

COURSE CODE: TOUR 130

COURSE TITLE: Tourism Marketing

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.

Prerequisite(s): None

Co-requisite(s): None

Prerequisite For: TOUR 240

Substitutable Courses: BUAD 116 with permission of the department chair.

Graduation Requirement: Tourism Management Diploma - Required.

Transfer Credit: None

Special Notes: Students with credit for BUAD 116 cannot take TOUR 130 for additional credit.

Credits: 3

Hours per Week: 3

Originally Developed: September 2018

EDCO Approval: November 2018

CHAIR'S APPROVAL: 

Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Define** the term marketing in the tourism context
 - 2 **Explain** the role of marketing research and decision support systems in strategic planning process for marketing.
 - 3 **Compare** the key concepts and theories relating to consumer and business to business decision making processes.
 - 4 **Describe** the process of market segmentation identifying tourist market segments relevant to service or product offerings.
 - 5 **Describe** the key concepts and theories relating to the five P's of marketing: Product, Place, Price, People and Promotion.
 - 6 **Discuss** marketing issues unique to destination branding and marketing.

Course Objectives

- Objectives This course will cover the following content:
See weekly course schedule below

Professors

Name	Phone Number	Office	Email
Tania Rutt (Course Captain)	250-762-5445 ext. 6373		trutt@okanagan.bc.ca

Evaluation Procedure

Term Work	20 %
Term Project	30 %
Midterm Exam	25 %
Final Exam	25 %
Total	100 %

Generative AI tools are permitted with specific restrictions:

- Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))
- Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.

Required Materials

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

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 (20 %)

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

Term Project (30 %)

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.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Wednesday, September 4th, First day of class Friday, September 13th, Last day to register for Fall 2024 Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Friday, October 25th, Last day to withdraw from class without academic penalty Monday, November 11th, Statutory Holiday (no classes) Friday, December 6th, Last day of class Tuesday, December 10th – Friday, December 20th, Final Exam Period	Chapter(s):
1	Sept 4	Introduction to the course and expectations, review of Chapter 1	Chapter 1
2	Sept 9 Sept 11	Service Characteristics of H&T Marketing The Strategic Plan and Role of Marketing	Chapters 2 & 3
3	Sept 16 Sept 18	The Marketing Environment and Customer Information, Market Research Consumer Behaviour: How people make buying decisions (<i>Assignment 1 due Sept 18</i>)	Chapters 4&5 Chapters 6&7
4	Sept 23 Sept 25	Market strategy, Segmentation and Positioning Designing and Managing Services and Products	Chapter 8 Chapter 9
5	Oct 2	Site visit (<i>Assignment 2 due Oct 2</i>)	
6	Oct 7 Oct 9	Internal Marketing Midterm review and group work	Chapter 10
7	Oct 16	In-class Midterm Exam	
8	Oct 21 Oct 23	Midterm feedback, Pricing Strategy Revenue Generation and Revenue Management in Hospitality	Chapter 11
9	Oct 28 Oct 30	Guest Speaker (<i>Assignment 3 due Oct 28</i>) Understanding Hospitality Distribution Channels	Chapter 12
10	Nov 4 Nov 6	Customer Value Advertising (<i>Group presentation</i>)	Chapter 13
11	Nov 13	Promotion and PR, Hospitality Sales (<i>Group presentation</i>)	Chapters 14 & 15
12	Nov 18 Nov 20	Digital Marketing (<i>Assignment 4 due Nov 18</i>) Social Media (<i>Group presentation</i>)	Chapter 16
13	Nov 25 Nov 27	Destination Marketing (<i>Group presentation</i>) (<i>Final Paper due</i>)	Chapter 17
14	Dec 2 Dec 4	Marketing Plan Final review	Chapter 18

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 Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. 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, 6th edition (2009)). A copy of the APA manual is available in the reference section and 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.