

Module Code	AT-2406			
Module Title	Tourism Marketing			
Type of Module	Minor Core / Breadth			
Modular Credits 4	Student Workload: 8 hours per week Contact hours for timetabling: 4 hours per week			
Prerequisite	None			
Antirequisite	None			
Aims/Objectives/Rationale:				
<p>The aim of this module is to provide an understanding of the nature and scope of tourism marketing. A range of contemporary issues, trends and developments in tourism marketing are identified and described in both the public and private sectors. A critical approach is taken in order to examine the role and function of marketing in tourism today. The need to acquire and refine market knowledge in tourism on an ongoing basis is emphasised.</p>				
Module Content				
<p>Tourism marketing principles and practices are presented for a range of tourism products and services at a variety of spatial scales. Key terms and concepts such as the product life cycle, marketing mix and marketing planning are explored. The marketing environment is explained in order to consider different approaches taken and the context in which tourism marketing decisions are made. The need for market research for strategic as well as tactical purposes within tourism organisations is demonstrated.</p> <p>Case studies facilitate learning about tourism marketing arenas e.g. marketing material developed for Brunei Tourism. Basic knowledge of tourism marketing principles and practices is essential for those planning on studying tourism at more advanced levels and/or entering the tourism profession.</p>				
Assessment	Examination: (2 hours)	35%	Coursework: Tourism marketing exercise (15%) Individual project (50%)	65%
Textbook References				
<p>Fyall, A., & Garrod, B. (2005). <i>Tourism marketing: A collaborative approach</i>. Clevedon, UK: Channel View Publications.</p> <p>Kotler, P., Bowen, J. T., & Makens, J. C. (2010). <i>Marketing for hospitality and tourism</i> (5th Ed.). Upper Saddle River, NJ: Prentice Hall.</p> <p>Middleton, V. T. C., Fyall, A., & Morgan, M. (2009). <i>Marketing in travel and tourism</i> (4th Ed.). Oxford, UK: Butterworth Heinemann.</p> <p>Pike, S. (2008). <i>Destination marketing: An integrated marketing communication approach</i>. Oxford, UK: Butterworth Heinemann.</p> <p>Stokes, R. (2008). <i>eMarketing: The essential guide to online marketing</i> (2nd ed.). Quirk eMarketing (Pty) Ltd. (a Creative Commons online publication).</p>				
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