



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Marketing							
Course Code		REH304		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The objective of the course is to demonstrate the students to evaluate and apply the tools, concepts, theories and knowledge of marketing in terms of tourism; to motivate the students about developing new information, concepts, theories and tools related to marketing.							
Course Content		Conceptualization of marketing, onceptualization of tourism marketing, the behaviours of touristic consumers , the process of vacation purchasing , touristic demand and types of tourists, tourism markets and market segmentation, product choices in tourism, the decisions about pricing and distribution in tourism, promotion decisions in tourism							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Rızaoğlu, Bahattin (2007), Turizm Pazarlaması, Detay Yayıncılık, Ankara.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Concise and short conceptualization of marketing (obstacles of marketing necessary to deal with, the principles for being marketing directed, functions of marketing)
2	Theoretical	Conceptualization of tourism marketing (characteristics of tourism marketing, the development of comprehending tourism marketing, attributes of the service, attributes of tourism marketing)
3	Theoretical	Touristic consumer's behaviour (the advantages of touristic consumer's behaviour research, psychological, social, cultural, individual, situational factors of touristic consumer's behaviour)
4	Theoretical	The process of vacation purchase decision (phases and factors of this process, attributes and types of the perceived risk)
5	Theoretical	Touristic demand and the types of tourists (the factors shaping touristic demand, attributes of touristic demand, the types of tourists)
6	Theoretical	Tourism markets and market segmentation (the attributes of market and marker segmentation, assumptions based on market segmentation, advantages, conditions and methods of market segmentation, classification and attributes of tourism markets,
7	Theoretical	Touristic product decision (the attributes of touristic product decisions, the dimension and levels of touristic products, classification touristic product, the characteristic of touristic product, strategies of touristic product)
8	Theoretical	Touristic product decision (the attributes of touristic product decisions, the dimension and levels of touristic products, classification touristic product, the characteristic of touristic product, strategies of touristic product)
9	Theoretical	Touristic pricing decision (the objectives of pricing, pricing approaches, alterations in pricing)
10	Theoretical	Touristic pricing decision (the objectives of pricing, pricing approaches, alterations in pricing)
11	Theoretical	Touristic distribution (bringing tourist) decision: distribution systems (distribution function in tourism, distribution systems and types in tourism)
12	Theoretical	Touristic distribution (bringing tourist) decision: marketing middlemans in tourism (activities and classification of tourism marketing middleman)
13	Theoretical	Touristic promotion decision (dimension of promotion, approaches in promotion- advertising- public relation- merchandising- informing, publicity, lobbying, personal selling)
14	Theoretical	General review



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	8	1	9
Final Examination	1	9	1	10
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to employ the qualifications of tourism marketing,
2	To be able to recognize the significant features of the sector,
3	To be able to organize the process of vacation purchasing,
4	To be able to identify the differences between the product and service
5	To be able to get information about market segmentation in tourism marketing.

Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	4	3	4	3	4
P2	2	2	3	2	4
P3	1	2	1	2	4
P4	4	5	4	5	5
P5	2	1	2	1	4
P6	1	1	1	1	1
P7	1	1	1	1	1
P8	3	2	2	2	1
P9	2	2	2	1	1
P10	4	5	4	5	1
P11	3	2	3	2	3
P12	4	4	4	4	5
P13	5	5	5	5	5
P14	5	4	5	4	4
P15	4	5	4	5	4
P16	4	4	4	4	4

