



Alejandro Gómez, - Dirección de posicionamiento, Universidad de los Andes.

COURSE SYLLABUS PROPOSAL

TOURISM MARKETING

Steven Pike
Queensland University of Technology (Australia)

July 2 - July 12
(6:00 pm - 9:00 pm)

July 6
(9:00 am - 12:00 m)



DESCRIPTION

This unit examines tourism marketing in the context of destinations, which are a fundamental pillars of the global travel industry. Most tourism activities take place at destinations, which are now the biggest travel brands. The majority of governments now fund a destination marketing organization (DMO) to enhance competitiveness in global markets where travelers are spoilt for choice of places that offer similar benefits. The success of individual tourism businesses is reliant to some extent on the competitiveness of their destination. Therefore the unit analyses the tourism microenvironment, and the role of the DMO in developing and coordinating a holistic destination marketing plan that encourages collaboration between the many stakeholders for the wider benefit of the community. This course explores how marketing theories can be applied to tourism destinations and small businesses.

OBJECTIVES

To enhance students' understanding of:

- The tourism 'system'
- The importance of destination competitiveness
- The distinguishing characteristics of tourism services
- How marketing principles are applied in the tourism industry

METHODOLOGY

1. Introduction to tourism marketing
2. Destination competitiveness
3. Consumer-traveler behaviors
4. Marketing strategy development
5. Tourism branding
6. Market positioning
7. Marketing communications
8. Public relations and publicity
9. Tourism distribution
10. Marketing performance measurement

EVALUATION

1. Group oral presentations on topical tourism issues (Weighting of 40%)

A 20 minute oral presentation, and one page critical points handout, addressing a topical tourism issue. Staged throughout the different sessions, each group presents on a question related to the session topic and fields questions from the class. Examples of topics include:

- User-generated content on social media: How could the local destination marketing organization take advantage of this phenomenon?
- Marketing performance measurement: To what extent can current visitor levels to the local destination be attributed to the marketing communications of the destination marketing organization?

Students will be expected to provide a clear explanation of the topic, introduce the key themes, provide a critical analysis of the implications for the local tourism industry, and provide a conclusion/recommendation.

2. Summative exam (Weighting of 60%)

A one hour exam in the final session, consisting of 50 multiple choice questions. All questions to be drawn from the content of the topics discussed in Sessions 1-10 inclusive.

PRE-REQUISITES

N/A