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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR** **TOURISM STUDIES** |
| **Full course title:** | **Hotel management** | **Course code: ST209** |
| **Course level/cycle:**  | Undergraduate programme, cycle I | Year of study: II/ Semester: 4 |
| **Course leader:** | Ph.D Veldin Ovčina, associate professor |
| **Contact details:** | **Consultation hours: Office: E-mail:**  |
| **Total class load:** | **Lectures per week: 2 class hours** | **Practical work classes per week: 2 class hours** | **Total class load: 60 class hours** |
| **ECTS credit value:**  | 5 ECTS |
| **Faculty/School/Department:** | TOURISM STUDIES/Bachelor in Tourism Management |
| **Course status:** | Obligatory |
| **Pre-requisites:** | None |
| **Access restrictions:** | Only for students of tourism |
| **Student workload:** | Introducing students with concepts of marketing communication in tourism, and training them to use market research techniques and successful communication with potential consumers / tourists by optimally managing marketing mix elements.  |
| **Learning outcomes:** | 1. Understand the concept of marketing communications in tourism. 2. Independently, and in the group, use tools and marketing techniques. 3. Design and profile optimum marketing strategy in tourism. 4. Describe, analyze and evolve various marketing mix components in tourism. 5. Implement the acquired knowledge and skills in order to improve the marketing function in tourism organizations. |
| **Indicative syllabus content:** | 1. Marketing communication in tourism 2. Exploratory research in tourism 3. Descriptive and causal research 4. Designing and profiling marketing strategies in tourism 5. Consumer Behavior in Tourism 6. Consumer Segmentation in Tourism 7. Product (service) management in tourism 8. Managing the price of tourism services 9. Managing distribution channels in tourism 10. Advertising in Tourism 11. Relationships with the public and the promotion of sales in tourism 12. Marketing Planning in Tourism |
| **Learning delivery:** | Lectures of teachers, guest lectures, exercises, seminars and workshops, independent assignments Active participation in lectures and exercises, implementation of independent and group tasks, and writing reports on completed tasks. |
| **Other students’obligations (if required):** | The requirement for access to the final exam is to submit all reports of independent and group tasks during the realization of the teaching process.  |
| **Assessment weighting:** | Presence continues 10% Individual work 15% Group work (marketing plan) 25% Final test 50% |
| **Essential reading:** | 1. Kotler. P., Bowen J. T., "Marketing in Catering, Hotel and Tourism", MATE Zagreb, Zagreb, 2010. 2. Stić, D., "Marketing in Tourism & Marketing Management of Destinations", Beretin, Split, 2010. 3. Peštek, A., "E Marketing in Tourism", Faculty of Economics, Sarajevo, 2011. |
| **Course quality assessment:** | Student polls |