



COURSE SYLLABUS

Course title:

Marketing in tourism

Study programme and level:

Tourism Enterprise Management,
Undergraduate professional study programme, 1st level

Prerequisites:

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Content (Syllabus outline):

Multi-disciplinary of marketing:

- Setting a theoretical marketing concepts, the difference between marketing philosophy and its practice to progress in
- Multi-disciplinary of marketing: economic marketing platform:
- Psychological platform of marketing. Sociological marketing Platform
- Specifics of marketing services (including tourism)
- Marketing relationships. Ethics in marketing

Basics of marketing management:

- Exploration of the relevant tourist enterprise environments (economic, socio-cultural, political, demographic, natural, technological)
- Research needs and wishes of consumers
- Exploration of the competition

Marketing mix activities:

- Product design (ideas, differentiation, life cycle, new product introduction, revitalization, quality ...)
- Brand policy
- Pricing policy
- Problems of location and distribution (agents, reservation systems, B2B marketing,...)
- Specifics of marketing activities in tourism

The process of strategic marketing management

- Determining the mission, goals and business: domain of tourism businesses
- Organization of marketing in
- Corporate identity
- Strategic internet marketing design
- Identification and segmentation of the tourism market
- Competitive positioning
- Internet marketing strategy
- Marketing plan
- Implementation of marketing strategies in the tourism market

Specific areas of marketing in tourism:

- Marketing of tourist destinations
- Marketing of business tourism ("incentive" for fairs, conferences)
- Events and Event Marketing
- Marketing in the hospitality industry
- Marketing of travel agencies and tour operators
- Marketing of passenger carriers



Trends:

- E-commerce and e-marketing in tourism