



**HOGESCHOOL  
UTRECHT**

Postbus 85029  
3508 AA  
Utrecht

Tel 088 481 62 00  
Fax 088 481 62 05  
[www.hu.nl](http://www.hu.nl)

- MC-TOURHOS-17
- TOURISM & HOSPITALITY
- 2018 - 2019
- Minor Leisure and Event Marketing
- [Elisabeth.keller@hu.nl](mailto:Elisabeth.keller@hu.nl)
- [Pim.nip@hu.nl](mailto:Pim.nip@hu.nl)
- <https://cursussen.sharepoint.hu.nl/fem/20/MC-TOURHOS-14/default.aspx>
- Date of issue: July 2018

## Tourism & Hospitality Minor Leisure & Event Marketing

© Hogeschool Utrecht, 2018

Sources must be acknowledged.  
Reproduction of this document for your own use  
or internal use is permitted.

## Content

1	Course content	3
2	Course objectives, final attainment levels, and learning targets	4
3	Place in the curriculum and relationship to other courses	5
4	Study load	6
5	Prior knowledge and entry requirements	7
6	Exemption possibilities	8
7	Competencies (and professional products)	9
8	Methods and supervision	11
9	Testing and assessment	12
10	Materials and required reading	13
11	Evaluation	14
12	Weekly Plan	15

# 1 Course content

Tourism and Hospitality form part of the wide and diverse leisure sector. The sport, leisure, and travel sectors are just a few examples. The leisure sector differs in many aspects from both the service sector and product sector. There is large variety of factors – internal and external – that play a role in this sector, which makes the marketing of it a highly complex matter.

The topics covered in this course are:

- Characteristics of the tourist sector;
- The dynamics of the tourist marketing environment;
- Consumer behaviour and segmentation in the tourist sector;
- Product development;
- Strategies and tactics;
- Promotion in the tourist sector;
- Branding;
- Application in specific tourist sectors.

Students will get an insight into the fascinating world of Tourism & Hospitality by working on a business case for an organization operating in the leisure sector. International Marketing cases presented in our book include multinational companies and businesses. Emerging trends changing hospitality & tourism marketing such as the influence of social media, the sharing economy, sustainable marketing and corporate social responsibility will be discussed.

Students will work in a team of 4 or 5 students on a project plan for a leisure business.

## **Learning path**

Being able to operate as a fully-fledged professional depends on a range of criteria. Any student studying in this minor will have to possess the knowledge and insights needed in the marketing profession, possess the relevant skills, and being capable of achieving results as part of a team. Students can develop these areas via a range of learning pathways. The conceptual pathway is the most commonly used, where students acquire knowledge and insights primarily through lectures and tutorials. Other learning pathways are the skills pathway (involving presentations), the professional products pathway (delivering and realizing a product) and the integrated pathway (projects).

The Tourism & Hospitality course is an introduction to marketing in the tourist & hospitality sector; in other words, it is mainly about acquiring basic knowledge. The conceptual learning pathway is therefore the starting point for the course. In addition, the discussion of weekly assignments will result in concrete recommendations for solutions of a problem of a leisure company. The main teaching method will be lectures, guest-lectures, tutorials and feedback sessions..

## 2 Course objectives, final attainment levels, and learning targets

The essence is to acquire knowledge of and insights into the most recent marketing developments in the tourism and leisure sector. The learning targets are therefore extensions of the three domain competencies. Students should be capable of collecting relevant data and information and of using these to make carefully considered policy decisions. The emphasis will lie on the first stage of the PDCA cycle (planning).

Concrete learning objectives:

- Understanding the Hospitality and Tourism Marketing
- Developing Hospitality and Tourism Marketing Opportunities and Strategies
- Developing the Hospitality and Tourism Marketing Value-Driven Strategy and Mix
- Finding solutions for a marketing problem of a leisure company
- Making a carefully considered decision
- Presenting and defending this decision
- Being wrapped up in a Marketing case and share this with your fellow students.

### 3 Place in the curriculum and relationship to other courses

The minor Leisure and Event Marketing (LEM):

<b>Block A</b>	<b>ec</b>	<b>Code</b>	<b>Block B</b>	<b>ec</b>	<b>Code</b>
Sports & Recreation	5	MC-SPORECR-17	LEM Business Plan	5	MC-LEMBUS-17
Event Management	5	MC-EVENTMAN-17	City Marketing	5	MC-CITYMARK-17
Tourism & Hospitality	5	MC-TOURHOS-17	Experience Marketing	5	MC-EXPMARK-15
<b>Total</b>	<b>15</b>		<b>Total</b>	<b>15</b>	

## 4 Study load

The total study load for each student is 140 hours [5 credits].

Workload:

<i>Lectures/tutorials</i>	<i>Seven lectures/tutorials of two hours</i>	17
<i>Feedback/Consultancy</i>	<i>Consultancy discussions of 20 minutes' duration</i>	3
<i>Literature and assignments</i>	<i>Preparations plan</i>	40
<i>Working in a group</i>	<i>Writing organization recommendations</i>	50
<i>Working on the first individual assignment</i>	<i>Preparing the chosen case from the book</i>	10
<i>Writing on the second individual assignment</i>	<i>Writing an essay about environmental consequences of global tourism</i>	20
	<i>Total</i>	140

# 5 Prior knowledge and entry requirements

## Prior knowledge

- Marketing Basics (year 1)

## **6 Exemption possibilities**

There are no possibilities for exemption.



# 7 Competencies (and professional products)

## Competencies

The emphasis in this course will lie on a number of competencies that the student must meet at the highest level. It concerns the 'implementation, interpreting, testing, and evaluation of market research' competency, the 'Carrying out analysis' competency, and the 'Developing marketing policy' competency.

## Professional product

Students are assessed in two ways – by means of an individual assignment (30%) and a practical assignment - project (70%). The practical assignment is based on a business recommendation (70%).

## Individual assignment:

1. Present one of the international Marketing cases from the book and discuss the interesting issues with your fellow students. Write a handout for your classmates.
2. Write an essay of about 5 pages giving examples and your opinion of the consequences of mass tourism on our planet. Come up with interesting cases, your own behaviour when you are going on a vacation and your opinion. Please don't forget to mention your sources! Deliver your paper on **10 October 2018!**

**Group work – the business recommendation** involves a company in the leisure sector.

When starting the course the organization will give an introduction explaining their Marketing problem.

The report should consist of no more than 20 A4 pages. The main idea is to learn how to analyse a problem / question and to come up with a creative, substantiated and structured answer in the form of a concrete recommendation. The **possible elements** of this recommendation are:

Chapter 1: Problem analysis

- Purpose of the report
- Description of the problem and the questions to be asked
- Some general company information (mission / vision / structure)
- Research methods

Chapter 2: Internal analysis: micro environment

- Marketing mix / 7S model / value chain / finances
- Strengths and weaknesses

Chapter 3: External analysis: (meso) environment

- Market analysis / competitor analysis
- Buyer analysis
- Opportunities and threats

Chapter 4: External analysis: macro environment

- DESTEP
- Opportunities and threats

Chapter 5: Processing the results  
- SWOT analysis  
- Strategic options

Chapter 6: Recommendation and implementation  
- **Advice and recommendations**  
- Proposal for implementation

CONCLUSION

## 8 Methods and supervision

There is one contact moment every week (tutorials): a lecture/tutorial and a consultancy discussion. The lectures and tutorials are of 150 minutes' duration, and the consultancy discussions 20 minutes. The weekly activities are structured as follows:

1. **Studying the material from the book 'Marketing for Hospitality and Tourism'**

For the week in question. This forms the basis for the activities in the rest of the week.  
Preparing the individual presentations.

2. **Lecture/tutorial/feedback (120 minutes)**

*Lesson includes:*

60 minutes: explanation about the material by the teacher

60 minutes: groups work and feedback sessions 'experiential exercise'

3. **Group work**

Every week, students in groups of four will work on a general assignment (that is, a product proposal for a company in the leisure industry). They will receive feedback weekly. The assignments must be handed in before the feedback session, and include the names of the students in the team.

4. **Individual assignment**

The student chooses one of the International Marketing cases from the book and will present this to class.

Furthermore he will write a paper about the consequences of Tourism on our planet.

### **Supervision**

Process supervision by teachers who are involved in this course:

Pim Nip will supervise the group work and Elisabeth Keller will assess the individual work.

## 9 Testing and assessment

Type of assessment	Weighting	Minimum mark
Group work	70%	5.5
Individual assignment	30%	5.5

At the end of the course, students will have to present their plan for their business recommendation. Furthermore they will be assessed in an individual assignment to show their theoretical knowledge. The business recommendation will show the students' ability to apply this knowledge to real life situations, to analyse models, and to conceive and communicate solutions. Both the project and the individual assignment must be at least a mark of 5.5 (out of 10), in which case five study credits are awarded.

### 9.1 Project (70%)

The assessment of the business recommendation for Utrecht Marketing will include the report and the presentation in front of the company. The criteria used for assessment purposes are quality (making good use of theory, use of other sources, evidence of understanding of the material, depth), commitment, and completeness. Grades for groups work are generally given to entire teams, although exceptions are possible, such as in the case of a team member who clearly fails or who is absent.

The criteria for the project are:

Commitment and discipline	20%
Creativity	50%
Analyses (level and accuracy)	20%
Presentation	10%

### 9.2 Individual assignment

1. During the block each student will have to work on an individual task/case as described before.

#### Book

'Marketing for Hospitality and Tourism' (Philip Kotler, John T. Bowen, James C. Makens)

2. Find another student (a peer). Together you will have to think of solutions for the problems of certain regions regarding tourism. Write a short essay together (about 2A4; don't forget to mention the sources) about the strategy you (as a city or region) would choose.

### Resits

The only opportunity for students to rewrite their reports or resit their examinations, if they have failed to gain a pass the first time, is in the subsequent term, this means for the course Tourism & Hospitality in block B.

## Materials and required reading

BOOK (required)					
Title:	Marketing for Hospitality and Tourism				
Author(s):	Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu				
ISBN:	9781292-15615-6	Edition:	7 <sup>th</sup> global	Published by:	Pearson

# 11 Evaluation

At the end of the course.

# WEEKLY PLAN 2018/2019

Literature: Ph. Kotler, J. Bowen and J. Makens, Seyhmus Baloglu, Marketing for Hospitality and Tourism, PEARSON 2017, 7e global edition ISBN: 9781292156156

wk	Theme/theory	Consultancy	Deliverables	Individual Assignment
1	Introduction of course and assignments <u>Chapter 1</u> : Introduction Problem analysis	<b>Assignment 1 UTRECHT MARKETING</b>	Advice report (first approach)	Case 4 – Jetblue Case 15 – Company Case Spirit Airlines
2	<u>Chapter 2</u> : Service characteristics of Hospitality and Tourism Marketing <u>Chapter 3</u> : The role of Marketing in Strategic Planning	<b>UTRECHT MARKETING</b>	The Internal analysis	Case 12 – Grand Tar- ghee Case 2 – Cafeteria I.C.E. Case 6 – In-N-Out Burger Case 25 – Bern Hotels and Resorts Panama
3	<u>Chapter 4</u> : Environment; <u>Chapter 5</u> : Managing Customer Information external	<b>UTRECHT MARKETING</b>	The external analysis (market)	Case 1 – Zipcar Case 8 – The Witchery by the Castle Case 7 – The Australian Tourist Commission
4	<u>Chapter 6</u> : Consumer markets and Consumer Buying Behaviour external	<b>UTRCHT MARKETING</b>	The external analysis SWOT	Case 3 – Disney Case 17 – Chuck E. Cheese CEC Entertainment
5	<u>Chapter 8</u> : Customer-Driven Marketing Strategy <u>Chapter 9</u> : Designing and Managing Products and Brands <u>Chapter 11</u> : Pricing	<b>UTRECHT MARKETING</b>	The options	Case 19 – Boulder Creek Case 23 – Elk Mountain Hotel Case 5 – The Hunt Room Case 9 – Mayo Clinic Case 16 – Apollo Hotel Case 14 – Pricing Almost Destroys and then save a local restaurant

6	<u>Chapter 12: Distribution</u> <u>Chapter 13: Engaging Customers and Communication</u> <u>Chapter 16: Direct, Online, Social Media and Mobile Marketing</u>	<b>UTRECHT MARKETING</b>	Advice report (first draft)	Case 18 – Tropicana Fishing Lodge Case 13 – The Bleeding Heart Restaurant Case 10 – Hawaiian Sights
7	Presenting advice		<b>Final draft advice report</b>	



# 12 CASES TOURISM & HOSPITALITY

CHAPTER	CASE
1	4 – Jetblue: Delighting Customers Through Happy Jetting 15 – Company Case Spirit Airlines: The Lowest Possible Price – At All Costs
2	12 – Grand Targhee
3	2 – Cafeteria I.C.E. 6 – In-N-Out Burger: Customer Value the Old-Fashioned Way 25 – Bern Hotels and Resorts Panama
4	1 – Zipcar: It's Not About Cars – It's About urban Life 8 – The Witchery by the Castle
5	7 – The Australian Tourist Commission
6	3 – Disney 17 – Chuck E. Cheese CEC Entertainment: "Where a Kid Can be a Kid"
8	19 – Boulder Creek 23 – Elk Mountain Hotel
9	5 – The Hunt Room: Change the Concept or Just the Decor? 9 – Mayo Clinic 16 – Apollo Hotel
11	14 – Pricing Almost Destroys and Then saves a Local Restaurant
12	18 – Tropicana Fishing Lodge
13	13 – The Bleeding Heart Restaurant: Unique Positioning of a Restaurant
16	10 – Hawaiian Sights
From other chapters	11 – Ritz-Carlton (Organizational Buyer Behaviour) 20 – International Travel Agency (Professional Sales) 21 – Superior Hotels (Next Year's Marketing) 22 – The Cameron Trading Post and Lodge (Next Year's Marketing) 24 – IRTRA – Recreational Park XETULUL (Managing Hospitality and Tourism Marketing)

## INDIVIDUAL ASSIGNMENT (30 % of your mark)

1. Choose one of the cases above
2. Prepare the case for the lecture based on the chapter concerned
3. Write a report/paper (2 A4) and hand in before your presentation in class
4. Explain your case and lead the discussion about the case in class
5. Duration of your presentation and discussion: max.10 minutes
6. Criteria for a pass:
  - link between theory and practice
  - presentation and discussion
  - structure and content of paper
  - creativity