

COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMICS, BUSINESS & INTERNATIONAL STUDIES		
ACADEMIC UNIT	DEPARTMENT OF BUSINESS ADMINISTRATION		
LEVEL OF STUDIES	POSTGRADUATE (MBA IN TOURISM)		
COURSE CODE	ΔTE514	SEMESTER	1st
COURSE TITLE	TOURISM & TRANSPORT MARKETING		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	3	4	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/ODE184/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> - Identify and describe the concept and content of the marketing function in tourism businesses. - Understand the application of marketing in the service industry with emphasis on tourism and transport services. - Apply the steps of marketing strategy in tourism and transport businesses. - Develop and implement a marketing plan for a tourism destination or tourism business. - Apply cutting-edge knowledge (e.g. design thinking) in critical problem solving in tourism and transport businesses.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>
<i>Production of new research ideas</i>	<i>Others...</i>

Upon completion of the course, students will have acquired the following general skills:

- Searching, analyzing and synthesizing data and information, including the use of the necessary technologies, for the usability and application of marketing in today's tourism and transportation businesses.
- Adaptation to new situations, especially in the volatile environment of international transport.
- Decision-making on key variables of the Marketing function of a tourism business.
- Autonomous work.
- Respect for diversity through understanding the different needs of each cultural group of tourists and recognising their particular preferences in services and tourist experiences.
- Critical and original thinking in implementing marketing strategies and policies in the tourism industry.

(3) SYLLABUS

This course is a presentation of the Science of Marketing, as an area of Tourism and Transport Management. Marketing as an important function of the Business, which contributes substantially to the achievement of competitive

advantage, is presented through its universal dimensions and the emphases that are formed in the tourism and transport sector.

The focus of the course is on the strategic dimension of Marketing as a sequence of three basic steps, Segmentation of the Tourism Market, Targeting the most attractive segments and Positioning the Value proposition of the Business in the minds of targeted visitors.

The functional dimension of Marketing is then presented with emphasis on the 7ps of Tourism. All dimensions of a complete Marketing plan are addressed, although the emphasis remains on Product, Promotion and Distribution of the Value proposition.

(4) TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face to face	
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	Use of ICT in teaching and communication with students	
<p>TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<p>Activity</p>	<p>Semester workload</p>
	Lectures	24
	Lectures (case studies, exercises, brainstorming)	10
	Term paper	40
	Exam study	36
	Exam	2
	Course total	112 hours
<p>STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>- Language of Assessment: Greek & English</p> <p>- Written Examinations: The written examination is based on an international case study from the Harvard Business Publishing Education database. Students have 20 days to prepare the case study and prepare a PowerPoint with their analysis and recommendations. Based on this analysis, on the day of the exam they are asked to answer questions about the distributed case study that they do not know in advance. The PowerPoint is posted on eclass on the day of and before the exam and is a reference point for both students and the marker.</p> <p>- Written assignment: The written assignment is based on a case study of a previous final exam and acts both as a simulation of the exam and a very effective method of study. The assignment is delivered in eclass and discussed in detail, during lectures, as an example and application of the material taught. The assessment of the assignments is done in class and the marks are delivered to each student individually.</p>	

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Philip Kotler, John T. Bowen and Seyhmus Baloglu (2021) *Marketing for Hospitality and Tourism*, 8th Global Ed., Pearson Pub.
- Alastair M. Morrison (2022) *Tourism Marketing: In the Age of the Consumer*, 1st Ed., Routledge.
- Alan Fyall, Patrick Legohérel, Isabelle Frochot and Youcheng Wang (2019) *Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences*, 1st Ed., Routledge.

- Related academic journals:

- *Tourism Management*
- *Annals of Tourism Research*
- *Journal of Travel & Tourism Marketing*
- *Journal of Travel Research*
- *Journal of Vacation Marketing*