



COURSE SYLLABUS

Course title:

Marketing research in tourism

Study programme and level:

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

Content (Syllabus outline):

The importance and the role of marketing research in tourism

- The benefits of marketing research
- Field of applications of marketing research
- Classification of marketing research
- Position and function of marketing research in tourism organization
- Typical users of marketing research
- The process of marketing research

Trends in tourism marketing research

- Marketing research in the field of tourism in Slovenia
- Marketing research in the field of tourism in the world
- Existing providers

The process of marketing research

- Defining problems and goals
- Planning Research
- Methods of collecting primary data
- Presentation of data
- Interpretation of survey results
- Implementation of research

Sources of information for marketing research

- Internal and External Sources
- Trends in demand
- Database of reviews
- Analysis of competition

Using the results of marketing research in tourism

- Corporate Research
- Research on brands
- Research on potential products and services
- Research on tourist satisfaction
- Research for Marketing Communications
- Other studies