: Concepts, Strategies and Cases. Butterworth-Heinemann.          Mancini, M. (2003). Connecting with Customers: how to sell, service, and market the travel product. New Jersey: Prentice Hall.          Morgan, M. (1996). Marketing for Leisure and Tourism. London, Prentice Hall.          Mārketinga rokasgrāmata. (2008). Rīga: Dienas Bizness.          Morgan, N. (2001). Advertising in Tourism and Leisure. Oxford: Butterworth-Heinemann.          Opperman, M. (Ed.). (1997). Geography and Tourism Marketing. New York: The Haworth Press.          Pender, L. (1999). Marketing Management for Travel and Tourism. Gheltenham: Stanley Thornes.          Laws, E. (Ed.). (2002). Tourism Marketing: quality and service management perspectives. London: Continuum.          Olins, V. (2005). Par zīmolu (tulk.). Rīga: Neputns.          Roberts, J., (1999). Marketing for the Hospitality Industry. London: Hodder &amp; Stoughton.          Scoble, R., &amp; Israel, S. (2006). Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers. Wiley.          UN World Travel Organization. (2001). E-Business For Tourism. Practical Guidelines for Tourism Destinations and Businesses. Madrid: UN WTO.          UN World Travel Organization. (2009). Handbook on Tourism Destination Branding. Madrid: UN WTO.          Weaver, D. (2006). Tourism management (3rd ed.). Milton: John Wiley &amp; Sons Australia.          Other actual sources will be available from E-point – virtual environment for studies of local networking platform.</p>
<b>Course confirmation date:</b>	21.09.2016.
<b>Date of course description update:</b>	

**Study Course Plan:**

<b>Date</b>	<b>Theme</b>	<b>Hours</b>	<b>Study Form</b>
<i>The date is specified before the implementation of the course</i>	INTRODUCTION. Tourism marketing notion, concept and functions. Mega trends for determine of development.	12	Lecture, seminar, individual reading.
	TOURISM GLOBAL TRENDS and their impact to the strategies of local entrepreneurship in the future. Seminar (2 groups).	22	Lecture, seminar, problem-based case study, individual reading.
	MARKETING ANALYSIS. Customer needs in travel. Market segmentation, identifying of target audience and setting priorities. Seminar (2 groups).	14	Lecture, seminar, problem-based case study, individual reading.
	COMPETITIVENESS. Marketing research and use of it. Seminar (2 groups).	8	Lecture, seminar, problem-based case study, individual reading.
	Practical marketing research – 2-3 groups	22	Lecture, seminar, problem-based case study, individual reading.
	MARKETING DECISIONS & PLANNING. Positioning. Tourism product policy and development strategies and understanding of markets. Seminar (2 groups).	14	Lecture, seminar, problem-based case study, individual reading.
	PRICING & COMMUNICATION policy in tourism and hospitality. Branding. Seminar (2 groups).	14	Lecture, seminar, problem-based case study, individual reading.
	PLACE MARKETING and promotion strategies of destinations. Stakeholders and collaboration. Seminar (2 groups).	16	Lecture, seminar, problem-based case study, individual reading.
	TEST. NICHE MARKETING. CRS, Social responsibility and 'green marketing strategies'.	14	Lecture, seminar, problem-based case study, individual reading. Visit of Business Incubator.
	IMPLEMENTATION OF MARKETING. Integrated communication system and promotion. Seminar (2 groups). Tourism value chain and cluster strategies. Seminar (2 groups). Marketing techniques. Framework for complex strategy. Seminar (2 groups).	20	Lecture, seminar, problem-based case study, individual reading.
	Exam (in written form)	4	Final exam