

HFT 4743 TOURISM AND HOSPITALITY MARKETING SPRING 2024

Department of Tourism, Hospitality and Event Management
College of Health & Human Performance; University of Florida

INSTRUCTOR

Svetlana Stepchenkova, Ph.D.
Associate Professor
Department of THEM
College of HHP
University of Florida
Rm. FLG 186C; 352.294.1652
svetlana.step@ufl.edu

DEPARTMENT CHAIR

Rachel Fu, Ph.D.
Professor
Department of THEM
College of HHP
University of Florida
Rm. FLG 242
racheljuichifu@ufl.edu

COURSE HOURS AND LOCATION

FLG 0220 Tuesday @ 8:30 am - 9:20 am
FLG 0230 Thursday @ 8:30 am - 10:25 am
OFFICE HOURS: Thursday @ 10:30am-12:30pm
Zoom link:
<https://ufl.zoom.us/j/92504787428>

TEACHING ASSISTANT

TBA
FLG 206
Email: TBA
Phone (office): (352) TBA

COMMUNICATION WITH INSTRUCTOR

Strictly via Canvas Inbox! Your message with your name, course, and section number will be forwarded to the instructor's UF e-mail box. Using the instructor's e-mail creates course management and record-keeping issues. Use Canvas mail for questions related to the course content, grades, special circumstances, and accommodations. Do not rely on oral communication in matters of importance. Expect a response within 24 hours, not including weekends and holidays.

1. COURSE DESCRIPTION

This course discusses a wide range of subjects relevant to hospitality and tourism marketing from both the macro (global) and micro (organization) perspectives. It covers all steps of marketing analysis and key marketing principles, practices, and strategies as applied to the hospitality and tourism industry. It provides knowledge to develop tourism and hospitality brands and make decisions to manage and solve marketing problems.

PREREQUISITES: LEI 3301 and MAR 3023

2. COURSE OBJECTIVES

By the end of this course, students will be able to:

- Identify unique marketing challenges due to the nature of the tourism and hospitality industry and its diverse products, as well as the challenges posed by environmental factors.
- Identify consumer characteristics and behavior in tourism and hospitality consumption for segmentation and targeted marketing.
- Learn how to develop and manage tourism and hospitality products for diverse consumers.

- Explain branding and image development as a competitive strategy.
- Know various pricing strategies used for effective management of products.
- Describe promotional strategies and the role of integrated marketing communications for effective branding.
- Identify the critical components in the tourism and hospitality supply chain and dynamics in establishing the value chain for consumer satisfaction and loyalty.
- Develop and practice skills for marketing research.
- Apply theoretical knowledge to branding and marketing of hospitality products and organizations.
- Demonstrate analytical and critical thinking as well as creative marketing solutions relevant to tourism and hospitality management.

TEXTBOOKS AND MATERIALS

Required Textbook: Kotler, P., Bowen, J.T., Makens, J.C. & Baloglu, S. (2019). Marketing for Hospitality and Tourism. (7th Edition) Pearson. **UF All Access title.**

The course has a supplementary Canvas website to view additional materials, submit assignments, take exams, and monitor grades.

3. COURSE FORMAT AND DELIVERY

This course has a traditional, face-to-face format. There will be no zoom back-up of the lectures but ppts of class lectures will be provided. The course includes lectures, talks from guest speakers, student presentations, and individual and group activities. Attendance and active participation are essential to the nature of this course. Class participation is encouraged to facilitate the acquisition of ideas and concepts.

Some sessions throughout the course are independent study sessions or guest speakers presenting via Zoom. Therefore, please follow closely the course calendar and keep up with the course announcements.

4. ATTENDANCE POLICIES

Attendance is expected of students enrolled in this course and will be taken. Only the instructor can excuse a student from missing class. Instructor follows the US policy regarding attendance and excused absences: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Acceptable reasons for absence from or failure to engage in class include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor.

A student who finds themselves in one of those circumstances should talk to the instructor first and then follow the steps outlined here: <https://care.dso.ufl.edu/instructor-notifications/>

Non-approved absences affect your attendance and participation (A&P) score. Each unexcused absence is a five-point deduction from the A&P score. **Eight unexcused absences result in zero A&P score.**

If you missed a class, check the materials on the Canvas course website. **Make sure you read course announcements.** Check with your fellow students about special information and announcements in class. Do not expect an individual delivery of the material because you missed the class.

5. CLASSROOM POLICIES

Come to class on time to avoid disruptions. Turn off cell phones. Computers are allowed as a learning tool – to follow the lecture or take notes. Please refrain from using the Internet, checking e-mails, and other activities unless they are directly related to the course. Be prepared to participate in class. Be courteous and respectful to your peers, guest speakers, and the instructor. You can bring bottled water or coffee in spill-proof cups to class. Please refrain from eating in class.

SPECIAL ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter. The same letter is forwarded to the instructor by the DRC office. **IMPORTANT: Students must contact the instructor to activate course adjustments based on the DRC letter.** Students with disabilities should follow this procedure as early as possible in the semester. Students who require extra time on the exams will take the exams at the DRC.

6. EVALUATION

Individual work (70%)

- Attendance and participation: 15%
- Discovery Learning Exercises (DLE) assignments: 15%
- Two mid-term exams: 40%

Collaborative work (30%)

- Term Project: Group meetings, Class presentation, and Written report

TOTAL 100%

Grading Scale and Corresponding GPA:

A- = 90-92.99% (3.67)	A = 93-100% (4.0)		
B- = 80-82.99% (2.67)	B = 83-86.99% (3.0)	B+ = 87-89.99% (3.33)	
C- = 70-72.99% (1.67)	C = 73-76.99% (2.0)	C+ = 77-79.99% (2.33)	
D- = 60-62.99% (0.67)	D = 63-66.99% (1.0)	D+ = 67-69.99% (1.33)	E = 59.99% or lower (0.0). Failing grade.

More information about UF grade policies can be found here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/#gradingpoliciestext>

Assignment grades will be posted on Canvas within 2 weeks after the assignment is submitted. Students will be able to monitor their overall course grades throughout the semester. If you notice a scoring error, notify the instructor as soon as possible. No issues regarding scoring will be reviewed after the official “end of the semester” date. **The final course grade will not be rounded.**

Grading expectations for written assignments (out of 100 points):

- **90-100: EXCELLENT.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Excellent grammar and careful formatting.
- **80-90: GOOD.** Good college-level work that exceeds/meets requirements. Original, well organized. A good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
- **70-80: SATISFACTORY.** Average work. Assignment is not thought through and/or presentation is not cohesive. Improvement is needed in-depth, originality of thought, structure, and presentation.
- **60-70: MARGINAL.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
- **0-60: FAILURE.** The assignment is not submitted or incomplete.

Grading expectations for class presentation assignment (out of 100 points):

- **CONTENT:** Clear, concise, and well-structured material. In-depth investigation supported by statistics and relevant examples. Illustrative visuals (e.g., graphs and charts) of the trend or problem. Logical flow and cohesiveness of the analysis. Remember that you cannot include everything in your presentation, so be selective and aim for maximum impact. Interview with a manager - 10 points. **Max 80 points.**
- **ORIGINALITY, CREATIVITY, and INTERACTIVITY:** Presentation of the material generates interest from the audience. You may communicate with the audience by asking questions or making quick quizzes. Remember, it should add to your delivery, not take from it, so plan this part carefully! **Max 10 points.**
- **DELIVERY:** Own your presentation – do not read from the screen or cards! Be prepared to handle questions from the instructor and the audience competently. **Max 5 points.**
- **OVERALL IMPRESSION:** Quality of slides, time management, and neat appearance (business casual is recommended). **Max 5 points.**

7. SUBMISSION POLICY

MISSED SUBMISSIONS: The instructor follows the UF submission policy related to absences and missed assignments: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Follow closely the course logistics concerning the submission of your work. The lowest score in the Written Assignment group is dropped; therefore, your overall grade is not affected by missing one deadline. Students who missed the work due to the reasons outlined in the UF attendance policy will receive a different but comparable assignment and a reasonable time to complete it.

A student who misses their group's class presentation will have a zero grade for the assignment. If the student is unable to deliver a presentation due to a confirmed medical reason or family emergency, it will be rescheduled for a later date if the class schedule permits. If the schedule does not allow it, the presentation will be substituted with a written report.

Allow for technical difficulties while submitting the assignment and do not wait until the last minute. Any requests for make-ups due to technical issues **MUST be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them.** The ticket

number will document the time and date of the problem. You MUST message your instructor within 24 hours of the technical difficulty if you wish to request a make-up. UF Computing Help Desk: <https://helpdesk.ufl.edu/>

8. COURSE CALENDAR*

W	Date	Topic	Ch
1	9-Jan	Introduction to the course.	
	11-Jan	Intro to H&T Marketing. Introducing the Term Project.	1, 18
2	16-Jan	DLE1_Technology	
	18-Jan	Service characteristics of H&T marketing. The role of marketing in strategic planning.	2, 3
3	23-Jan	DLE 2_Maintaining a customer	
	25-Jan	The Marketing Environment.	4
4	30-Jan	Group meeting 1	
	1-Feb	Managing customer information to gain customer insights.	5
5	6-Feb	DLE 3_ Customer perceptions	
	8-Feb	Consumer markets and consumer buying behavior.	6
6	13-Feb	Group meeting 2	
	15-Feb	Segmentation, targeting, and positioning.	8
7	20-Feb	Exam review via Zoom Attendance optional.	
	22-Feb	EXAM 1 in FLG 230. Time: 1.5 hours.	
8	27-Feb	DLE4 Market Segmentation	
	29-Feb	Managing products and brands.	9
9	5-Mar	DLE5 Co-branding	
	7-Mar	Internal marketing.	10
10	SPRING BREAK		
11	19-Mar	Guest lecture via Zoom. AI in T&H Marketing	
	21-Mar	Pricing	11
12	26-Mar	DLE6 Brand portfolio	
	28-Mar	Distribution channels.	12
13	2-Apr	Group meeting 3	
	4-Apr	Advertising and promotion.	13, 14
14	9-Apr	Exam review via Zoom Attendance optional.	
	11-Apr	EXAM 2 in FLG 230. Time: 1.5 hours.	
15	16-Apr	Guest lecture. Professional sales.	
	18-Apr	Social Media Marketing. Student Presentations.	15, 16
16	23-Apr	Student Presentations. Course evaluations and wrap-up.	
Finals week		Term Project Report due April 29 (Monday) at 11:59 PM	

* **The schedule is subject to change. Students have to keep up with the announcements.**

9. UF POLICIES AND RESOURCES

ACADEMIC HONESTY

The plagiarism and other violations of academic honesty will be punished with 0% grade for the assignment; the offender will be reported to the head of department and/or graduate school for possible actions. The UF defines plagiarism in the following way (https://flexible.dce.ufl.edu/media/flexible.dce.ufl.edu/documents/uf_policy_student_conduct.pdf): *“Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:*

- 1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.*
- 2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”*

Further, each student is expected to abide by the Honor Code: “UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.”

Please refer to the abovementioned Honor Code for a complete explanation of the University of Florida Academic Honesty Policy.

COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu> . Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

HEALTH AND WELLNESS

Health and Wellness

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS): <https://umatter.ufl.edu/helping-students/sexual-violence-response/>
- Student Health Care Center, 392-1161. <https://shcc.ufl.edu/>
- University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/> .

I wish you success in this course!