

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Business Strategies

Subject: Operational Marketing in Tourism and Hospitality

Period: Semester 5

Lecturers:

Ms. Daniela Freund de Klumbis

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MODULE: INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

AREA: BUSINESS STRATEGIES

SUBJECT: OPERATIONAL MARKETING IN TOURISM AND HOSPITALITY

CODE: OB5BST-III

LANGUAGE: ENGLISH

YEAR: 3

PERIOD: SEMESTER 5

CREDITS: 3 ECTS

1. Subject objectives

The course is closely related to Marketing Fundamentals from Semester 3, thus offering students the opportunity to apply, in an operational and tactical manner, the strategic models outlined in the previous semester. The main objective of the course is to get students acquainted with the area of operational marketing. It provides theoretical frameworks enhanced by applied case studies focused on the marketing mix tools. We will use case studies, articles, reports and other materials to work on the subject of operational marketing in the hospitality industry (with examples from hotel companies, destinations, events, etc.) and non-hospitality corporations to highlight enriching examples.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G02 - Orientation towards achievement: demonstrates perseverance to excel and go beyond standards of excellence. Implies motivation for quality.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

G12 - Development of Organizational Culture: understands the relationships and lines of action within

the organization.

Specific

E01 - Understand and analyze the economic dimension of tourism

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E07 - Analyze the impacts generated by tourism.

E12 - Define objectives, strategies and marketing policies.

3. Content

Session 1: Introduction to Marketing and Operational Marketing Introduction to the subject. Operational Marketing within the overall marketing plan. The extended marketing mix. Introduction to learning with case studies. Explanation of the integrated project . Related material: PWP From Strategic to Operational Marketing Book chapter: The marketing mix for tourism services (Middleton)

Session 2: Creating value to the consumer: marketing trends related to the marketing mix Managing in uncertain times. Market outlooks. Growth drivers and growth hurdles. New era of competition. Data-centric personalization. The battle for the customer.. Related material: PWP Marketing Trends Trends Reports Exercise

Session 3: Tourism product/service and brand: Understanding the product (tangible and intangible/service and the three levels of product). Introduction to branding, product life cycle and new product development (NPD). Internal marketing (service culture).Buying process, new consumers. . Related material: PWP Product/Brand Case study: Starbucks

Session 4: Keynote Speaker (GA).

Session 5: Tourism product/service and brand: Understanding the product (tangible and intangible/service and the three levels of product). Introduction to branding, product life cycle and new product development (NPD). Internal marketing (service culture).Buying process, new consumers. . Related material: PWP Product/Brand Case study: Banyan Tree

Session 6: Destination branding: Definition. Elements of destination branding. Destination image and brand. The influence of stakeholders in successful branding. The extension into Place Branding.. Related material: PWP Destination Branding Article: It's all about you: destination marketing campaigns in the experience economy era (Ketter) Barcelona Marketing Plan

Session 7: Promotion: delivering and communicating value Introducing the definition of promotional, discussing key elements and its components. Analysing the advantages and disadvantages of the promotional mix. . Related material: PWP Promotion Case study Miami

Session 8: Price & Distribution: Pricing objectives and methods and the internal/external factors affecting price. Pricing strategies. Applying aspects of the marketing mix. Marketing intermediaries. Traditional channels and e-channels. . Related material: PWP Price & Distribution / Keynote Recommended bibliography

Session 9: Promotion: delivering and communicating value Integrated marketing communication. Public relations and sales promotion. Real-time co-creation and nowness service. An introduction to the role of selling and sales in marketing. . Related material: PWP Promotion Article Buhalis

Session 10: Promotion: delivering and communicating value Keynote.

Session 11: Oral presentation of Music Festival Projects .

Session 12: Marketing in changing scenarios. Exam preparation. Related material: PWP. Case study; Starbucks revisited

Session 13: Roundtable Music festivals.

Session 14: Exam.

4. Teaching methodology

Finding information and preparation and organization of material.

Debates.

Practical Exercises.

Self-study or Study Groups.

Student Presentations (individual or group).

Readings.

Plenary Lectures.

Working individually or in groups.

Case Studies.

Supervised Projects.

5. Assessment activities

Regular examination call

- **Music festival project - Part 1 (Oct, 19/2020)**

Supervised project (Group - 10%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, E1, E4, E7, E12

- **Music Festival project - Part 2 (Nov, 16/2020)**

Supervised project (Group - 25%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, E1, E4, E7, E12

- **Music festival project - Oral presentation (Nov, 23/2020)**

Supervised project (Group - 10%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, E1, E4, E7, E12

- **Music festival project - Part 3 (Nov, 30/2020)**

Supervised project (Group - 15%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, E1, E4, E7, E12

- **Final Examination (Dec, 14/2020)**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G12, E1, E4, E7, E12

Minimum grade: Students must obtain a minimum grade of 5 at each of the evaluation activities. In the case that a student has a grade lower than 5 in the parts of the project or the exam, they will be evaluated as a fail. The student must resubmit the failed part(s) of the project individually or sit at the retake call (or both, if applicable).

Resit examination call

- **Final individual music festival project**

Supervised project (Individual - 60%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, E1, E4, E7, E12

- **Final resit examination**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G12, E1, E4, E7, E12

Minimum grade: Students must obtain a minimum grade of 5 in each of the assessment types at the resit call. The maximum grade that students can obtain in retake evaluation assessments is a 6. Dates of retake as scheduled at the Exams calendar.

6. Bibliography

Mandatory readings

Middleton, V. and Clarke, J. (2001). The marketing mix for tourism services, Marketing in Travel and Tourism, Butterworth-Heinemann. See chapters/pages Chapter 6

Euromonitor International (2020) Travel 2040: Sustainability and Digital transformation as Recovery Drivers Webinar

INSEAD [Case study]. (2003). Banyan Tree Resorts & Hotels: building an international brand from and Asian Base. Hwee, Ch.; Williamson, P. and De Meyer, A.

Harvard Business School [Case study]. (2004). Starbucks: delivering customer service, Moon, Y. y Quelch, J.

Ketter, Eran (2018). It's all about you: destination marketing campaigns in the experience economy era. *Tourism Review*, Vol. 73 Issue: 3, pp.331-343.

Buhalis, D. and Sinarta, Y. (2019). Real-time co-creation and nowness service: lessons from tourism and hospitality. *Journal of Travel and Tourism marketing*, Vol. 3, No. 5, 563-582.

Case study Amsterdam

Case study Melbourne

Case study Miami

Future Traveller Tribes 2030: understanding tomorrow's traveler

OECD (2020) Tackling coronavirus (COVID-19): Tourism policy responses

Trend-watching (2020) A post-corona world: 10 emerging consumer trends that have been radically accelerated by the crisis

Recommended readings

Bowie, D. et al. (2017) *Hospitality marketing*. Third edition. London: Routledge.

Chan Kim, W. and Mauborgne, R. (2005). *Blue Ocean Strategy: how to create uncontested market space and make competition irrelevant*. Harvard Business School Press.

Kotler, P., Bowen, J. and Makens, J. C. (2017) *Marketing for hospitality and tourism*. 7th edition, Pearson new international edition. Harlow, Essex: Pearson.

Mauffette-Leenders, L.; Erskine, J. and Leenders, M. (2001). *Learning with cases*. Richard Ivey School of Business.

Clarke, Alan and Chen, Wen (2007). *International Hospitality Management*. London: Routledge. International Marketing See chapters/pages Chapter 5

7. Lecturer/s

Ms. Daniela Freund de Klumbis (Head lecturer) - daniela.freund@htsi.url.edu

Contact hour: Contact the lecturer via e-mail

<https://www.htsi.url.edu/en/teacher/daniela-freund/>

8. Observations

In the event of a health emergency, the faculty will resume the academic activity as follows:

[-] The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.

[-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students's credentials.

[-] The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.

[-] The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

[-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.