

BMA109
Tourism Marketing

Semester 2, 2009

This unit will be offered in:

Hobart & Launceston

The lecturer responsible will be:

Dr Sebastian Vengesayi (Lecturer-in-Charge)

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<http://www.utas.edu.au/mgmt/student.htm>

Introduction to the Unit

Tourism plays an important role in world trade. It ranks amongst the top three industries in many countries. Therefore, understanding the nature of the tourism products and services and the way in which they are marketed is crucial to all involved in this industry. This unit introduces the marketing concept as it applies to tourism services. The major focus of the subject is to provide the student with a basic understanding of the principles of marketing as applied to tourism services. The objectives are to help the student determine the specific characteristics of the tourism product and the required marketing responses. Services such as the tourism industry display generic characteristics, which do not alter marketing principles but must be understood before marketing can be applied in practice.

Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to:

- Understand the role marketing plays in society.
- Describe the theoretical foundations of marketing.
- Understand the nature of tourism marketing and its distinct differences from the marketing of tangible products.
- Understand and apply the marketing principle concepts to tourism marketing.
- Describe the strategic value of a range of marketing tools and describe how they can be integrated to effectively market a tourism product.
- Demonstrate an ability to work both independently and/or cooperatively as required, to effectively access, organise and then communicate marketing information in written and/or oral form.

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

- To introduce the subject of marketing to students.
- To develop an understanding of how marketing planning occurs.
- To develop an understanding of how to analyse tourism markets.
- To develop an understanding of tourism market segmentation and positioning.
- To develop an understanding of the development of tourism marketing strategies regarding Product/Service, Distribution, Promotion and Pricing.
- To understand the process of preparing a marketing plan for tourism services.

Communication Skills

- By undertaking the activities specified in the unit outline, notably the written assignments, group discussion, students will enhance their ability to gather and analyse information from a variety of sources, and present well-reasoned arguments in a logical and coherent manner across a range of contexts.
- Through listening to, evaluating and providing feedback on the information and ideas of others.
- Through working effectively with others.

Problem Solving Skills

- Through undertaking a range of activities that require the conceptualisation of problems, and application of critical analysis and creative thinking to formulate possible solutions to those problems.
- Students will learn how to analyse marketing problems and suggest feasible solutions to them.
- Students will learn how to formulate measurable goals for their marketing activities.

Global Perspective

- To demonstrate awareness of the impact of global trends on local marketing and tourism activities.
- To develop an understanding of the role of information technology in 'globalising' tourism marketing activities.

Social Responsibility

- To appreciate the ethical and legal issues involved in marketing, in particular with relation to branding and advertising.
- To understand the emergence of a societal marketing orientation, and the emergence of the socially responsible organisation.
- To understand the negative social impacts of tourism activities and formulate strategies to reduce the impacts.
- Through considering information related to the social and ethical aspects of marketing and understanding the criticisms of marketing activities.

Prerequisites

None.

Texts

Prescribed Text

Kotler, P. Bowen, J. T. & Makens, J. C. 2010. *Marketing for hospitality and tourism* (5th ed.). New Jersey: Pearson Education Ltd.

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

Writing Assignments: A Guide

Referencing Style Manual

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books

- Assael, H., Reed, P. & Patton, M. 1995. *Marketing principles and strategy*. Sydney: Harcourt Brace.
- Czinkota, M.R. et al. 2000. *Marketing best practices*. Orlando: Dryden Press.
- Enis, B.M. et al. 1995. *Marketing classics: A selection of influential articles* (8th ed.). Englewood Cliffs: Prentice-Hall.
- Hoffman, K.D., Czinkota, M.R., Dickson, P.R., Dunne, P., Griffin, A., Hutt, M.D., Krishnan, B. C., Lusch, R.F., Ronkainen, I.A., Rosenbloom, B., Seth, J.N., Shimp, T.A., Siguaw, J.A., Simpson, P. M., Speh, T.W. & Urbany, J.E. 2005. *Marketing principles and best practice* (3rd ed.). Mason, Ohio: Thompson South-Western.
- Keegan, W. et al. 1995. *Marketing* (2nd ed.). Englewood Cliffs: Prentice-Hall.
- Klein, N. 2001. *No logo*. London: Harper Collins Publishers.
- Lamb, C.W., Hair, J.F. & McDaniel, C. 2000. *Marketing* (5th ed.). Sydney: South-Western College.
- McColl-Kennedy, J.R. & Kiel, G.F. 1999. *Marketing: A strategic approach*. Melbourne: Nelson.
- Middleton, V.T.C. 2001. *Marketing travel and tourism*. Oxford, UK: Butterworth-Heinemann Ltd.
- Miller, K.E., Stanton, W.J., & Layton, R.A. 2000. *Fundamentals of marketing*. Sydney: McGraw-Hill.
- Morrison, A.M. 2002. *Hospitality and travel marketing* (3rd ed.). New Jersey, USA: Delmar Publishers.
- Quart, A. 2003. *Branded: The buying and selling of teenagers*. London: Arrow.
- Reed, P. 2003. *Strategic marketing planning*. Southbank, Victoria: Thompson.
- Salzman, M., Matathia, I. & O'Reilly, A. 2003. *Buzz: Harness the power of influence and create demand*. New Jersey: John Wiley & Sons.
- Shoemaker, S., Lewis, R.C. & Yesawich, P.C. 2007. *Marketing leadership in hospitality and tourism: Strategies and tactics for competitive advantage*. Upper Saddle River, N.J.: Pearson/Prentice-Hall.
- Stanton, W.J., Miller, K.E. & Layton, R.A. 2000. *Fundamentals of marketing* (4th Australian ed.). Sydney: McGraw-Hill.
- Summer, J. 2003. *Essentials of marketing*. Melbourne: Nelson.
- Wearne, N. & Baker, K. 2002. *Hospitality marketing in the e-commerce age*. Pearson Education Australia.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

Tourism Management

Journal of Travel Research

Journal of Marketing

Annals of Tourism Research

Journal of Vacation Marketing

Journal of Travel and Tourism Marketing

Annals of Tourism Research (2000 to present)

Journal of Leisure Research (1992 to present)

Journal of Sustainable Tourism (1996 to present)

Tourism Geographies (2000 to present)

Useful Website Addresses

<i>World Tourism Organisation</i>	www.world-tourism.org
<i>Tourism Australia</i>	www.tourism.australia.com
<i>Tourism Tasmania</i>	www.tourismtasmania.com.au
<i>Tourism New South Wales</i>	www.tourism.nsw.gov.au
<i>South Australia Tourism Commission</i>	www.tourism.sa.gov.au
<i>Canberra Tourism and Events Corporation</i>	www.vistcanberra.com.au
<i>Queensland Tourism</i>	www.tq.com.au
<i>WA Tourism Commission</i>	www.westernaustralia.com
<i>Northern Territory Tourist Commission</i>	www.tourismnt.com.au
<i>Tourism Research Australia</i>	www.tra.australia.com

Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See **Learning Online** <http://uconnect.utas.edu.au/> for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties.

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/coursesonline/privacy.htm>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
<i>Coursework</i>			
Assignment 1	15	13 August	1000 words
Assignment 2	25	24 September	2000 words
Examination	60	Exam Period	3 hours
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

Examination

Format

The final examination will be closed book. It will be of three hours duration. The examination is worth 60 per cent of your assessment and will cover material from the whole unit. The examination is comprised of two parts. Part A will require you to answer one compulsory general question on tourism marketing. This question is worth 20 marks. Part B will require you to complete four essay questions from a choice of six. All questions in Part B are worth 10 marks for a total mark of 40.

The best preparation for the exam is consistent work throughout the semester and practising tutorial questions.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Note that you will be expected to sit the examination at your recorded study centre.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Student Adviser, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Student Adviser is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. In Launceston the Student Adviser is located in room A168 in Building A and is contactable by phone on 6324 3312. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

You are required to lodge your coursework through the assessment drop boxes in MyLO – no 'paper' copies of coursework should be submitted for this unit.

All coursework must be electronically submitted by 6.00 pm on the due date.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge (Dr. Sebastian Vengesai) prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Occupational health and safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Communication

So how do you find out important information about this unit? In addition to the unit outline, we will communicate important information to you through Lectures and the Announcements section of MyLO. Therefore, it is important that you check the MyLO site for this unit regularly.

If you would like to talk to us (we would love to hear from you), then you can either send us an email or make an appointment to see us during our consultation times. *To email us, you should use the mail function in MyLO.* This will enable us to check the one source for all student queries. We will regularly check our MyLO mail, and endeavour to get back to you within two working days.

If you would like to see a member of the teaching team in person, then you can come and see us in our consultation times for this unit. *We will only see students outside these times by appointment.* You should also check the consultation times for your specific tutor.

Finally, all requests for extension must be made in writing to the Unit Coordinator (Dr. Sebastian Vengesayi)

Tutorial Program

Tutorial Questions for Discussion

The tutorial program is designed to consolidate understanding of core marketing theory, and to give students an opportunity to apply marketing theory to case analysis. A series of questions have been specified for each tutorial. Students are asked to come to tutorials with written answers and prepared to discuss the questions. Note the tutorial program does not start until week 2.

Week 2: Introduction to Marketing

Reading: Kotler et al. (2010) – Chapters 1 & 2

1. Explain what you understand by marketing. What marketing functions are performed by tourism organisations and how do these functions help the organisations?
2. Describe, giving relevant examples, the differences between needs, wants, and demands.
3. What is marketing orientation? What are the differences between marketing orientation, production orientation and sales orientation?

Week 3: The Tourism Marketing Environment

Reading: Kotler et al. (2010) – Chapters 4

1. Conduct your own research to identify a major macro-environmental trend and identify product categories likely to be impacted by this trend.
2. Imagine you are the marketing manager for Tourism Tasmania. Who are your publics and how does Tourism Tasmania impact upon these publics? How do these publics impact on Tourism Tasmania?
3. What are the environmental factors in the tourism marketing environment? What effect do they have on the management of tourism organisations?

Week 4: Information Systems and Marketing Research

Reading: Kotler et al. (2010) – Chapter 5

1. What is a MIS? What are the main components of a Marketing Information System?
2. Define primary and secondary data, highlighting the advantages and disadvantages of each.
3. Discuss the advantages and disadvantages of the different primary data collection methods.

Week 5: Tourism Customer and Buyer Behaviour

Reading: Kotler et al. (2010) – Chapters 6 & 7

1. What steps do tourists usually go through when they make decisions about buying the following services: (a) a destination to visit for a Christmas vacation; (b) a hotel to stay at the destination; and (c) the airline(s) to use to travel to the destination?
2. Identify the stages involved in business buying. What factors affect the business buying process?
3. What are the differences between customer buying and business buying processes? Use a tourism/hospitality example in your answer.

Week 6: Tourism Market Segmentation and Target Marketing

Reading: Kotler et al. (2010) – Chapter 8

1. What are market segmentation, target marketing and positioning? How are these concepts related?
2. Describe the basic conditions required for effective segmentation. Identify travel and tourism companies that use market segmentation in Australia.
3. What are the general market targeting strategies? What are the advantages of each strategy?
4. Identify and discuss the steps involved in target marketing and positioning, giving examples from the tourism industry.

Week 7: School of Management Study Week

No tutorials.

Week 8: The Tourism Product

Reading: Kotler et al. (2010) – Chapter 9

1. What do you understand by the term 'product'? Define Qantas and Jetstar products and discuss the product levels at which they occur.
2. Discuss the different classes of customer products and business-to-business products using service products.
3. What are services and how are they different from tangible products?
4. Discuss the stages involved in developing a new tourism product.

Week 9: Pricing Tourism Products

Reading: Kotler et al. (2010) – Chapter 11

1. What are the major objectives that organisations aim to achieve when setting a price?
2. As the Marketing Manager for Jetstar, what internal and external factors do you believe will impact on your pricing decisions? How do these factors impact your decisions?
3. What challenges do services marketers face in settings as opposed to setting prices for tangible products?

Week 10: Distribution of Tourism Products

Reading: Kotler et al. (2010) – Chapter 12

1. Define distribution as applied to services.
2. How does the distribution system of the tourism and hospitality industry differ from that of other industries?
3. What are the roles of travel intermediaries? Give examples?

Week 11: Tourism Promotion and Marketing Communications

Reading: Kotler et al. (2010) – Chapters 13 &14

1. What is promotion in tourism? What are the five elements of the promotional mix? What are the advantages and disadvantages of each?
2. Briefly describe the four promotional methods travel and tourism organisations can use in their promotional mix.
3. What are the major criticisms of promotion? Which criticisms do you think are most valid? Why?

Week 12: Tourism Branding

Reading: To be advised

1. What is a brand? Why is branding important?
2. What are the major differences/challenges in branding tourism product as compared to branding tangible products?
3. What are the major tourism brands in Australia and how are they different from other tourism products
4. Are there any tangible benefits in branding tourism products? What are they?

Week 13: People and Service Quality

Reading: To be advised

1. Why are 'people' important in services like tourism?
2. As a restaurant manager, how would you measure the service quality of your restaurant?
3. How does the customer mix affect an organisation's image and the quality of its customer service experiences?

Assignment Topics

Assignment 1

Due Date: 13 August 2009, 6.00 p.m.

Length: 1000 words maximum

Value: 15 Marks

Question

Marketing has evolved/developed as a concept and as a study discipline for over a century. Discuss the development and evolution of marketing throughout the past century, highlighting marketing thinking and activities during the evolutionary era.

Use tourism examples in your answer.

Assignment 2

Due Date: 24 September 2009, 6:00 p.m.

Length: 2000 words maximum

Value: 25 marks

Question 1

Identify a Tasmania-based tourism product/destination of your choice and outline the normal stages of the Product Life Cycle (PLC) the product should go through, highlighting the relationships between the marketing mix elements and profitability at each stage. Which stage of the PLC is the product currently at?

[15 marks]

Question 2

Outline and discuss the three general approaches to pricing tourism products. Which approach is the best for a tourism producer to use?

[10 marks]

Study Schedule

Semester 2, 2009

Week	Start of Week	Text Chapter	Topic	Due Dates
1	13 July	Chapters 1 & 2	What is marketing: Introduction to hospitality and tourism marketing	
2	20 July	Chapter 4	The tourism marketing environment	
3	27 July	Chapter 5	Marketing research and information systems in tourism	
4	3 August	Chapters 6 & 7	Tourism customer and business buyer behaviour	
5	10 August	Chapter 8	Segmenting tourism markets and identifying target markets	13 August: Assignment 1 due
6	17 August	Chapter 9	Tourism product development, formulation, branding and positioning	
7	24 August		Study Week	
Mid-Semester Break 31 August – 4 September				
8	7 September	Chapter 11	Pricing of tourism products	
9	14 September	Chapter 12	Distribution of tourism products	
10	21 September	Chapter 11 & 14	Tourism promotion; integrated marketing communications	24 September: Assignment 2 due
11	28 September	To be advised	Tourism Branding	
12	5 October	To be advised	People and service quality	
13	12 October		Unit review & exam preparation	
A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm .				