



International College of Management Sydney

In association with

**Macquarie University
Division of Economic and Financial Studies
Graduate Accounting and Commerce Centre**

**Tourism and Hospitality Marketing
ICMS832**

**Unit Outline
Semester 1 - 2008**

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit.

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Table of Contents

1) Introduction.....	3
2) Unit Objectives	4
3) Unit Approach.....	4
4) Unit Time and Location	5
5) Subject Pre-requisite and Assessments	5
6) Product Analysis Report (Individual).....	8
7) Marketing Strategy Analysis & Presentation (Group)	9
8) Group Report	9
9) Group Presentation	11
10) Exam	13
11) Textbook and related materials	14
Recommended Journals and Articles.....	16
Recommended Websites	16
12) Teaching Staff.....	17
13) Cheating and Plagiarism.....	17
14) University Policy on Grading.....	17
Student Support Services.....	18
15) Dress Code for students at the International Campus in Manly.....	18
16) ICMS832 Lecture and Tutorial Outline.....	20

1) Introduction

Kia ora and Welcome to Tourism & Hospitality Marketing!

Tourism & Hospitality Marketing is important because it has the power to inspire people to travel; to encourage them to stay longer in one place and perhaps visit surrounding regional areas; all of which contributes significantly to a Country's economy.

Tourism is mostly a service based industry whereby the principal products provided by tourism businesses are experiences and hospitality. These experiences are intangible and the customer must travel to the product for that experience.

Many components combine to create the 'travel experience' such as transportation, accommodation, food and beverage services, shops, entertainment and special events. These are normally packaged together to create the overall travel experience. However, with a range of experiences on offer and the intangible nature of services, quality control is difficult. The physical appearance, personality of the business and the way in which the service is delivered all contribute to customer satisfaction and repeat visitation.

With so many elements involved in tourism and so much competition, marketers must make decisions and devise strategies to communicate these elements in a way that best represents the product to convince people to come and experience a tourism product?

This unit will introduce relevant theory necessary to understand tourism and hospitality marketing and will attempt to link these concepts to real-world cases, enabling students to develop knowledge and skills for effectively managing the complexity of marketing processes in the tourism and hospitality industries.

2) Unit Objectives

This unit is designed to provide students with an overview of marketing in the tourism and hospitality industries. At the end of this unit, students should have an understanding of the following concepts:

1. Management of a tourism product or hospitality service from the research and analysis stage through to design and delivery to the ultimate consumer.
2. Strategic marketing, organisational strategies and developing competitive advantage in tourism products and hospitality services.
3. Marketing Research as a basis for product development and decision-making.
4. Plan and manage marketing issues when designing the marketing components (essentially the “eight P’s”) in the tourism industry.

3) Unit Approach

This unit is lecture and tutorial-based. Typically, the class-time structure will be as follows¹:

Hour	Type	Activity
1 st	Lecture	<ul style="list-style-type: none"> ▪ Brief discussion of questions you might have ▪ Discussion of the current lecture’s topics ▪ Short break
2 nd	Lecture	<ul style="list-style-type: none"> ▪ Continuation of discussion of the current lecture’s topics ▪ Answering questions you might have ▪ Short break
3 rd	Tutorial	<ul style="list-style-type: none"> ▪ Presentation of case ▪ Discussion of case ▪ Closing comments

- During lectures, tourism and hospitality marketing theory and concepts will be discussed. To take advantage of the large proportion of international

¹ Please note that lecture and tutorial times will not always be run strictly to this pattern. Students should be prepared for the fact that in some weeks, the tutorials may start early.

students and the variety that this provides (for example in terms of culture), we will establish links between theory and your personal experiences in an international market setting during class discussions.

- During tutorials, student groups will present real-world cases and lead the class discussion. Generally, the focus here is on a thorough analysis of the situation by conducting research, applying theory to the case, evaluating possible options and recommending a realistic and promising solution. Further details regarding the case study assignment are discussed in section six.
- The lecture notes will be posted on <http://online.mq.edu.au> on a weekly basis. For your own convenience it is recommended to print hardcopies of the respective notes before coming to class. The recording (video or tape) of lectures or tutorials is not permitted. If you miss a class/tutorial, ask a colleague for her/his notes. <http://online.mq.edu.au> is also where you will find details regarding case study allocations and supplementary notes.

4) Unit Time and Location

Thursday Afternoon Class (Manly)

- **Lectures** will run from 2.00pm to 4.00pm.
- **Tutorials** will run from 4.00pm to 5.00pm.

The lecture and tutorial times will not always be run strictly to these hours. So again, please be prepared for the fact that in some weeks, the tutorials may start early. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

5) Subject Pre-requisite and Assessments

Students must have completed, at the very least, a *Marketing Fundamentals course*, since a clear understanding and knowledge of basic marketing concepts is required in order to follow class discussions.

The assessment components of this unit are as follows:

Component	Weighting	Assessment
Product Analysis Report	20%	Individual mark
Marketing Strategy Report & Presentation	40%	One mark per team
Final Exam	40%	Individual mark
Total	100%	

- Assignments, tests and exams will assess:
 - Your understanding of concepts/principles discussed throughout the unit
 - Your ability to apply the concepts and logic thereof
 - Your ability to develop and support an argument/position
 - Your ability to analyse and think about the issues and topics
- General guidelines are as follows:
 - Evidence of reading and research
 - All references and quotations to be acknowledged as per the style guide
 - Appropriate breadth and depth of understanding of the unit principles discussed
 - Logical and justifiable argument/position
 - Clarity of communication (marked down for irrelevant discussion/padding)
 - Correct expression (spelling, grammar)
 - Appropriate description (accurate, coherent, unambiguous)
 - Originality of work (plagiarism is an automatic fail)
 - Minimum word length is half the maximum word length (quality not quantity)
- The feedback and evaluation will take place within seven days of submission of assignments.

- Oral feedback at the time of the presentation will be supplemented with written feedback when reports are returned with written feedback, one week after submission of the reports.
- All students are required to complete any assigned reading; prepare for and attend all classes (i.e. class attendance and participation is compulsory); participate in class discussions; complete assignments (including presentations); and complete the final examination.
- 80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course. Attendance will be taken at the *beginning of class* to ensure this.
- Assignments submitted after the due dates have to be accompanied by a doctor's certificate. Five marks will then be deducted for each day late. If you are unable to provide a doctor's certificate, you will be awarded zero marks.
- **Critical Pass:** Besides having to pass this unit *overall* (i.e. achieving a final mark of minimum 50 out of 100 points), students must also pass the final exam in order to pass this unit. Hence students must achieve a minimum of 20 out of 40 maximal points for the final exam (regardless of the mark achieved for the assignments). Students failing to meet this requirement will be awarded an F grade and will be required to repeat the unit. Furthermore, they will be given a final mark commensurate with their final exam in percentage of the critical pass mark of 50. In other words, their final mark will be the mark achieved in the final exam only in percentage of the critical pass, and will then not include the assignment mark.
- For example, a student who achieved **12** out of 20 for the Individual Product Analysis Report, **28** out of 40 for the Group Marketing Strategy & Presentation, and **19** out of 40 for the final exam will score an overall of 59 marks ($12 + 28 + 20 = 59$). However, he/she would not have achieved the

critical pass mark of 20 out of 40 in terms of the final exam (20/40). This student would hence fail the unit based on the critical pass mark and would be assigned an F grade and 21 (19/40*100) as his/her final mark. So please avoid this situation *yourself* by studying *hard* - be prepared for the quizzes and also study on a *regular basis throughout the semester* in order to be well prepared for the final examination.

- *No correspondence* will be entered into directly with any student regarding *academic performance*, i.e. marks/grades of assignments or final exams. *Please also note that emails will not be replied to after the final exam.* Students wishing to appeal their grade must do so through the authorised University channel. The only time marks can be changed is due to an error in adding up. As this is done automatically through a spread-sheet, it is highly unlikely that this situation will ever arise.

6) Product Analysis Report (Individual)

Prepare a Product Analysis Report on a chosen tourism product, from a marketing perspective.

1. Choose a current tourism organisation and describe their product mix.
2. Describe the product(s) in terms of the product concept
3. Analyse the appropriateness of the product(s) in terms of the market
4. Provide recommendations for new product development.

Getting Started

Choose an organisation that operates within the tourism system. This may include a hotel, restaurant, attraction or airline. Prepare a SWOT analysis of the product and provide recommendations for new product development or added value products.

Presentation

Reports should be no more than 2,500 words, spell checked and double spaced.

Marking

You will be evaluated on your written response to the assessment. The report should be no longer than 2,500 words and include a literature review, some background on the organisation, their product mix, SWOT analysis and recommendations.

Due Date – Week 5

The report will be due on Thursday the **27th of March** at the conclusion of the tutorial at 5pm.

Late reports will be penalised at the rate of 10% per day, which will be deducted from the final mark. The assessment counts for 20% of your total marks.

7) Marketing Strategy Analysis & Presentation (Group)

In groups of four or five, choose a new tourism product or hospitality service and develop a strategic marketing plan.

If you had completed the product analysis then the findings from that report would comprise the starting point for this report.

Executive Summary

Situation Analysis

Marketing Action Plan

The Marketing Action Plan should be at least three months and include brand, collateral material, advertising, public relations, trade marketing and consumer marketing. The assessment counts for 40% of your total marks.

8) Group Report

Groups are to research an organisation of their choice, using material in the public domain, i.e. published, contemporary material.

Written reports should not exceed *30 A4 pages* (exclusive of attachments like appendices and exhibits), *typed with double line spacing* using font *Arial size 12*, margins top/bottom 1.00" and left/right 1.25" (measurement in inches – MS Word default). This will allow enough space for comments and it also ensures fairness towards other teams. Marks will be deducted for exceeding the number of pages. All group projects must be typed² and follow a report format (please refer to the next paragraph). No late reports will be accepted.

There is more than one way to *structure* a report. You can follow the classic approach outlined below, but this structure might not be appropriate for all and other approaches might be better suited. Please feel free to choose another approach as long as you can justify its suitability for the particular situation³.

- 1) Cover Sheet and Marking Scheme: These can be downloaded from WebCT (<http://online.mq.edu.au>). Assignments without these two items will *not* be accepted. The Cover Sheet will also contain a column where the *participation per student* will have to be indicated.
- 2) Table of Contents: Shows the structure of your paper.
- 3) Brief Introduction: What is the report all about? Introduction to Company? Current situation?
- 4) Detailed analysis of situation including a SWOT analysis. You might want to include a timeline here in order to show when significant events have happened.
- 5) Discussion and evaluation of possible solutions. Based on the evaluation of the possible solutions, you should come up with specific recommendations. This is a very important section of your paper and your recommendations need to be realistic, solve the key issue and be doable!
- 6) Appendix: Tables, Charts, Graphs, Figures, Photos, etc.

² Handwritten assignments will not be accepted.

³ If you choose to follow a different approach, it would be a good idea to cite the source thereof.

- 7) References (i.e. listing only the material that you actually refer to in the report)

Papers must be *referenced* using the **APA Style**. Marks will be deducted for failure to conform to this style. Students who are unclear about this referencing style should refer to the APA website: <http://www.apastyle.org>

Plagiarism is absolutely unacceptable – you must acknowledge *all* sources of the ideas included in your report. Plagiarism amounts to academic misconduct, for which there are severe penalties. The same applies to cheating (e.g. during the exam). Where individual or group work is required for the purpose of assessment, the copying of the work of other individuals or groups without acknowledgment is considered to be cheating and plagiarism. *Please keep in mind that assignments can easily be checked by the marker for plagiarism using “Turnitin”, a software tool that detects suspicious cases.*

All papers submitted must be *proof-read* before being handed in. Proof-read in this context means that the paper must have *page numbering* and have been subjected to a complete *spell check and grammar check* (use programs which are now widely available in word processing packages, read the paper yourself several times and possibly ask a friend/colleague to read it as well). A substantial amount of marks will be deducted for significant levels of spelling and grammar mistakes (this is a university postgraduate level course!).

Written submission is worth 70% of Assignment Two marks.

9) Group Presentation

Student groups will be expected to present their findings to the class in a *professional* (i.e. you might consider business attire for the purpose of this presentation) quality presentation of maximum 20 minutes duration (including Q&A) in Week 10. *Every* team member must present in order to be allocated a presentation mark. This presentation can be structured in a similar way to the report, but you might want to – based on time constraints – set priorities and focus on the key issues that are relevant for the class discussion. Copies

of one or two pages summarising the case presented should be provided as a class handout. A handout of your presentation should be provided to your lecturer prior to your presentation.

A few hints regarding your presentation:

- **Avoid** using hand-written overheads.
- Direct photocopying of your work from your assignment onto overheads should be avoided, i.e. create new and separate slides.
- **Difficult to read** or small fonts should be avoided - 20 is a good size.
- **Avoid** just reading your report aloud in class → practice **free speech!**
- **Relax!** This is your chance to practice public speaking in a *familiar* environment - and giving successful presentations is very much a matter of *practice*. So training and enhancing this skill will be beneficial for you in the future.

The Presentation is worth 30% of the available marks for Assignment Two.

Assessment Criteria: Group Project

Groups must ensure that all their members contribute equally to the preparation of the group projects. Should any difficulties occur with this, the group should speak with the lecturer as soon as possible?

At the time of handing in the assignment, the group should agree on what percentage of the final mark each person should receive. You should indicate this information on the cover sheet of the assignment as follows:

Name of member 1 v%	Name of member 4 w%
Name of member 2 x%	Name of member 5 y%
Name of member 3 z%	Name of member 6 y%

If the group assesses the contribution of each member as equal, each would receive 100% of the final mark. In cases where the group decides that some

did not contribute equally, you should reflect this in the percentages (again, if there is a problem in the group, please see the lecturer to resolve the matter). As part of the written submission, each member of the group is also required to provide, on a peer mark form provided, a statement of what each member did for the project, and their assessment of each member of the group. If there are sizeable discrepancies concerning the contributions within the groups, the lecturer reserves the right to apportion marks unequally.

Note: Besides assessing each other, and yourself, you will have the opportunity to assess the lecturer. This should be done on-line on the Blackboard site, at the end of the Semester prior to the final exam.

Due Date – Week 10

The report will be due on Thursday the 15th of May at the conclusion of the tutorial at 5pm.

10)Exam

The final exam will consist primarily of a series of short answer questions and case studies designed to test understanding of the underlying principles and their application in real world situations with respect to the unit's learning outcomes and will take place during week 13 during regular class times. You will have two hours to write the exam, plus 10 minutes reading time at the beginning of the exam. This exam is *closed book* and *no dictionaries* will be allowed. You will be tested on all topics covered during class and tutorials, *including videos, class handouts; possible talk(s) of guest speaker(s) and material not mentioned in the official class notes*. Please note that, due to time constraints, it is impossible to cover each and every slide of the lecture notes during lecture time. It is incumbent upon all students to read the relevant textbook chapters as part of the overall course requirements and to study material not specifically discussed during class on their own (since this could also be tested). The exam also covers the assigned case studies discussed in tutorials.

The final exam *must* be taken when scheduled. The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at: <http://www.reg.mq.edu.au/Forms/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. Students should also note that supplementary exams are subject to a more rigorous marking procedure owing to the benefit of extra study time for the student.

11)Textbook and related materials

Required textbook

Weaver, D. and Lawton, L. (2006) *Tourism Management*, Australia. Wiley

Kotler, P., Bowen, J. and Makens, J. (1999) Marketing for Hospitality and Tourism, 4th Edition Upper Saddle River, NJ USA, Prentice Hall
ISBN 0132017733

The textbook will be available from the Co-Op Bookshop.

Additional marketing readings

You do *not* need to buy these books. Occasionally, handouts thereof might be distributed in class. Additionally, should you wish to conduct further reading, you can try to borrow the books from the library (some should be in the Reserve Area) or use inter-library loans.

Australian Government (2003) *Tourism White Paper: a Medium to Long-term Strategy for Tourism*, Commonwealth of Australia, Canberra.

Holloway, J.C. (2004) *Marketing for Tourism*, 4th ed. Pearson Education, Harlow, Essex, UK

Lovelock, C H, Patterson, PG, Walker RH (2004) *Service Marketing: an Asia-Pacific and Australian Perspective*, Pearson Education, Sydney, Australia

McGuire L (1999) *Australian Services Marketing and Management*, McMillan, South Yarra, Australia

Tourism Australia (2004) *Planning for Inbound Success*
www.tourism.australia.com

Tourism New South Wales (2006) *StartSmart A guide to understanding the tourism industry*. <http://corporate.tourism.nsw.gov.au>

V. and M. Bitner, 2003, *Services Marketing*, New York, N.Y.: McGraw-Hill/Irwin.

Related required materials

1. Class notes are posted on <http://online.mq.edu.au> on a weekly basis. These will be primarily based on (plus the above mentioned additional readings books):

- Aaker, D; Kumar, V; Day, G and Lawley, M (2005). *Marketing Research*, Australia: Wiley
- Clow, K. E. and Baack, D (2004) *Integrated Advertising, Promotion, and Marketing Communications*, 2nd Ed. Pearson Prentice Hall. New Jersey
- George E. Belch and Michael A. Belch (2003) *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 6th Edition. U.S.A.: McGraw-Hill College
- Coupey, E. (2001) *Marketing and the Internet: Conceptual Foundations*, USA, Prentice Hall

- Kitchen, P. J. (1999) Marketing Communications: Principles and Practice, London, GB, Thomson
- Middleton V, Clarke J (2001) Marketing in Travel and Tourism, 3rd ed. Butterworth-Heinemann, Oxford, UK
- McColl-Kennedy, J. R. and Kiel, G. C. (2000) Marketing: A Strategic Approach, Melbourne, Nelson

Recommended Journals and Articles

Journals:

Ad News

B & T Weekly

Business Review Weekly

International Journal of Advertising

Journal of Travel and Tourism Marketing

Management Today

Professional Marketing

Travel Weekly

Recommended Websites

Australian Bureau of Statistics www.abs.gov.au

Australian Marketing Institute www.ami.org.au

Australian Tourism Export Council (ATEC) www.atec.net.au

Australian Trade Commission www.austrade.gov.au

Alta Vista's translation service www.babelfish.altavista.com

B & T Weekly www.bandt.com.au

Business Week www.businessweek.com

Countries and Regions www.state.gov/countries

Decipher www.decipher.com.au

Department of Industry, Tourism & Resources www.industry.gov.au

Market Research Society of Australia www.mrsa.com.au

Meeting and Events Australia www.meetingsevents.com.au

Pacific Asia Travel Association (PATA) www.pata.org

Tourism Australia www.tourism.australia.com

Tourism and Transport Forum www.ttf.org.au

Tourism Research Australia www.tra.australia.com

World Tourism Organisation (WTO) www.world-tourism.org

World Travel and Tourism Council www.wttc.org

12) Teaching Staff

Lecturer	Brent Reihana	<ul style="list-style-type: none"> ▪ Email: brent@mantrasolutions.com.au (preferred) ▪ Phone 0417 686 141
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13) Cheating and Plagiarism

The University defines plagiarism in its rules: “Plagiarism involves using the work of another person and presenting it as one’s own”. Plagiarism is a serious breach of the University’s rules and carries significant penalties. You must read the University’s practices and procedures on plagiarism. These can be found here: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in unit, and/or referral to the University Discipline Committee.

14) University Policy on Grading

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e. the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performance of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students.

Student Support Services

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au/>.

15) Dress Code for students at the International Campus in Manly

[The following section only applies to students taking ICMS832 at ICMS, Manly]

The International College of Management Sydney is a leading educator in hotel management, tourism and associated service industries. To encourage a spirit of excellence in personal appearance as part of our education program, preparing graduates for careers in service industries, the College expects all staff and students to conform to a professional level of dress while on College premises.

The College has a mandatory dress code for all its undergraduate students which Masters students are asked to respect. Below is the dress code that currently applies:

Female acceptable	Male acceptable
<ul style="list-style-type: none"> - Coordinated business suit - Skirts knee length and below - Make up simple and natural - Pantyhose are not compulsory but recommended - Boots only with business pants - Business-like shoes - Business skirt or pants with shirt or high neck long sleeve top - Jumpers and vests over shirt/top 	<ul style="list-style-type: none"> - Business suit - Business pants with shirt or high neck long sleeve top - Polo neck tops - Conventional haircut above the collar - Long hair in one ponytail - Trimmed and clean beards or moustaches - Business like shoes preferred however ankle boots permitted - Jumpers and vests over shirt/top
Female not acceptable	Male not acceptable
<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings or studs apart from on ear lobes - Visible tattoos - T-shirts & Midriff tops - Revealing necklines - Extreme hair colours or styles - Stirrup pants 	<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings, studs, necklaces or bracelets - Visible tattoos - T-shirts - Extreme hair colours or styles - Rings on thumb or index finger

All students taking MIB and MCom units at the International Campus are expected to abide by the dress code while attending classes or elsewhere on

the Campus, including the computer laboratories or the Courtyard Café. Please note that the Pollard Resource Centre is free of dress rules.

Students who do not respect the dress code may be asked to leave the campus.

The College reserves the right to determine whether specific items of dress are within the code or not. *Thank you for being part of our great College community. Not just an education! An experience!*

16) ICMS832 Lecture and Tutorial Outline

Semester 1, 2008 – Thursday Class

Week	Date	Lecture	Chapter(s)	Tutorial
1	28 th Feb	Introduction to Tourism & Hospitality Marketing	1-2	Introduction - Team Formation Case Study – 100% Pure New Zealand
2	6 th Mar	Tourism Products	9	Activity – The Rocks Brand Campaign Case Study – Crisis and resilience in Bali's tourism sector
3	13 th mar	Product Development	9	Developing a new tourism product
4	20 th Mar	Consumer Buying Behaviour	6 & 7	Activity – How to host a successful famil & How consumers purchase travel to Australia
5	27 th Mar	Distribution Channels	13	Case Study – Australian Tourism Exchange Assignment 1 due
6	3 rd Apr	Pricing Products <i>(Early Evaluation → students' chance to provide early feedback on the unit)</i>	12	Questions and class discussion
7	10 th Apr	Tourism Promotion	14-16	Debate – Tourism Australia Campaign
		Mid Semester Break (14th Apr-27th April)		
		Mid Semester Break ()		
8	1 st May	Market Segmentation, Targeting & Positioning	8	Comparing the positioning statements for STO's
9	8 th May	Developing Opportunities & Strategies	3	Analysis of State Tourism Strategic Plans
10	15 th May	Marketing Research	5	Presentations Assignment 2 due
11	22 nd May	Destination Marketing	18	Challenges and Strategies facing NTO's
12	29 th May	Issues & Trends <i>(Course Evaluation → Official Student Feedback)</i>	17	Overview of module
13	05 th June	Final exam <i>3 hour written examination</i>	--	None