



Business Administration

Course Number: **TOUR 130**

Course Title: **TOURISM MARKETING**

Credits: 3

Calendar Description: This course introduces students to the principles and practices of marketing and how they can be applied in the tourism context. Tourism marketing processes are considered from supply and demand perspectives. Topics include identifying needs, monitoring changes in the environment, managing services and tourism products, distribution, promotion, people, and pricing.

Students with credit for BUAD 116 can not take TOUR 130 for additional credit.

Semester and Year: **Fall 2023**

Prerequisite(s): None

Corequisite(s): None

Prerequisite to: TOUR 240

Final Exam: Yes

Hours per week: 3

Graduation Requirement: Tourism Management Diploma - Required

Substitutable Courses: BUAD 116 with permission of the department chair

Transfer Credit:

Special Notes:

Originally Developed: 2018

EDCO Approval:

Chair's Approval:

A handwritten signature in blue ink that reads "Devi Rubadeau".

Professors

Name	Phone number	Office	Email
Tania Rutt <i>Course Captain</i>		B207	trutt@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- define the term marketing in the tourism context
- explain the role of marketing research and decision support systems in the strategic planning process for marketing.
- compare the key concepts and theories relating to consumer and business to business decision making processes.
- describe the process of market segmentation identifying tourist market segments relevant to service or product offerings.
- describe the key concepts and theories relating to the five P's of marketing: Product, Place, Price, People, and Promotion.
- Discuss marketing issues unique to destination branding and marketing

Course Objectives

This course will cover the following content:

See Course Schedule

Evaluation Procedure

Term Work	20%
Term Project	30%
Mid-term Exam	25%
Final Exam	25%
Total	100%

Notes**Attendance and Participation**

There is a direct correlation between attendance in class, participation in on-line activities, and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class or complete online assignments is the responsibility of the student.

Term Work

The term work grade will be based on 4 Individual Assignments to be discussed in class

Term Project

The project has two components:

- a. Marketing Paper (20%)
- b. Marketing Presentations (10%)

Please see assignment handout and professor for detailed instructions. You will be required to submit an electronic copy of the marketing papers to facilitate screening for plagiarism. A written copy is also required.

Late Submissions

Work that is submitted late may be rejected or subject to loss of marks at the discretion of the professor. However, after 5 days (including weekends and holidays), no work will be accepted for grading. All materials submitted for grading must be professionally presented and WILL be marked for spelling and grammar as well as content.

Required Texts/Resources

Kotler, et. al.. (2021). Marketing for Hospitality and Tourism, 8th edition. Saddle River, NJ: Pearson Inc. ISBN: 9781292363516

Course Schedule

Date		Topic	Textbook
2023 Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) Friday October 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class	Chapter(s):
		1 Sept 6	Introduction to Marketing for Hospitality and Tourism Ch 1
		2 Sept 11	Sept 11: Service Characteristics of Hospitality and Tourism Marketing Sept 13: The strategic plan and role of marketing Ch 2 Ch 3
		3 Sept 18	Sept 18: The Marketing Environment Sept 20: Market Research (<i>Assignment 1 due</i>) Ch 4
		4 Sept 25	Sept 25: Intro to the Marketing Plan Sept 27: CRM – guest speaker Ch 18, 5
5 Oct 4	Consumer Purchasing Behaviour (<i>Assignment 2 due</i>) Ch 6		
6 Oct 11	Organizational Structure and Design Ch 7		
7 Oct 16	Oct 16: Market strategy Oct 18: Designing and Managing Services and Products Ch 8, 9		
8 Oct 23	Oct 23: Mid term exam Oct 25: Pricing strategy Ch 11		
9 Oct 30	Oct 30: Building customer relationships (<i>Assignment 3 due</i>) Nov 1: Delivering customer value Ch 12		
10 Nov 6	Nov 6: Promoting Products and Services Nov 8: Professional Sales Organization (<i>Assignment 4 due</i>) Ch 14, 15		
11 Nov 15	Digital & E-marketing, social media marketing – guest speaker Ch 16		
12 Nov 20	Nov 20: Destination Marketing Nov 22: Preparing the Marketing Plan Ch 17, 18		
13 Nov 27	Nov 27: presentations Nov 29: presentations and review		
14 Dec 4	Final Exam		

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.