



<b>Course Code:</b>	2222HSL
<b>Course Name:</b>	Marketing & Sales for Tourism & Hotels
<b>Semester:</b>	Trimester 1, 2017
<b>Program:</b>	Associate Degree in Commerce & Business
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Dr Mary-Anne Smith
<b>Document modified:</b>	17 February 2017

### **Teaching Team**

Your lecturer/tutor can be contacted via the email system on the portal.

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### **Staff Consultation**

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the “myTimetable” link.

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### **Prerequisites**

To successfully enrol in this Course, you must provide evidence that you have completed the following Courses:

- 1003MKT - Introduction to Marketing

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## **Brief Course Description**

Marketing and Sales for Tourism and Hotels is a 10 Credit Point course within the Associate Degree in Commerce and Business. The course is situated within the second year of the program. The Associate Degree in Commerce and Business is designed to provide students with a pathway to:

- further university studies in Commerce, Business and related degrees or
- direct employment

Marketing represents an important way for international tourism and hotel organisations to inform and influence their customers. This course examines travel and guest products and markets, the behaviours and decision making processes of travellers and guests, and strategies used to effectively market international tourism and hotel services.

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## **Rationale**

This course is relevant to conducting marketing operations in a range of international tourism and hotel sectors including destination marketing organisations, travel agencies, tour and attractions operations, and accommodation and food and beverage providers. The decision making processes of travellers and hotel guests can range from the capricious and spontaneous to the considered and extended. Along with a competitive supplier market of international tourism and hotel products, these characteristics can mean that selling experiences and satisfying travellers and guests is a challenging proposition. The key to dealing with these challenges is to develop a sound understanding of the customer behaviour and by knowing which marketing strategies result in well informed and satisfied customers. A breadth of material is provided, along with opportunities for you to focus some assessment on topics of your own choosing.

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## **Aims**

The aim of this course is to examine, from a destination marketer's perspective, international tourism and hotel markets, customer behaviours, and marketing and sales strategies as a context for designing and delivering domestic tourism and hotel products. This aim is designed to extend students' knowledge, skills and attitudes acquired in lower level marketing and sales courses through application of course material to the context of international tourism and hotel settings.

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## Learning Outcomes

After successfully completing this course you should be able to:

1. Evaluate existing tourism and hotel experiences, identify gaps and opportunities in the market and create a modified or new product that is environmentally, financially and socially sustainable.
  2. Understand the role of the marketing department in positioning and communicating a destination, tourism or hotel's product or brand in line with effective segmentation strategies.
  3. Appreciate the importance of tourism as an economic driver and understand the role of Destination Marketing Organisations (DMOs) and government in marketing destinations and encouraging new experience development.
  4. Demonstrate the ability to solve marketing related problems in a tourism and hotel setting by understanding the role of selected elements of the marketing mix, recognising their role in translating strategy into marketing action, as well as, the interdependence between the elements.
  5. Collaborate with others to prepare a tourism marketing strategy and then communicate that strategy effectively, both orally and in writing.
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## Texts and Supporting Materials

### Required Text:

- Kotler, P., Bowen, J.T., & Makens, J.C. (2014). *Marketing for Hospitality and Tourism* (7th ed.). Upper Saddle River: Pearson.

Additional readings will be made available on the course notes section of the Griffith College portal under appropriate week

### Support Resources:

#### Journals

- Annals of Tourism. G155.A1 A58
- Cornell Hotel and Restaurant Administration Quarterly. TX901.C67
- International Journal of Tourism Research. (Electronic link Proquest)
- Journal of Consumer Marketing. HF5410.J64
- Journal of Consumer Research. HF5415.3.J68
- Journal of Foodservice Business Research. TX911.3.M3 J68:A
- Journal of Hospitality & Leisure Marketing. TX911.3.M3 J682
- Journal of Hospitality and Tourism Management. TX911.3.M27 A97:A
- Journal of Marketing Research. HF5415.2.J66
- Journal of Marketing HF5415.A2 J6
- Journal of Restaurant & Foodservice Marketing. TX911.3.M3 J68
- Journal of Tourism Studies Per G155.A1 J58
- Journal of Travel and Tourism Marketing G155.A1 .J682
- Journal of Travel Medicine RA783.5 .T49
- Tourism Management G155.A1 I58:A

## **Organisation and Teaching Strategies**

The content for this course provides you with a mix of theoretical and practical information about international tourism and hotel marketing. The content places a strong emphasis on understanding social psychological aspects of decision making and behaviour and reflects this through a consumer behaviour perspective. The content further emphasises the application of this knowledge to marketing practices and strategies used by industry practitioners from a range of international tourism and hotel sectors.

Each week, you are required to attend 4 hours of contact time in class consisting of **lectures**, **tutorials** and **workshops**. The course is organised around learning experiences delivered through lecture and interactive class sessions. Most lectures involve teaching strategies that incorporate presentation and discussion of content, video materials, readings, study questions and guest lecturers. You are expected to read assigned readings before class and to be actively involved in lecture and tutorial discussions. Tutorials focus on exposing you to a variety of international tourism and hotel research studies through student presentations. Workshop sessions will provide you with the opportunity to develop a range of skills that will support learning objectives and foster certain generic skills that are helpful to your professional development.

## **Class Contact Summary**

### **Attendance:**

You are expected to attend all classes throughout the semester. Your attendance in class will be marked twice during a four hour class. To receive full attendance, you must be present in the classroom on both occasions.

### **Program Progression:**

You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 with passing grades achieved in more than 50% of courses in any semester [please see Griffith College Policy Library - Program Progression Policy - for more information].

### **Lecture Notes & Course Materials:**

You are also required to bring a copy of the lecture notes printed from the Griffith College website and any other required course materials to classes each week.

### **Independent Study:**

You are expected to reinforce your learning gained during class time by undertaking sufficient independent study. For this 10 CP course, you will need to spend at least 10 hours per week engaged in activities that will help your learning and fulfil the course objectives. Thus, provided you have well used the 4 hours per week of formal contact, you would then complete at least 6 hours per week of independent study.

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## Content Schedule

The course content is sequenced around:

1. a review of basic marketing principles and practices acquired through introductory marketing courses and showing how these apply to the context of international tourism and hotel marketing;
2. providing knowledge of specific consumer and supplier markets;
3. considering the characteristics of different international markets and their wants and needs; and
4. applying this knowledge to marketing and selling domestic destination and its tourism and hotel products.

### Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	Introduction to T & H Marketing and Review of Marketing Principles	Lecture	Kotler, Bowens & Makens Chapters 1 and 2
	Course overview	Tutorial	
	"How to" Exercise	Workshop	
2	Destination Marketing: The role of DMO's and Government	Lecture	Kotler et al Chapter 17
	Internationalisation Exercise Analysis focus	Tutorial	
	"How to" Exercise Marketing Project Introduction	Workshop	
3	Research and Strategy when Marketing Internationally	Lecture	Reading: Kotler et al Chapters 3 & 4; Reading: Evans, Campbell & Stonehouse. Plus Brenkert
	Exercise: Strategy or Tactic	Tutorial	
	"How to" Exercise	Workshop	
4	Consumer and Group Buying Behaviour	Lecture	Reading: Kotler Chapters 6 & 7
	Debate: Positioning doesn't matter.	Tutorial	
	Project work: Draft progress and consultation	Workshop	
5	Tourism Markets: Segmentation, Targeting and Positioning	Lecture	Reading: Kotler et al Chapter 8
	Group Analysis Exercise	Tutorial	
	"How to" Exercise MS Exam Techniques.	Workshop	
	PROGRESS CHECK ASSESSMENT DUE	Assessment	

6	MID SEMESTER EXAM in Lecture Time	Assessment	
	Integration Exercise	Tutorial	
	Project work: Introduce Elevator Pitch "How to" Personal Presentation Techniques	Workshop	
7	Branding and the Consumer Experience	Lecture	Reading: Kotler Chapters 9 &10
	Exercise: Know your customers	Tutorial	
	Project work: Continue work on presentation draft	Workshop	
8	Selling Tourism and Hotels: The Integrated Communications Mix with Today's Technology	Lecture	Reading: Kotler et al Ch 13, 14 & 15
	Exercise: Communication analysis - website	Tutorial	
	Project work: Assignment finalisation "How to" Report Formatting	Workshop	
	PRESENTATIONS DUE	Assessment	
9	Selling Tourism and Hotels: Distribution with Today's Technology	Lecture	Reading: Kotler et al Chapter 12
	PRESENTATIONS DUE	Assessment	
10	Selling Tourism and Hotels: Pricing Strategies	Lecture	Reading: Kotler et al Chapter 11
	Exercise: Price match game	Tutorial	
	"How to" Essay writing techniques	Workshop	
11	Sustainable International Marketing Practices	Lecture	Reading: Kasim plus Saarinen
	Debate: Sustainability is more than just economics.	Tutorial	
	"How to" Exam Writing Techniques	Workshop	
	STRATEGIC MARKETING REPORT DUE	Assessment	
12	Mock Exam	Lecture	
	Quiz	Tutorial	

## Assessment

This section sets out the assessment requirements for this course.

### Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Project Progress Check	10%	1,5	5
2	Mid Semester Exam	20%	1,2,4	6
3	Project Presentation	10%	1,3,4,5	8
4	Project Report	20%	1,2,3,4,5	10
5	Final Exam	40%	1,3,4	Exam Period

### Assessment Details

You will be required to complete the following assessment items throughout the course:

#### **1. Project Progress check - PART A (10%) SCHEDULED: Week 5**

This assessment is due in week 5 at the beginning of the tutorial and is worth 10% of your course grade. It is the first of three scaffolded steps to completing the major marketing project. In your team of four students, your team's marketing project scenario will be "built" from various factors and these will be determined by the rolling of a virtual dice. This way you can learn from other groups how they approached their scenario. Full details and guidelines are on the Portal. For this assessment you need to decide the Australian tourism and hospitality organisation that will be the subject of the project. Using conventional marketing research frameworks, you need to research the organisation (SWOT), its current and potential customers (Segmentation process), three direct competitors (Comparison table), and the wider operating environment (PESTEL). These areas of research will be presented as appendix items correctly formatted with 1) definition and explanation of the framework theory, 2) diagrammatic representation of the material, 3) detailed explanation of the diagram and 4) theorised analysis of the explanation. In addition, these analyses will be summarised in a short one-page essay titled 2.3 Situation analysis. This summary is a draft of the report section. Formatting details are on the Portal. (Relevant learning outcomes 1, 2 and 4.)

## **2. Mid-Semester Exam (20%) SCHEDULED: Week 6:**

The mid-semester exam will be conducted in the lecture time in week 6 and is worth 20% of your course grade. The exam requires you to synthesise material from topics and readings in weeks 1-5 inclusive, to answer a number of short essay questions. The exam will help you learn key principles of leisure travel markets and behaviours. The grading criteria for the exam will be explained during the exam review session in week 5. (Relevant learning outcomes 1, 2 and 4.)

## **3. Project Presentation (10%) SCHEDULED: Week 8**

The team will present in the week 8 tutorial/workshop and is worth 10% of your course grade. Your team will demonstrate developed presentation skills and individual contribution to the team. The presentation is a summary of the research, justify the new target market, introduce the longer term marketing strategy and its theory, outline the difference between the current product/service and the proposed modification, discuss the communication mix focus and introduce the new communication item. Full details and guidelines are on the Portal. This presentation takes the form of an "elevator pitch" which means you have twelve (12) body slides and each slide is set at a 40 second transition. You, therefore, must know your material and practise your timing individually and as a team. The purpose of the presentation is the second scaffold in the project. You will present your research and proposed ideas as a draft of the final report. You will be given immediate feedback which together with workshopping and consultation will enable you to make appropriate changes in the report preparation. (Relevant learning outcomes 3 and 4.)

## **4. Project Report - PART B (30%) SCHEDULED: Week 10**

The final stage of the project is an academically written 1,800 word report that is worth 30% of your course grade. The written report is to be submitted at the beginning of the tutorial in week 10. The report details the amended material from the presentation. The report must be correctly formatted including a table of contents, numbered sections, an APA style reference list, and appendices. Full details and guidelines are on the Portal. The purpose of the report is to clearly convey and justify your research and proposed marketing strategy, modified product/service and communication item. You are required to demonstrate your knowledge and understanding of marketing theories and concepts applying them correctly through strategic decision-making practice. You are also required to demonstrate development in written English, academic writing style, presentation skills and contribution to working in a team. You are required to submit the body of your report to Turnitin and obtain a % match report, print this out and submit it with the report. (Relevant learning outcomes 1, 2, 3 and 4.)

## **5. Final Exam (30%) SCHEDULED: Week 14**

The final exam consisting of short answer questions will assess your understanding and application of the lecture topics covered throughout the 12 week semester but with an emphasis on the content covered between weeks 7-12. Learning objectives assessed: 1, 2, 3 and 4.



## Submission and Return of Assessment Items

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

### Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

### Extensions

To apply for an extension of time for an assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

### Assessment Feedback

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen [14] days of the due date.

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### Generic Skills

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

Generic Skills	Taught	Practised	Assessed
Written Communication	Yes	Yes	Yes
Oral Communication	Yes	Yes	Yes
Information Literacy	Yes	Yes	
Secondary Research		Yes	Yes
Critical and Innovative Thinking		Yes	Yes
Academic Integrity		Yes	Yes
Self Directed Learning		Yes	Yes
Team Work		Yes	Yes
Cultural Intelligence		Yes	Yes
English Language Proficiency		Yes	

## **Additional Course Generic Skills**

Specific Skills	Taught	Practised	Assessed
Creativity and innovation	Yes	Yes	Yes

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## **Additional Course Information**

### **Teacher and Course Evaluation**

Feedback from students in this course was valuable. Students said they particularly enjoyed the 'International' approach in the material. They also enjoyed the project and particularly the practical task of designing a brochure. They made the recommendations that the lecture slides need updating to reflect what is taught about design principles and that some of the content is aged. They also mentioned that some of the readings are also aged.

In addition to formal contact hours, you are provided with extra support through individual consultation with teaching staff, tutorials in English language, and self-access computer laboratories.

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### **Academic Integrity**

Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

In the case of a breach of academic integrity made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

Please ensure that you are familiar with the [Griffith College Academic Integrity Policy](#); this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the Griffith College website – Policy Library.

### **Risk Assessment Statement**

There are no out of the ordinary risks associated with this course.

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