MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**

**COURSE OUTLINE**

**<126066 –MARKETING IN TOURISM>**

| **1.** | **GENERAL INFORMATION** | |
| --- | --- | --- |
| Course name (Vietnamese): | | Marketing du lịch |
| Course name (English): | | Marketing in Tourism |
| Course ID: | | 126066 |
| Types: | | | Fundamental of majors | | --- | |
| Faculty/ Department: | | Tourism and Travel Management |
| Main Lecturer: | | Phan Văn Hải  Email: haipv@lhu.edu.vn |
| Lecturer participating in: | | Vũ Đức Cường  Cuongvd.lhu.edu.vn |
| Number of credits : | | 3 |
| Theory:  Practice:  Exercise: | | 45 periods  0 periods  0 periods |
| Speciality: | | Obligatory to students in Major of Tourism and Travel Management |
| Previous course: | | Basic Marketing |
| **2.** | **COURSE DESCRIPTION** | |

Marketing in tourism provides the Marketing professional knowledge for tourists, customer identification and suggests many strategies in order to bring the highest satisfaction to the customers.

| **3.** | **COURSE LEARNING OUTCOMES** |  |
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**Table 1: Course Learning Outcomes (CLOs)**

| **Course Learning Outcomes (CLOs)** | | **Course Learning Outcomes content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs/SOs/PI (\*)** |
| --- | --- | --- | --- | --- |
| CLO1 | Analyzing market, marketing policy and customers’ psychologically characteristic in order to know the consume needs for tourists | | Knowledge (4) | PI3.1 |
| CLO2 | Designing tourism products followed by a market to do the business effectively and setting up the appropriate marketing plan. | | Skills (4) | PI4.1 |
| CLO3 | Having a life long self-study habit | | Attitude (4) | PI8.2 |

| **4.** | **COURSE CONTENT, LESSON PLAN** |  |
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**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/**  **Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activity** | **Method of lecture** | **Method of**  **assessment** | **Reference (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | **Typical service of Marketing in Tourism**  1.1. The basic definition of marketing  1.2 Marketing in Service  1.3 Marketing in Tourism | LLO1.1 | **Determining** thebasic definition of Marketing in Tourism | Lecturer introduces the general information, regulations and study routes.  Students get acquainted with new information by listening, observing and questioning. | Lecture | Short answer test | [2] |
|
| LLO1.2 | **Differentiating** theseparated definition of marketing and marketing in tourism |
| 2 | Chapter 2 | **The Environment of Marketing in Tourism**  2.1. Micro environment  2.2 Macro environment  2.3 The requirement of marketing to the environment | LLO2.1 | **Classifying** theenvironmental factors in Marketing in Tourism | Lecturer answers students' questions. Then the lecturer forms a group of 2 to 4 students and offers them to make the same set of criteria in the specific market segmentation for each single product. | Lecture  Didactic questioning | Short answer test | [2] |
| 3 | Chapter 3 | **Customer behavior and buying behavior in tourism**  3.1. Motivation of Tourism  3.2. Classifying buyer in attitude  3.3. Buyer behavior figure  3.4 Buying behavior of organization | LLO3.1 | **Analyzing** the tourism motivation of the tourists in order to create more marketing products that are appropriate to target customers. | Lecturer answers students' questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems. | Didactic questioning  Discussion | Short answer test  Case Studies | [2] |
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| LLO3.2 | **Spotting** the different selling behavior of the every target customer |
| 4 | Chapter 4 | **Market segmentation, choosing the target market, positioning the tourism enterprise**  4.1. Market segmentation in Tourism and Travel  4.2 Choosing the target market  4.3 Market positioning in tourism and travel enterprise | LLO4.1 | **Predicting** the potential market to the tourism business | Lecturer answers students' questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems. | Lecture  Didactic questioning  Discussion | Short answer test  Case Studies | [2] |
| LLO4.2 | **Defining** the business market of the enterprise to create more appropriate marketing product |
| 5 | Chapter 5 | **Strategic planning in marketing**  5.1 The necessary of strategic planning  5.2 Marketing strategy  5.3 Three main definitions of establishing the competitive marketing strategy | LLO5.1 | **Establishing** the applicable marketing strategy to the tourism enterprise | Lecturer answers students' questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems. | Lecture  Debate | Short answer test  Case Studies | [2] |
| 6 | Chapter 6 | **Designing and managing products**  6.1 Point of views about the tourism product  6.2 The components of the tourism product  6.3 Establishing and displaying product  6.4 New product development  6.5 The life cycle of tourism product | LLO6.1 | **Classifying** the different product in the marketing in tourism | Lecturer answers students' questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems. | Didactic questioning  Discussion  Debate | Short answer test  Case Studies | [2] |
| LLO6.2 | **Designing** the newly appropriate product to the development of travel business |
| 7 | Chapter 7 | **Valuation in Marketing in Tourism**  7.1 Considered factors in pricing  7.2 Multi effect in pricing  7.3 Basic pricing method  7.4 Pricing strategy | LLO7.1 | **Getting** each product valued in tourism in order to have the relevant pricing strategy | Lecturer answers students' questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems | Didactic questioning  Discussion  Debate | Written report | [2] |
| 8 | Chapter 8 | **Advertisement, Public relations, promotion and personal selling in tourism**  8.1 General information in Advertisement and Public relations  8.2 Advertisement in tourism  8.3 Public relations in tourism  8.4 Selling promotion in tourism  8.5 Personal selling | LLO8.1 | **Defining** product introduction plan to customer in tourism | Lecturer answers students' questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems | Didactic questioning  Discussion  Debate | Short answer test  Case Studies | [2] |
| LLO8.2 | **Establishing** plans for product in tourism to approach the customer |
| 9 | Chapter 9 | **Tourist attraction marketing**  9.1 The traditional and modern definition of tourist attraction marketing  9.2 Product and market segmentation in tourist attraction  9.3 Marketing strategy in tourist attraction | LLO9.1 | **Determining** the definition of tourist attraction marketing | Lecturer answers the student's questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems | Didactic questioning  Discussion  Debate | Short answer test  Case Studies | [2] |
| LLO9.2 | **Establishing** marketing strategy for the tourist attraction marketing |
| 10 | Chapter 10 | **Accommodation marketing and destinations in tourism**  10.1 The general information of accommodation service  10.2 Accommodation marketing  10.3 Costing and Budget in accommodation marketing  10.4 Establishing the destinations brand to tourism  10.5 Destinations in tourism marketing | LLO10.1 | **Establishing** marketing strategy for the accommodation marketing and destinations in tourism | Lecturer answers the student's questions. Then the lecturer forms a group of 2 to 4 students and offers them to discuss the problems | Didactic questioning  Discussion  Debate | Short answer test  Case Studies | [2] |
| LLO10.2 | **Creating** the marketing product are suitable to each accommodation service and destinations in tourism |
|  | Test | Group report  Self-study 30% |  |  |  |  | Written report |  |

| **5.** | **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES**  **Table 3:**  **Mapping of Lesson And Course Learning Outcomes** |
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| **Lesson Learning Outcomes** | **Course Learning Outcomes** | | | **Evaluation Component** |
| --- | --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** |
| **LLO1.1** | X |  |  | A1, A2, A3 |
| **LLO1.2** |  |  | X | A1, A2 |
| **LLO2.1** | X |  |  | A1, A2, A3 |
| **LLO3.1** | X |  |  | A1, A2, A3 |
| **LL03.2** | X |  |  | A1, A2, A3 |
| **LLO4.1** | X |  |  | A1, A2, A3 |
| **LLO4.2** | X |  |  | A1, A2, A3 |
| **LLO5.1** |  | X |  | A1, A2, A3 |
| **LLO6.1** | X |  |  | A1, A2, A3 |
| **LLO6.2** |  | X |  | A1, A2, A3 |
| **LLO7.1** |  |  | X | A1, A2 |
| **LLO8.1** | X |  |  | A1, A2, A3 |
| **LLO8.2** |  | X |  | A1, A2, A3 |
| **LLO9.1** | X |  |  | A1, A2, A3 |
| **LLO9.2** |  | X |  | A1, A2, A3 |
| **LLO10.1** |  | X |  | A1, A2, A3 |
| **LLO10.2** |  |  | X | A1, A2 |

| **5.** | **COURSE ASSESSMENT** |
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**Table 4: Course assessment**

| **Evaluation Component** | **Form of assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in lesson  - Discussion | CLO1, CLO2, CLO3 | *30%* |
| A2. Mid-term | - Written report | CLO1, CLO2, CLO3 | *30%* |
| A3. Final | - Written report | CLO1, CLO2 | *40%* |

| **6.** | **COURSE REQUIREMENTS AND EXPECTATIONS** |
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- Attendance: Obeying the regulations

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework on Kahoot, Quizizz and quick exercises in class will be given bonus marks for the students' process.

- Finishing given group discussions according to the lecturer's regulations.

| **7.** | **STUDY REFERENCE** |
| --- | --- |

**Textbook**

[1]. Professor-Ph.D Hà Nam Khánh Giao (Editor, 2022), *Marketing in tourism curriculum*, Information and Communications Publishing House.

**Study references**

[2]. Nguyễn Hoài Nam, Nguyễn Thanh Bình (2022), *Basic marketing curriculum*, Labour Publishing House

| **8.** | **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE** |
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- Internet, Google Chrome, Kahoot

**General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/Standard Outcomes |
| **PI** | Performance Indicators |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty** | Dong Nai, April 27th 2023  Responsible lecturer  (sign and write full name)  Pham Ngoc Hieu |
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