

HMG6747: HOSPITALITY AND TOURISM MARKETING

Instructor: Gary Deel, PhD, JD

Office: Virtual

Email: garyleedeel@ufl.edu

Phone Number: (845) 220-8284

Office Hours: By appointment

COURSE DESCRIPTION

This course will provide a foundation in branding and marketing for the hospitality and tourism industry. Through readings, discussions, and applications of learning, this course will give you the opportunity to create successful marketing and brand strategies by assessing key variables and making informed decisions. This course will cover key branding and marketing principles, practices, and strategies as applied in the tourism and hospitality industry. This course will also provide knowledge and application of steps to develop powerful tourism and hospitality brands and make decisions to manage or solve marketing problems.

STUDENT LEARNING OUTCOMES

1. Assess COVID and post-COVID marketing strategies for hospitality businesses.
2. Discuss the delicate issue of consumer data privacy and how tourism companies can leverage customer data without breaking laws or violating trust.
3. Articulate how hospitality companies can use marketing and communication to navigate crises and disasters.

4. Analyze organizational positions on key political issues and successful strategies for avoiding negative political scrutiny.
5. Identify effective brand positioning and brand management tactics for different hospitality industry sectors.
6. Investigate technologies used for marketing efficiency and efficacy, and service technologies leveraged in marketing to attract customers.
7. Explore the ways hospitality organizations market sustainability efforts to align with market values and cultivate consumer support.
8. Scan for the latest industry trends and report on how hospitality businesses can position themselves to capitalize on changes in market conditions.

COURSE MATERIALS

All required readings will be posted on the course website. The following textbook is optional but recommended as a supplement for student learning:

Keller & Swaminathan (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Fifth Edition)*. Pearson: Hoboken, NJ. ISBN13: 978-0134892498.

COURSE FORMAT

Students are expected to view all course materials and complete all assignments, as assigned in the syllabus and posted on the course website.

COURSE EVALUATION

Assessment Summary:

A student's overall performance in this course will be based on the following assessment tools:

Assessment Tool	Point Value	Percentage Value
Discussion Boards	10 points each *7 = 70 points.	70%
Marketing Analysis (Week 8)	30	30%
Total	100	100%

Assessment Overview:

Discussion Board Posts (10 points each * 7 = 70 points)

Discussion Boards are a way to show participation in an online classroom environment, and to engage your fellow classmates in healthy, productive, informative dialogue. Specific instructions for the discussion boards can be found in our Canvas classroom under 'Discussions'.

Students may post as often as they like to discussion boards (dialogue is encouraged). However, in order to secure full credit for a discussion, students must complete, at minimum, the following:

- One (1) main response to the discussion question, of at least **400** words in length.
- Four (4) peer responses addressing the main postings from other students, of at least **100** words in length each.
- The grading rubric for discussion boards is as follows:

Main Post Substance and length requirement.	6 pts
Peer Response 1 Substance and length requirement.	1 pts
Peer Response 2 Substance and length requirement.	1 pts
Peer Response 3 Substance and length requirement.	1 pts
Peer Response 4 Substance and length requirement.	1 pts

Marketing Analysis

You will apply the concepts in this course to conduct an analysis of current marketing strategies for a hospitality organization.

Each student **must select one hospitality company** for this project. Your company should be a large, well-recognized company in the Fortune 500 or Fortune 500-equivalent market cap range. You may choose from any sector of hospitality including hotels, restaurants, cruise lines, airlines, casinos, theme parks, or other aspects. But your company should be large enough that media and published material on their current marketing position(s) is readily available. Examples include but are not limited to “household names” such as: Marriott, Hilton, Hyatt, Sheraton, IHG, Disney, Sea World, Universal, Six Flags, Darden, Yum Brands, Landry’s, Royal Caribbean, Carnival, Norwegian, Delta, United, Spirit, Southwest, MGM Resorts, Las Vegas Sands Corporation, Wynn Resorts, etc.

After completing the Week 8 reading on current industry and marketing trends, you will produce a marketing report that demonstrates your understanding of marketing analysis and sound strategy development. Your report should be **at least 2,400 words in length** and should address **each of the eight topics covered in this course, which include:**

1. **COVID AND POST-COVID** - How is the company handling business during the pandemic and plans for after it is over? What changes, if any, would you recommend on their COVID and post-COVID strategy?
2. **DATA PRIVACY** - How does the company use data in marketing and does it have a published policy or position on data privacy for customers? What changes, if any, would you recommend on their data privacy strategy?

3. **RECOVERY MARKETING** - What disasters, tragedies, scandals, etc. has the company weathered and how have they addressed these from a marketing perspective? If none specific to your company, then you can address how they are handling general concerns like terrorism, COVID, or other crises. What changes, if any, would you recommend on their recovery marketing strategy?
4. **POLITICS IN MARKETING** - What, if any, political issues has the company been involved with or taken a stand on? If none specific to your company, what political forces are affecting their business today and how are they navigating them? What changes, if any, would you recommend on their political strategy?
5. **BRAND MANAGEMENT** - How has the company positioned its brand? What does it represent to consumers? What values or qualities does their customer demographic care about? What changes, if any, would you recommend on their brand management strategy?
6. **TECHNOLOGY IN MARKETING** - What technologies is the company using for marketing purposes? What technologies are they introducing into their service environment in an effort to attract guests? What changes, if any, would you recommend on their technology in marketing strategy?
7. **SUSTAINABILITY IN MARKETING** - What sustainability initiatives has the company adopted? How are they marketing these efforts to their target demographics? What changes, if any, would you recommend on their sustainability in marketing strategy?
8. **MODERN MARKETING TRENDS** - What critical trends are emerging in 2021 that hospitality companies need to confront? How is the company addressing them? What changes, if any, would you recommend on their modern marketing trends strategy?

Since there are eight topics, each topic should be addressed with **roughly 300 words** of discussion. Reports should include a title page, a brief introduction, the discussion of all eight topics, a brief conclusion, and a references page with **at least 8 credible sources cited** (at least one source for each of the eight topics), properly cited in APA format. **IMPORTANT: Your sources should NOT be from the readings provided in the class** -- they should be sources you found through your own independent research on the company you chose.

The length requirement of 2,400 words means 2,400 words of substance. If you put a heading on your submission, you shouldn't count that. You also shouldn't count your reference content. Bluntly, I am looking for 2,400 words of your own careful thoughts and analysis.

You should conduct research and obtain relevant information from the academic literature, trade publications, and other **credible sources** to support your analysis (e.g. Wikipedia is not credible). You will submit your report as a Word document through the associated assignment on the course website (under the Assignments section).

IMPORTANT: Do not plagiarize or use unoriginal content without attribution. These assignments use TurnItIn.com for originality verification. If you copy/paste from other sources, I will know it, and you will receive a zero.

The grading rubric for the Marketing Analysis is as follows:

Substance and Content Addresses all components of the assignment with complete answers and discussion.	15 pts
Sources Uses required number of credible sources.	5 pts
APA Source Formatting References and in-text citations are in proper APA format.	5 pts
Grammar Writing is grammatically correct, and free of spelling and syntax errors.	5 pts
Length Requirement Credit deduction proportional to length shortfall (e.g. if submission is 80% of required length, max eligible credit shall be 80% before other deduction). For an explanation regarding why length requirement is important, please read this article: https://onlinelearningtips.com/2019/08/length-requirements-papers/	--%

COURSE POLICIES

Academic Integrity:

University of Florida 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 specifies a number of behaviors that are in violation of this code and the possible sanctions. Examples of academic dishonesty include (but are not limited to) plagiarism, unauthorized use of materials or resources, prohibited collaboration or consultation, use of fabricated or falsified information, unauthorized taking or receipt of materials or resources to gain an academic advantage, and unauthorized recordings. Written assessments submitted through the course website will automatically be run through Turnitin, an online anti-plagiarism service which compares student submissions to millions of websites and papers submitted for exact matches. The reports are integrated into the ‘Assignments’ section of the course website.

Academic dishonesty will not be tolerated in this course. For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations. The sanctions include (but are not limited to) conduct probation, suspension, and expulsion, as well as any educational sanctions. In addition, students may receive an assignment grade penalty or a course grade penalty.

For additional information about the University's Honor Code, please consult <http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>.

Accommodations for Students with Disabilities:

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students with disabilities requesting accommodations must first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations based on the impact of a disability. The accommodation letter must be presented to the instructor during office hours or another scheduled time. The instructor will not accept accommodation letters presented in the classroom or any other public space. The University encourages students to follow this procedure as early in the semester as possible. For additional information about the Disability resources, please consult 352-392-8565 or www.dso.ufl.edu/drc/.

Getting Help:

Additional resources are available at <http://distance.ufl.edu/getting-help/>.

Attendance and Make-Up:

Absent extenuating circumstances (e.g. medical emergencies, military deployment, natural disasters, etc.), work that is not submitted on time will generally not be accepted for credit. If you contact me in advance concerning a challenge in submitting work on time, I will absolutely discuss it with you, and may from time to time grant an extension as may be appropriate and justified (no promises are made a priori). However, failure to read, understand, or remember deadlines will not be an excuse that justifies any such exceptions. This is why it is very important that you pay close attention to coursework deadlines as outlined in the schedule contained herein.

Requirements for exceptions in this course are consistent with the University's policies. For additional information about the University's attendance policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Grading System:

The University's grading system will be strictly enforced for this course. In accordance, a student's overall performance in this course will be graded as follows:

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Point Range	93-100	90-92	87-89	84-86	80-83	77-79	74-76	70-73	67-69	64-66	60-63	<60
GPA Points	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

For additional information about the University's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Online Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course based on criteria set forth by the University of Florida and the Department of Tourism, Recreation and Sport Management. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester.

Technology:

Online access is the student's responsibility. Students who have a technological problem (e.g., trouble accessing the course website or GatorLink account) should contact the UF Computing Help Desk (<http://helpdesk.ufl.edu/>; helpdesk@ufl.edu; (352) 392-HELP) immediately. Any requests for a make-up due to technological issues must be emailed to the instructor within twenty-four hours and must be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported.

COURSE SCHEDULE

Week/Module	Topics	Assessments
1	<p>COVID AND POST-COVID MARKETING</p> <p>Readings (see webcourse for links)</p> <ul style="list-style-type: none"> • Data-Based Cleanliness Proof To Reassure Guests In The COVID-19 Era5 Ways to Successfully Pivot Travel Marketing During Covid-19 • UNWTO: Tourism Back To 1990 Levels As Arrivals Fall By More Than 70%Destinations Embrace Multilingual, Multicultural Marketing to Attract New Travelers for Post-Covid Reality • In a Year Like No Other, Hilton Grows to Milestone 1 Million Rooms and Responds to Pandemic with Innovations for Guests, Positive Impact for CommunitiesFinding Travel Marketing Opportunities Even With Covid-Related Budget Cuts: New Skift Research • The Excitement of Post-COVID Marketing • Cornell Webinar: Effective Digital Marketing During COVID-19: What Hospitality Managers Need To Know • How to Prepare a Successful 2021 Hotel Digital Strategy & Marketing Budget Amidst COVID-19 	<p>Week 1 Discussion Board</p> <p>After reading this week's articles, address the following questions:</p> <p>How has the COVID-19 pandemic changed marketing in the hospitality industry? What changes do you think are temporary? What changes do you think are permanent and will last beyond the end of the pandemic?</p> <p>Due Sunday, 01/19/25, by 1800 hrs EST</p>
2	<p>DATA PRIVACY</p> <p>Readings (see webcourse for links)</p> <ul style="list-style-type: none"> • GDPR Countdown: How will the new EU data protection laws affect hotel marketing?How Apple's New Privacy Effort Will Impact Travel Marketing • Hotel Liability for Guest Information -- What you need to know and how to avoid liability • Speciality Hospitality Consulting firm Collaborates with Verizon and others to Generate Awareness about the Importance of Respecting Privacy, Safeguarding Data and Enabling Trust in 2016Skift Global Forum Video: Responsible Travel Marketing in the Era of Data, Privacy, and the Always-On Consumer • New Challenges for Hotels: The New California Privacy Rights and Enforcement Act of 2020 • Google Is Eliminating Third-Party Cookies — What Does That Mean for Your Hotel's Digital Marketing? • Will Amazon's New Palm Recognition Become the Next Popular Biometric Technology? 	<p>Week 2 Discussion Board</p> <p>After reading this week's articles, address the following questions:</p> <p>If your first name begins with A-M, defend the argument that hospitality companies have a duty to worry about consumer data privacy in their marketing efforts. This is the argument that companies should not be allowed to use data for any purposes not explicitly authorized by the customer.</p> <p>If your first name begins with N-Z, defend the argument that hospitality companies do not have a duty to worry about consumer data privacy in their marketing efforts. This is the argument that companies should be allowed to use data for any purposes they want, so long as the data was obtained and used legally.</p> <p>Due Sunday, 01/26/25, by 1800 hrs EST</p>
3	<p>RECOVERY MARKETING</p> <p>Readings (see webcourse for links)</p>	<p>Week 3 Discussion Board</p>

	<ul style="list-style-type: none"> ● Tourism Tidbits: Thinking About Our Security Needs Once We Have Gone Beyond COVID-19 ● Choice Hotels And Barclays Team Up To Donate Over \$300,000 To The American Red Cross For COVID-19 Relief ● Post-Hurricane Marketing in the U.S. and Caribbean Puts Tourism Boards to the Test ● 6 Ways to Turn a Crisis Into an Opportunity ● Impacts of terrorism on U.K. hotel performance ● [Infographic] Travel 2016: Planning For The Unpredictable ● WTTC unveils “Safe Travels” – new global protocols to restart the Travel & Tourism sector 	<p>After reading this week's articles, address the following questions:</p> <p>How can destinations best approach their marketing efforts following major tragedies, disasters, and/or scandals? What can they do to ease public concerns and restore trust and confidence in the destination?</p> <p>Due Sunday, 02/02/25, by 1800 hrs EST</p>
4	<p>POLITICS IN MARKETING</p> <p>Readings (see webcourse for links)</p> <ul style="list-style-type: none"> ● Politicians Abandon DC And Hoteliers Look Increasingly Imperiled w No Stimulus ● Black Travel Marketing Gets Political ● Marriott CEO: Travel Industry Must Respond to Growing Political Isolationism ● Fight to Save U.S. Tourism Marketing Dollars Tracks Politicians' Threats ● Portugal Hosts UNWTO Crisis Committee On Harmonization Of Cross-Border Travel Procedures ● Why Tourism Marketing Is Such a Political Issue in the U.S. ● Seeing Stars: 6 Ways To Prepare Your People For Post-Brexit Travel ● Link ● Hotrec Position Paper On “Adequate Minimum Wages” ● 75 Years Of The United Nations: Cooperation And Trust As Important As Ever 	<p>Week 4 Discussion Board</p> <p>After reading this week's articles, address the following questions:</p> <p>If your last name begins with A-M, defend the argument that government funds and political interests should be involved in tourism destination marketing efforts. This is the argument that governments should subsidize the work of tourism offices and visitors bureaus for local, regional, and national tourism spots.</p> <p>If your last name begins with N-Z, defend the argument that government funds and political interests should NOT be involved in tourism destination marketing efforts. This is the argument that governments should stay out of destination marketing and leave it up to the hospitality companies who operate in the industry.</p> <p>Due Sunday, 02/09/25, by 1800 hrs EST</p>
5	<p>BRAND MANAGEMENT</p> <p>Readings (see webcourse for links)</p> <ul style="list-style-type: none"> ● Podcast: Is the Future of the Hotel Industry in the Hands of Luxury Leisure Travelers? ● How Experiential Marketing Keeps Brands Relevant — New Luxury ● Let's Embrace The Recovery With "Style" ● Hyatt Announces Significant Brand Expansion Plans In Europe ● Consumer Branding: Is Authenticity Enough? ● Hospitality Unsettled Podcast: Creativity, Brand Narratives and the Power of Storytelling ● How Hotels Are Dealing with Royalty Programs & Points That Were Not Used by Guests During the Pandemic 	<p>Week 5 Discussion Board</p> <p>After reading this week's articles, address the following questions:</p> <p>How can hospitality companies best handle brand positioning and brand management for the 2020s? What brand management strategies are likely to be most effective with the different demographics of today's tourism consumer market?</p> <p>Due Sunday, 02/16/25, by 1800 hrs EST</p>

6	<p>TECHNOLOGY IN MARKETING</p> <p>Readings (see webcourse for links)</p> <ul style="list-style-type: none"> ● Hackers Guide to New Normal Hospitality Technology ● Data-Based Cleanliness Proof To Reassure Guests In The COVID-19 Era ● Technology in Hospitality, Evolution, Innovation and Guests ● Should You Use A.I. in Your Marketing? (Part One) ● Are You Ready To Make The Shift To A.I.? (Part Two) ● How Concerning Is It When Contactless Self-Service Pushes More People Out of Work? 	<p>Week 6 Discussion Board</p> <p>After reading this week's articles, address the following questions:</p> <p>If your social security number begins with 0-4, defend the argument that artificial intelligence in marketing is a good idea. This is the argument that machines will eventually be better able to make marketing strategy decisions than human beings.</p> <p>If your social security number begins with 5-9, defend the argument that artificial intelligence in marketing is NOT a good idea. This is the argument that humans will always be a better judge of course for marketing strategies and/or that AI poses more risks than benefits.</p> <p>Due Sunday, 02/23/25, by 1800 hrs EST</p>
7	<p>SUSTAINABILITY IN MARKETING</p> <p>Readings (see webcourse for links)</p> <ul style="list-style-type: none"> ● 11 Examples of CSR practices in the hospitality industry ● Building Back Better: 5 Steps To A Responsible Travel Program ● WTM London Proclaims Manifesto for Safer, Smarter and Greener Travel and Tourism ● WTTC and World Economic Forum Reinforce Partnership To Promote Sustainable Growth In Travel & Tourism ● The Cornell Center for Hospitality Research publishes the seventh annual Cornell Hotel Sustainability Benchmarking (CHSB) Index Report What Are Sustainable Hotel Operations? ● Driving Resiliency and Sustainability in Hospitality: Five Priorities for 2021 	<p>Week 7 Discussion Board</p> <p>After reading this week's articles, address the following questions:</p> <p>How is sustainability relevant to marketing in hospitality today? What are tourism markets most concerned about with respect to sustainability initiatives? How can brands best position themselves to leverage and communicate sustainable practices?</p> <p>Due Sunday, 03/02/25, by 1800 hrs EST</p>
8	<p>MODERN MARKETING TRENDS</p> <p>Readings</p> <ul style="list-style-type: none"> ● The 2020 Hospitality and Tourism Trends That Will Likely Stay in 2021 and Beyond ● Top Ten Trends in Hospitality 2021 ● Travel in 2021 Will Be Better And Worse Than You Think ● The top 8 travel trends that hotels need to act on to capture demand in 2021 ● Hoteliers, industry experts predict 2021 trends 	<p>Marketing Plan</p> <p>See syllabus description for details.</p> <p>Due Sunday, 03/09/25, by 1800 hrs EST</p>

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| | <ul style="list-style-type: none">• Food & Beverage Trends for Hotel Restaurants and Bars in 2021 | |
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