



Course Code:	2222THS
Course Name:	Hotel Distribution and Sales
Semester:	Semester 3, 2018
Program:	Associate Degree in Commerce & Business
Credit Points:	10
Course Coordinator:	Dr Mary-Anne Smith
Document modified:	12/07/2018

#### 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:

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- 1003MKT/1083MKT Introduction to Marketing.
- Incompatible: 2222HSL AND 3212HSL (Marketing and Sales for Tourism and Hotels) 2304HSL Hospitality Marketing and 3206HSL Tourism and Hospitality Marketing.

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## Brief Course Description

This course introduces students to the highly competitive and changing marketing environment of the hotel industry, providing them with an awareness and understanding of the unique marketing, sales and distribution challenges faced by hotel operators.

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## Rationale

This course is an upper level marketing and sales course and therefore assumes students have some knowledge of basic marketing principles. Students without this knowledge and students wanting to refresh their understanding should read an introductory marketing textbook. The course builds on basic marketing principles through focusing on consumer behaviour and applying marketing principles to design and sell tourism and hotel products.

The decision making processes of tourists and hotel guests can vary from the spontaneous and capricious to the extended and considered. These processes, along with a competitive supplier market in international tourism and hotel products, and the need to adapt to changing physical, financial, and social environments mean that designing and selling satisfying guest experiences is a challenging proposition. The key to dealing with these challenges is to develop a good understanding of customer behaviour and by knowing which strategies will attract and satisfy customers, and thereby lead to increased sales.

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## Aims

The aim of this course is to examine domestic and international travel markets, tourist behaviour, and marketing, sales and distribution strategies. The course explores approaches to designing, selling and delivering tourism and hotel experiences. The course seeks to extend students' knowledge and skills acquired in lower level marketing 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:

### **HOTEL SALES, MARKETING AND DISTRIBUTION CONCEPTS**

1. Understand various tourism market segments and influences on travel behaviour.
  2. Appreciate the complexities of hotel sales and distribution in the global tourism market.
  3. Demonstrate the ability to analyse elements of the tourism offer and customer experience and develop a sales and distribution tactical campaign to market this offer.
  4. Understand the role of technology in sales and distribution of hotels.
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## Texts and Supporting Materials

### **Required Text:**

- Bowie, D., Buttle, F., Brookes, M., & Mariussen, A. (2017). Hospitality marketing (3rd ed.). London, UK: Taylor & Francis

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

### **Support Resources:**

Text Book:

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

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

Websites:

- United Nations World Tourism Organisation
  - United Nations World Trade Organisation
  - Government statistics
  - Supplier statistics
  - Google Books – Theoretical text books
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## 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. building on 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 contemporary characteristics of tourism and hotel needs together with providing for the needs and wants of different customer market segments; 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	Selling Hotels: An introduction	Lecture	Bowie, Buttle, Brookes & Mariussen: Chapters 1 and 15
	Exercise: Your experience	Tutorial	
	"How to" Exercise	Workshop	
2	Understanding the Customer	Lecture	Bowie et al Chapters 2 and 3
	Team Activity: Review Questions	Tutorial	
	Essay Writing Skills	Workshop	
3	Research and Competitive Strategies and Offers	Lecture	Bowie et al Chapters 4 and 5  Reading: Evans, Campbell & Stonehouse. Plus Brenkert
	Case Study: Inkeepers of America	Tutorial	
	Essay Writing Skills	Workshop	
4	Placing the Offer	Lecture	Bowie et al Chapter 6
	Case Study Cont.: Strategy	Tutorial	
	Essay Final Drafts	Workshop	
	ONLINE QUIZ DUE	Assessment	
5	Designing the Offer	Lecture	Bowie et al Chapter 10
	Project Work: Introduce "Elevator Pitch"	Tutorial	

	"How to" Exercise MS Exam Techniques.	Workshop	
6	MID SEMESTER EXAM in Lecture Time	Assessment	
	Team Activity	Tutorial	
	Project work: Elevator Pitch "How to" Personal Presentation Techniques	Workshop	
7	Communicating the Offer	Lecture	Bowie et al Chapter 9
	PRESENTATIONS DUE	Tutorial	
	PRESENTATIONS DUE	Workshop	
8	Distributing the Offer	Lecture	Bowie et al Chapter 8
	Team Activity: Butcher Paper	Tutorial	
	Project Work: Report Formatting	Workshop	
9	Pricing the Offer	Lecture	Bowie et al Chapters 7
	Team Activity	Tutorial	
	Project work: Continue work on presentation draft	Workshop	
10	Delivering on the Promise	Lecture	Bowie et al Chapters 11 and 12
	Project Work: Report Finalisation	Tutorial	
	Review Report Final Draft	Workshop	
	PROJECT ACTION PLAN DUE	Assessment	
11	Building Relationships	Lecture	Bowie et al Chapters 13 and 14
	Team Exercise: Butcher Paper	Tutorial	
	"How to" Exam Writing Techniques	Workshop	
12	Revision	Lecture	
	"How to" Mock Exam	Tutorial	
	"How to" Mock Exam	Workshop	

## Assessment

This section sets out the assessment requirements for this course.

### Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Online Quiz	10%	1,	4
2	Mid Semester Exam	20%	1,2,4	6
3	Project Presentation	10%	1,3,4,	9
4	Project Action Plan Justification	20%	1,2,3,4,	11
5	Final Exam	40%	1,2,3,4	14

### Assessment Details

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

#### **1. Online Quiz (10%) SCHEDULED: Week 4**

This assessment is due in week 4 at the date time stipulated in MoodleAssign on the Course Notes page of the Portal. You will need to participate on an online Quiz. Full details and guidelines are on the Course Notes page of the Portal. (Relevant Learning Outcomes: 1.)

#### **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 – PART A (10%) SCHEDULED: Week 9**

The team will present in the week 8 tutorial/workshop and this 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 hotel's current operating environmental situation, outline the difference between the current product/service and the proposed modification, and discuss the proposed methods of sales and distribution. Full details and guidelines are on the Portal. (Relevant learning outcomes 1, 3, and 4.)

### **4. Project Action Plan Justification - PART B ( 20%) SCHEDULED: Week 11**

This assignment is due in Week 10 at the date and time stipulated in MoodleAssign on the Course Notes of the Portal. The final stage of the project is an academically written 1,200 word report that is worth 20% of your course grade. 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 proposed marketing action plan of the new or modified sales and distribution action plans. 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. (Relevant learning outcomes 1, 2, 3, and 4.)

### **5. Final Exam (40%) SCHEDULED: Week 14**

The final exam consisting of four short answer and one short essay 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. (Relevant learning outcomes 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	
Team Work		Yes	Yes
Cultural Intelligence		Yes	Yes
English Language Proficiency		Yes	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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