

HRTM 216: Marketing for Tourism and Recreation Fall 2008

**San Jose State University
Department of Hospitality, Recreation and Tourism Management**

Instructor: Dr. Ranjan Bandyopadhyay
Office: SPX 53
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Class Times: Tue 6:00–8:45 pm
Classroom: Sweeney Hall 345

Course Description

Study of characteristics which define cultural groups around the world. Learn to adjust marketing approaches, materials, and technology to accommodate the different ways people communicate to attract specific markets. Includes field-based market research.

Course Objectives

- To understand the principles and practice of marketing as they are increasingly applied in the global tourism industry.
- To research and interpret market trends applicable to the promotion of particular destinations.
- To demonstrate an understanding of the inter-related marketing processes of segmentation, targeting and positioning within the context of destination marketing.
- To understand the cultural background of a destination that is essential in planning successful marketing strategies.
- To understand examples of how cultures influence tourist behavior and decision making.

Bibliography

Books

Fyall, A. and Brian Garrod (2005) *Tourism Marketing: A Collaborative Approach*. UK: Channel View Publications.

Briggs, S. (2001) *Successful Tourism Marketing*. London: Kogan Page.

Journals

Annals of Tourism Research

Tourism Management

Journal of Travel & Tourism Marketing

Journal of Vacation Marketing

Course Philosophy

Marketing can be defined as a set of skills, concepts, knowledge, analytical techniques and approaches to improve the effectiveness with which business is conducted. This course is designed to allow students to further develop these skills, techniques, and approaches. Instruction in this course will rely primarily on lectures, discussion, readings and case studies.

Attendance and Participation

Students are expected to attend all classes. Class attendance will improve the students' chances of success on the assignments. Students are expected to come to class having read the assignment for that day, and prepared to participate in class discussion on that topic.

Assignments

Each student will be responsible for completing two individual projects. The purpose of these projects is to give students practice in applying the concepts learned in class and to hone critical thinking skills. Students will be given separate handouts for further details.

Grading Scheme

Participation in Class:	15%
Mid-term Project:	35%
Final Project:	<u>50%</u>
	<u>100%</u>

Grading Scale

A+ = 96.5-100%
A = 92.5-96.4%
A- = 89.5-92.4%
B+ = 86.5-89.4%
B = 82.5-86.4%
B- = 79.5-82.4%
C+ = 76.5%-79.4%
C = 72.5%-76.4%
C- = 69.5%-72.4%
D+ = 66.5%-69.4%
D = 62.5%-66.4%
D- = 59.5%-62.4%
F = <59.5%

COURSE SCHEDULE

Dates	Topics of Discussion	Readings
26 Aug	Introduction	-
2 Sep	UNDERSTANDING THE TOURISM MARKETING PROCESS The Role of Marketing in Strategic Planning	Scholarly article
9 Sep	DEVELOPING TOURISM MARKETING OPPORTUNITIES AND STRATEGIES The Marketing Environment	Scholarly article
16 Sep	Consumer Markets and Consumer Buying Behavior Market Segmentation, and Positioning	Scholarly article
23 Sep	DEVELOPING THE TOURISM MARKETING MIX Designing and Managing Products	Scholarly article
30 Sep	Building Customer Loyalty through Quality	Scholarly article
7 Oct	Distribution Channels Promoting Products	Scholarly article
14 Oct	MANAGING TOURISM MARKETING Marketing Tourism Destinations	Scholarly article
21 Oct	Branding	Scholarly article
28 Oct	Branding	Guest speaker
4 Nov	Social Marketing	Scholarly article
11 Nov	Veteran's Day – No Class	-
18 Nov	Community Relations and Cause-Related Marketing	Scholarly article
25 Nov	Sponsorships	Scholarly article
2 Dec	Market Research Resources	Scholarly article
9 Dec	Revisions	-
16 Dec	Final Project	

* Schedule may change at the discretion of the instructor. Any changes will be communicated to students in as timely a manner as possible.

University Policies

Academic integrity

Students should know that the University's [Academic Integrity Policy is available at http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf). Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for [Student Conduct and Ethical Development is available at http://www.sa.sjsu.edu/judicial_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.