

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605- 230404	SEMESTER	4th
TITLE	TOURISM MARKETING		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	CORE COURSE		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	https://exams-sod.the.ihu.gr/course/view.php?id=261		

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to help the student understand the principles, philosophy, and applications that characterize Marketing in all sectors of tourism, both at the level of tourism companies and at the level of tourism destinations. More specifically, after successfully attending this course, the student will be able to:</p> <ul style="list-style-type: none"> • Explain the conceptual content and approaches of tourism marketing. • Develop the importance and nature of tourist experiences. • Describe the structure and characteristics of supply and demand in tourism and their relationship with marketing philosophy. • Analyze the process of drawing up tourism marketing plans. • Analyze how the needs and desires of consumers of tourism products are identified. • Distinguish the procedures followed for the segmentation of the tourism market, the targeting of consumer segments, and the placement of products in different segments. • Examine the meaning and usefulness of the tourism marketing mix and distinguish the characteristics of the elements that make it up. • Develop the role, function, goals, and strategies related to tourism products and services. • Develop the role, function, goals, and strategies related to the pricing of tourism products. • Explain the role, function, goals, and strategies of the communication and promotion mix in tourism. • Evaluate practices and strategies for developing and managing tourism experiences.

General Skills
<ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies • Adaptation to new situations • Group and/or individual work • Work in an interdisciplinary environment • Production of new research ideas • Project design and management • Demonstration of social, professional, and moral responsibility • Exercise criticism and self-criticism • Promoting free, creative, and inductive thinking

3. COURSE CONTENT

<ol style="list-style-type: none"> 1. Philosophy and process of tourism marketing. 2. Analysis of supply and demand in tourism. 3. Decision-making process for the purchase of tourism products. 4. Analysis, development, and management of tourist experience. 5. Development of tourism marketing plans. 6. Segmentation of the tourism market, targeting, and placement. Competition analysis. 7. Marketing mix and the 4 "P". 8. Tourism product: image, brand name, differentiation, product analysis, new product development, product life cycle, particularities of products and services. 9. Price: demand elasticity, price rigidity, and flexibility, price shaping factors, price differentiation, price determination techniques. 10. Distribution: distribution channels in tourism, intermediaries, selection of distribution channels, intermediary policy. 11. Communication mix in tourism: communication models, goals, and promotion techniques. 12. Sales promotion, design of internal and external sales promotion, merchandising operation. 13. Goals and strategy of tourism advertising, development of advertising campaign, goal and techniques of public relations, organization, and goals of personal sales.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to face (lectures) live in a classroom
ICT USE	Use of modern teaching methods by electronic means (where required). Learning process support through the electronic platform e-class

TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Practice Exercises	20
	Bibliography study & analysis	32
	Progress	15
	Self-study	54
	TOTAL	150
ASSESSMENT	Written final exam (100%) that includes: <ul style="list-style-type: none"> • Theoretical questions • Issues of analytical approach and thinking • Multiple choice questions 	

5. REFERENCES

-Suggested bibliography:

- Kotler, P.T., Bowen, J.T., Makens, J. & Baloglou, S. (2019). Tourism and Hospitality Marketing. Nicosia, Cyprus: Broken Hill Publishers, ISBN: 9789925575411.
- Protopapadakis, I. (2021). Marketing in tourism. Athens: Stamouli Publications, ISBN: 9789606180361.
- Fyall, A., Legohere, P., Frochot, I. & Wang, Y. (2020). Tourism and Hospitality Marketing. Athens: Rosili Publishing House, ISBN: 978-618-5131-72-2.
- Vassiliadis, X. (2019). Marketing and Management of Tourist Destinations. Thessaloniki: Th. Karagiorgou Publications OE, ISBN: 978-618-83370-7-7.

Related scientific journals

- Journal of Destination Marketing & Management (<https://www.journals.elsevier.com/journal-of-destination-marketing-and-management>)
- Journal of Hospitality Marketing & Management (<https://www.tandfonline.com/toc/whmm20/current>)
- Journal of Vacation Marketing (<https://journals.sagepub.com/home/jvm>)
- Journal of Travel & Tourism Marketing (<https://www.tandfonline.com/toc/wttm20/current>)