UDAYANA UNIVERSITY

Republic of Indonesia State University

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INSTITUT OF INTERNATIONAL BUSINESS STUDIES NETWORK
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(MAO3) Syllabus of Service Marketing-Tourism Marketing

This course is composed on Master level

A. Aims and Objectives

Generally, the course objective is that students should develop an understanding of the role of marketing as business philosophy. Marketing is viewed as a systematic through process. A set of technique underlying the planning and execution of marketing strategy and tactics, taken within the context of tourism and hospitality services.

Specifically, tourism marketing management covers the various operational and management structures typically employed in marketing commercial and non-commercial tourism organizations. The object of this series of lectures / seminars is to expose students to current practice in tourism marketing management.

In realizing the course objectives, lesson plans have been developed with their specific competencies to be achieved. Those lesson plans are the marketing concept in tourism, market segmentation, the tourism product, tourism pricing, tourism distribution, tourism promotion, tourism distribution, tourism marketing plan, tourism marketing in Indonesia, and group presentation.

B. **Method of Instruction:**

Combination of lectures, group discussion, case studies, study visit, individual and group assignment are applied in the learning process.

C. **Lesson Plan:**

Week	Topics
1	**The marketing concept in tourism** By the end of the lesson, the student should: • Have an appreciation of the dimensions of the tourism sector and the role of marketing within it; • Have an understanding of the essential elements of marketing; • Have an understanding of the ways in which tourism marketing, as a service,

	differs from other kinds of marketing; • Have an awareness of how marketing is developed.
2	**Market Segmentation** By the end of the lesson, the student should: • Understand the meaning and purpose of market segmentation; • Understand the main criteria for the successful deployment of market segmentation; • Have a working knowledge of some of the major kinds of segmentation used to classify and understand tourist and the kinds of tourism they engaged in; • Be aware of general segmentation approaches to host populations, as stakeholders, in the tourism process.
3	**Tourism behavior** By the end of the lesson, the student should: • Be familiar with the two main domains of tourism behavior: macro-demand and micro-demand; • Have a broad grasp of the social influences on tourism behavior, including culture, class, the family and group factors; • Have a broad grasp of the part played by individual factors in tourism behavior including motivation and perception; • Have a preliminary of the methodologies for measuring tourism behavior.
4	**The tourism product** By the end of the lesson, the student should: • Understand the main feature of the product mix and the main features of a successful product; • Be able to apply the main forms of product analysis including SWOT analysis; • Appreciate the different options in managing existing and new products; • Understand the role of corporate identity programs and branding in tourism; • Understand the utility of the product life cycle and tourist area life cycle in in tourism analysis.
5	**Tourism pricing** By the end of the lesson, the student should: • Appreciate the variety of prices that exist between and within tourism product sectors; • Be able to analyze the main forces that influence pricing decisions at both the strategic and tactical levels; • Understand and evaluate the main pricing options commonly adopted by

	tourism organizations.
6	**Tourism distribution** By the end of the lesson, the student should: • Be able to identify the channels used to distribute the tourism product; • Understand the role of the travel agent; • Appreciate the main issues facing travel agents; • Understand the importance of information technology to distribution.
7	**Tourism promotion** By the end of the lesson, the student should: • Appreciate the variety of prices that exist between and within tourism product sectors; • Be able to analyze the main forces that influence pricing decisions at both the strategic and tactical levels; • Understand and evaluate the main pricing options commonly adopted by tourism organizations.
8	**Tourism distribution** By the end of the lesson, the student should: • Understand the role of information in consumer tourism decisions; • Be able to identify the main sources of information used by tourists in taking decisions and evaluate their main characteristics; • Understand the components of the promotional mix and the managerial applications of each; • Understand the main methods of evaluating promotion.
9	**Tourism Marketing Plan** By the end of the lesson, the student should: • Understand the differences and similarities between past, present and future of tourism marketing; • Have a grasp of the purpose and elements of the marketing plan as a control and evaluation mechanism in tourism marketing; • Have critical appreciation of the main ideas of strategic management and its relationship to marketing theory.
10	**Tourism Marketing in Indonesia** By the end of the lesson, the student should: • Understand the major factors influencing tourism development in this country; • Identify significant differential levels of tourism development; • Appreciate factors influencing marketing of tourism in this country; • Understand the significance of business in tourism to development of the country; • Have a greater appreciation of difficulties of marketing and development in

	Indonesia.
11	Group discussionr
12	Group discussion
13	Final Examination

D. Reference Textbooks:

1. Orville C.Walker,Jr., John W.Mullins, Harper W.Boyd,Jr., Jean-Claude Larreche. Marketing Strategy: A Decision Focused Approach, McGraw Hill, International Edition,NY,2006
2. Philip Kotler, Marketing Management,Planning, Implementation and Control. Prentice Hall, Millenium Edition, 2003
3. Christopher Lovelock, Jochen Wirtz, Hean Tat Keh. Services Marketing in Asia, Managing People, Technology and Strategy, Prentice Hall, 4th Edition, 2002
4. Philip Kotler, John Bowen and James Makens, Marketing for Hospitality and Tourism, Prentice Hall, New Jersey, 2nd Edition, 1999
5. Philip Kotler, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan, Marketing Management, An Asian Perspective, Prentice Hall (Singapore) Pte.Ltd., Singapore,1999
6. Noel Capon and Wilfried R. Vanhonacker, Asian Marketing , Case Book, Prentice Hall Simon and Schuster (Asia) Pte. Ltd. Singapore,1999
7. Reid, Robert D and Bojanic, David C, Hospitality Marketing Management, John Wiley & Sons, USA, 2006

E. Course Assessment

1. Active participation 10 %
2. Group Case Studies 20 %
2. Group and individual assignment 30 %
3. Written examination 50 %

F. Workload

Workload: in class 52 hours, in total 210

Attendance: 75% (signature)

G. ECTS

6 ECTS