COURSE OVERVIEW

This course will provide an examination of the planning and development functions of the hospitality and tourism industry. The course will cover backgrounds to tourism planning, planning hospitality attractions, development and design standards, planning resorts, and impacts of the industry and how to plan to minimize these impacts. Case studies will be used to help students develop an understanding for the interrelationship among the concepts. This course involves a wide range of subjects relevant to tourism and hospitality marketing from both the macro (global) and micro (organization) perspectives. From the macro perspective, the nature of the tourism and hospitality industry and its challenging products will be discussed. From the micro perspective, diverse topics from marketing elements to supply chain management for consumer satisfaction will be discussed. In discussion of the traditional marketing mix elements, the unique nature of tourism and hospitality products and the ramifications of the traditional 4Ps into 4C’s will be highlighted.
COURSE OBJECTIVES

Upon successful completion of this course students will be able to:

Students will be able to:

1. Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products.
2. Distinguish the challenges posed by environmental factors.
3. Develop strategies and tactics that may be used to avoid challenges and turn them into opportunities.
4. Identify consumer characteristics and behavior in tourism consumption for segmentation and target marketing.
5. Develop and manage tourism and hospitality products for diverse consumers.
6. Explain branding and image development as a competitive strategy.
7. Know various pricing strategies used for effective and efficient management of products.
8. Develop promotional strategies and the role of integrated marketing communications for effective branding.
9. Identify the critical components in the tourism and hospitality supply chain and dynamics in establishing the value chain for consumer satisfaction and loyalty.
10. Apply theoretical knowledge into the practical world in making decisions and judgments in marketing of tourism and hospitality products and organizations.
11. Display analytical and critical thinking as well as creative marketing solutions relevant to tourism and hospitality management.

COURSE FORMAT

The course will include a combination of lectures, discussions, activities, case studies and exams. Active participation is essential to the nature of this course.

Readings from articles and the required text will be assigned throughout the semester. It is important to keep up with the assigned readings to enhance your understanding of the course content.

Participation in discussions are highly recommended and encouraged to facilitate ideas and concepts. The instructor will provide quality feedback on all assignments on the individual grade item in Canvas. Please refer to these comments when questioning a grade item.

COURSE REQUIREMENTS

Classes may consist of a mix of lectures, video lectures, online research, guest speakers (zoom), active learning exercises, discussions, case analyses and project work.
1) This course entails extensive reading and research in both group and individual settings.
2) Readings and assignments will be assigned throughout the semester and it is important to keep up with the assigned readings to enhance your understanding of the course content. Also, it is recommended for students to read additional materials such as hospitality/tourism industry and trade publications, and academic journals in order to inform the project work.
3) Guest speakers from the local region will be scheduled, and the course outline may be modified to accommodate guest speakers.
4) Exams will not be administered for this course. Students will be divided into groups to develop a final comprehensive sales and marketing implementation plan for a hospitality and tourism entity.
5) Participation in class is required and encouraged to facilitate ideas and concepts. Students will be evaluated by the instructor and group peers for course participation.

TEXTBOOK/READINGS

Marketing for Hospitality and Tourism (7th ed) - Kotler, Bowen, Makens, Baloglu
Additional required readings will be posted on the course website.

Reading, analysis and presentation of hospitality and tourism case studies and articles may be performed in this class. Some may be posted on the course canvas website and others may be purchased and downloaded from various industry and academic sources.

COURSE EVALUATION

Students will be evaluated for performance as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight (%)</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction Video</td>
<td>2.4%</td>
<td>10 pts.</td>
</tr>
<tr>
<td>Certificate #1, Certificate # 2, Certificate #3 (50 points each)</td>
<td>35.7%</td>
<td>150 pts.</td>
</tr>
<tr>
<td>Discussions – reports ( 3 worth 10 points each)</td>
<td>7.1%</td>
<td>30 pts.</td>
</tr>
<tr>
<td>Speaker Reflection Papers: Posted Online and Class Discussion</td>
<td>11.9%</td>
<td>50 pts.</td>
</tr>
<tr>
<td>Professional Interviews (2 – worth 50 points each)</td>
<td>23.8%</td>
<td>100 pts.</td>
</tr>
<tr>
<td>Final Assignment (Group Project)</td>
<td>19.1%</td>
<td>80 pts.</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>420 pts.</strong></td>
</tr>
</tbody>
</table>

ASSIGNMENTS

Students must complete all assignments by the required submission due dates. Students are expected to secure all class materials are responsible for course content when missing classes.

INDIVIDUAL PARTICIPATION: CERTIFICATIONS (THREE SEPARATE CERTIFICATIONS WORTH 50 POINTS EACH)
INTRODUCE YOURSELF (10 points)

Create a video introducing you to the class. The video should be at least 30 seconds, stating you’re major and your future aspirations.

REFLECTION DISCUSSION (3 at 10 POINTS APICE)

- A topic from the chapter will be provided
- Research the topic, provide 2 references and create a report paper

THREE CERTIFICATES CERTIFIED BY IFITT (INTERNATIONAL FEDERATION FOR IT AND TRAVEL & TOURISM) [https://www.ifitt.org/hospitality-and-tourismmoocs/]

1. Tourism – Marketing and Promotion (1-2 hours) - certification (50 points)
2. Tourism Introduction to Travel Patterns and Destinations (1-2 hours) - certification (50 points)
3. Tourism-introduction to retain travel sales (1-2 hours) - certification (50 points)

You will need to register with IFITT and sign in and complete the online program. At the end, you will receive a final slide that says: Your Score and Passing Score

You must take a screenshot of this and submit as evidence that you passed the certification. 80% is necessary to pass. Your point score will be a calculation of 50 points times your score percentage. (i.e. 88% x 50 = 44). If you only have a screenshot that you passed you will receive an 80% score or 40 points.

I suggest taking notes as you complete the certificate in order to pass the end of course assessment.

Alison offers three types of certifications for Certificate courses for a FEE-- you can pay this if you want but it is not mandatory. Certifications are excellent additions to a resume.

Digital Certificate €21.00

Printed Certificate €27.00
Framed Certificate €37.00

This equates to about $21, $30 and $41 US dollars.

**GUEST SPEAKER REFLECTION PAPER (2 SPEAKERS/PAPERS WORTH 25 POINTS EACH)**

- Individual paper
- Attend the guest speaker zoom presentation
- Choose one topic from the presentation to create your paper
- Research and use two articles from the hospitality industry on the topic
- Create the paper using the speaker's topic, the researched articles and creative thinking in order to define and explain the principle
- Underline four main topics from your paper that create a complete thought philosophy on the subject (example supplied)

**PROFESSIONAL INTERVIEWS - GROUP ASSIGNMENT (2 AT 50 POINTS EACH)**

Groups of 2 will set up and interview marketing professionals in the hospitality industry. There will be a set of 6 questions supplied on Canvas that the team will ask the professional and the team will submit 4 of their own questions. The team will use the 10 answers form the professional, critical thinking, and research in order to create a paper on the interview.

- The assignment is a group assignment and all team members will receive the same grade
- The 4 questions supplied from the group must be submitted to the instructor for approval

**FINAL ASSIGNMENT TEAM PROJECT (80 POINTS)**

- Final Case Study in teams of 2
- Delta Grand Pacific Hotel in Bangkok, Thailand - from Ivey Publishing
- Final assignment, 8-page minimum paper on Marketing Analysis and Planning for the future of the Delta Grand Pacific Hotel

**WEEKLY REFLECTION DISCUSSION (10 POINTS EACH)**

- Pick two topics from the lecture, share what they are and provide examples
Grading Scale

The University’s grading system will be used for this course (for information about UF’s grades and grading policies, please consult (https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx (Links to an external site.)). In accordance, a student’s overall performance in this course will be graded as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-94.99</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.99</td>
</tr>
<tr>
<td>B</td>
<td>83-86.99</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.99</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.99</td>
</tr>
<tr>
<td>C</td>
<td>73-76.99</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.99</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.99</td>
</tr>
<tr>
<td>D</td>
<td>63-66.99</td>
</tr>
<tr>
<td>D-</td>
<td>60-62.99</td>
</tr>
<tr>
<td>F</td>
<td>0-59.99</td>
</tr>
</tbody>
</table>

Week 1 - Introduction- May 11 - 15

Introduction to the course
Personal into video
Review syllabus, class meetings on zoom, and assignments.

Week 2 - Chapter 1 – May 18 - 22

Module 1- Introduction to Hospitality Marketing – Chapter 1
Certification #1

Week 3 - Chapter 6 May 25 – 29

Module 2 - Consumer Markets & Buying Behaviors – chapter 6
Discussion
Delta Grand Pacific Hotel (Ivey Publishing) review

Week 4 – June 1 – 5

Module 3 - The Marketing Environment – chapter 4
Speaker #1
**Week 5 – June 8 - 12**
Module 4 - Target Customers – chapter 8
Interview # 1

**Week 6- June 15 – 19**
Module 5 - Managing Customer Information to Gain Customer Insights – chapter 5
Certification #2

**Week 7 – June 22 – 26**
Module 6 – Professional Sales – Chapter 15
Discussion/ topic tba

**Week 8 – June 29 – July 3**
Module 7 – Customer Value – Pricing Strategies - Chapter 11
Discussion/ topic tba

**Week 9 – July 6 – 10**
Module 8 – Internal Marketing – Chapter 10
Speaker # 2

**Week 10 – July 13 – 17**
Module 9 – Designing Products & Brands – Chapter 9
Certification #3

**Week 11 – July 20 -24**
Module 10 – Distribution Channels – Chapter 12
Interview #2

**Week 12 – July 27 – 31**
Module 11 - Ivey Publishing – Review Delta Grand Pacific Hotel
Group project overview on challenges, analytics, marketing and hotels cultural makeup

**Week 13 – August 3 – 7**
Module 12 – Project time, questions for Delta Grand Pacific Hotel
<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Module</th>
<th>Topic</th>
<th>Discussion items</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 January 7-10</td>
<td>Where are we now?</td>
<td>1-1</td>
<td>Tourism and hospitality marketing</td>
<td>concepts one from each lecture (10 points)</td>
<td>Personal video (30 points)</td>
</tr>
<tr>
<td>2 January 13-17</td>
<td>Where are we now?</td>
<td>1-2</td>
<td>Corporate Direction Environmental Analysis and Forecasting</td>
<td>concepts one from each lecture (10 points)</td>
<td>Tourism – Marketing and Promotion (1-2 hours)-certification</td>
</tr>
<tr>
<td>3 January 20-24</td>
<td>Where are we now?</td>
<td>1-3</td>
<td>Visitor trends Industry trends</td>
<td>concepts one from each lecture (10 points)</td>
<td>Tourism – Marketing and Promotion (1-2 hours)-certification - Print off certificate and hand it in</td>
</tr>
<tr>
<td>4 January 27-31</td>
<td>Where do we want to go?</td>
<td>2-1</td>
<td>Segmentation analysis &amp; targeting Positioning analysis</td>
<td>concepts one from each lecture (10 points)</td>
<td>Tourism Introduction to Travel Patterns and Destinations (1-2 hours)-certification</td>
</tr>
<tr>
<td>5 February 2-7</td>
<td>Where do we want to go?</td>
<td>2-2</td>
<td>Demand analysis Annual objectives</td>
<td>concepts one from each lecture (10 points)</td>
<td>Tourism Introduction to Travel Patterns and Destinations (1-2 hours)-certification - Print off the certificate and hand it in</td>
</tr>
<tr>
<td>6 February 10-14</td>
<td>How are we going to get there?</td>
<td>3-1</td>
<td>Action plan- sales strategy Action plan-advertising strategy</td>
<td>concepts one from each lecture (10 points)</td>
<td>Understanding your customers to drive sales (1-2 hours) -certification</td>
</tr>
<tr>
<td>7 February 17-21</td>
<td>How are we going</td>
<td>3-2</td>
<td>Action plan- pricing</td>
<td>concepts one from each lecture</td>
<td>Understanding your customers to drive sales (1-2 hours)</td>
</tr>
</tbody>
</table>

LEI 4905 Marketing in Hospitality and Tourism (1.5.19)
to get there?

strategy
Action plan-promotion strategy

(10 points)

hours) - certification
Print off certificate and hand it in
Final Case study exam

COURSE POLICIES AND RESOURCES

EMAIL ETIQUETTE: You are expected to communicate in a professional manner. Email communication should be courteous and respectful in manner and tone.

- Please include your last name and the course number (LEI 4905) in the subject line of all emails.
- Please use a proper greeting in your email.
- Please do not expect an immediate response via email (typical response time will be within two business days, but I usually respond sooner).
- If your email question is sent at the last minute (e.g. shortly before an assignment is due) it may not be possible to send you a response before the due time.

ATTENDANCE, MAKE-UP EXAM AND ASSIGNMENT POLICY: Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

TECHNICAL DIFFICULTIES AND UF HELP DESK: Online access is your responsibility. If you experience trouble accessing the course or your GatorLink account, or any other relevant issues, please contact the UF Computing Help Desk.

- Help Desk advisors are usually available 24 hours per day 7 days per week and can be reached via message, email or phone. You must have your UF ID number handy when calling so they can assist you.
- Please email me immediately if you have any questions or trouble with the technology or content of the course. I will attempt to respond to your emails within 24 business hours of receipt. Please remember to include the course prefix and number in your emails and all correspondence must be presented in a professional manner.

STUDENTS WITH DISABILITIES: The Dean of Students Office provides individualized assistance for students with documented disabilities. Services are based upon student need and impact of their specific disability. There is no requirement for any student to self-identify as having a disability. Students with disabilities requesting accommodations should 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 accommodation. Students with disabilities should follow this procedure as early as
possible in the semester. The Dean of Students Office determines what is and is not appropriate documentation. Examples of accommodations that are available to students include, but are not limited to, registration assistance, approval of reduced course load, course substitutions, classroom and examination accommodations, auxiliary learning aids, additional course drops when disability related, and assistance in other university activities. The designated coordinator for compliance with Section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) is the Assistant Dean of Students responsible for Students with Disabilities Programs, P202 Peabody Hall, 392-1261 (Voice), or 392-3008 (TDD).  
https://www.dso.ufl.edu/drc/

THE UNIVERSITY OF FLORIDA “ACADEMIC INTEGRITY 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-honorcode/) 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. For further information regarding the honor code at the University of Florida, you may also visit the website of the Dean of Students: http://www.dso.ufl.edu/judicial/academic.php

EVALUATION OF INSTRUCTION: “Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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.”

CAMPUS RESOURCES

HEALTH AND WELLNESS U MATTER, WE CARE: 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.

DEAN OF STUDENTS OFFICE: Do you need help resolving a conflict or would you like access to the student code of conduct? Visit the Dean of Students site: https://www.dso.ufl.edu/

COUNSELING AND WELLNESS CENTER: http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

SEXUAL ASSAULT RECOVERY SERVICES (SARS) Student Health Care Center, 392-1161.

UNIVERSITY POLICE DEPARTMENT, 392-1111 (or 9-1-1 for emergencies).
http://www.police.ufl.edu/
ACADEMIC RESOURCES

ONLINE COMPUTING HELP DESK AND E-LEARNING SUPPORT SERVICES: E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. https://lss.at.ufl.edu/help.shtml.

CAREER RESOURCE CENTER: Reitz Union, 392-1601.

LIBRARY SUPPORT: http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

POLICY ON COURSE SYLLABI: UF, Academic Affairs, February 8, 2016 Teaching Center, Broward Hall, 392-2010 or 392-6420.


ON-LINE STUDENTS COMPLAINTS: http://www.distance.ufl.edu/student-complaintprocess

ADDITIONAL HELP: If you are having difficulty with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library: http://www.uflib.ufl.edu/cm/hhp/hhp.html. Or contact the sport, tourism and recreation subject librarian: http://apps.uflib.ufl.edu/staffdir/SubjectSpecialist.aspx.