*July 2015*

# The Hong Kong Polytechnic University
# Hong Kong Community College

## Subject Description Form

| | |
|---|---|
| **Subject Code** | CCN2157 |
| **Subject Title** | Hospitality and Tourism Marketing |
| **Level** | 2 |
| **Credit Value** | 3 |
| **Medium of Instruction** | English |
| **Pre-requisite / Co-requisite/ Exclusion** | **Pre-requisite**<br>CCN2003 Introduction to Marketing |
| **Objectives** | This subject provides an introduction to the marketing concepts and techniques inherent in the hospitality and tourism industries. By evaluating the marketing environments affecting the hospitality and tourism businesses, students are able to understand how to define and select target markets, establish marketing plans and programmes, implement control and evaluation plans. |
| **Intended Learning Outcomes** | Upon completion of the subject, students will be able to:<br><br>(a) recognise the roles of service marketing in the hospitality and tourism industry.<br><br>(b) examine the consumer and organisational buyers' behaviour and their influences to market the hospitality and tourism products.<br><br>(c) analyse the marketing environment and establish marketing plans for the hospitality and tourism businesses.<br><br>(d) explain the roles of various channels of distribution channels in the hospitality and tourism industry. |
| **Subject Synopsis/ Indicative Syllabus** | **An Overview of Hospitality and Tourism Marketing**<br>Definition of marketing; Service characteristics of the hospitality and tourism industry; Consumer buying behaviours; Buyer decision process of individual travellers, group business markets and meeting planners.<br><br>**Hospitality and Tourism Marketing Environment (Micro and Macro Environment)**<br>Hospitality and travel marketing system; Internal and external environment affecting the hospitality and tourism industry.<br><br>**Hospitality and Tourism Marketing Mix and Marketing Plan**<br>8 Ps of hospitality and tourism marketing (Product, Partnership, People, |

<table>
<tr><td></td><td>Packaging, Programming, Place, Promotion, Pricing) and their roles; Strategic and tactical marketing planning; Contents and steps of a marketing plan in hospitality and tourism industries.<br><br>Destination Marketing<br>Importance of destination marketing; Destination marketing organisations; Role of Hong Kong Tourism Board; Benefit of tourism; Determinates of tourism demand; Visitor segments; Tourism strategies for creating and investing in tourism attractions.<br><br>Distribution Mix and the Travel Trade<br>Nature and importance of distribution systems; Types of distribution channels; The travel trade; Online travel services; Consortia; Global distribution channel; Roles of different travel intermediaries; Marketing to travel trade.<br><br>Personal Selling and Professional Sales Process<br>Roles of personal selling; Categories of personal selling; Sales process in the hospitality and tourism industry.</td></tr>
<tr><td>Teaching/Learning Methodology</td><td>Lectures will provide an introduction and explanation of concepts and theories supported by practical examples in the hospitality and tourism industry wherever appropriate. Videos will be used occasionally to facilitate teaching as well. Group discussions and activities may be arranged to stimulate students' interest or their awareness of practical implications of some concepts.<br><br>Tutorials will emphasise the concepts and applications of the principles and key issues taught, using an interactive approach. Activities in tutorials may include student discussions, role demonstration, case studies and student presentations.</td></tr>
<tr><td>Assessment Methods in Alignment with Intended Learning Outcomes</td><td>A variety of assessment tools will be used to develop and assess students' achievement of the subject intended learning outcomes.<br><br>
<table>
<tr><td rowspan="2">Specific assessment methods/tasks</td><td rowspan="2">% weighting</td><td colspan="4">Intended subject learning outcomes to be assessed</td></tr>
<tr><td>a</td><td>b</td><td>c</td><td>d</td></tr>
<tr><td>Continuous Assessment*</td><td>60</td><td colspan="4"></td></tr>
<tr><td>▪ Test</td><td>20</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr>
<tr><td>▪ Assignment 1</td><td>15</td><td></td><td>✓</td><td>✓</td><td></td></tr>
<tr><td>▪ Assignment 2</td><td>15</td><td></td><td>✓</td><td>✓</td><td></td></tr>
<tr><td>▪ Participation / Class activities</td><td>10</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr>
<tr><td>Final Examination</td><td>40</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr>
<tr><td>Total</td><td>100</td><td colspan="4"></td></tr>
</table>
</td></tr>
</table>

<table>
<tr><td></td><td colspan="2">*Continuous assessment items and/or weighting may be adjusted by the subject team subject to the approval of the College Programme Committee.<br><br>To pass this subject, students are required to obtain Grade D or above in <u>both</u> the Continuous Assessment and Final Examination.</td></tr>
<tr><td rowspan="6">Student Study Effort Expected</td><td>Class contact</td><td>Hours</td></tr>
<tr><td>▪ Lecture</td><td>26</td></tr>
<tr><td>▪ Tutorial</td><td>13</td></tr>
<tr><td>Other student study effort</td><td></td></tr>
<tr><td>▪ Self-study</td><td>52</td></tr>
<tr><td>▪ Continuous Assessment</td><td>39</td></tr>
<tr><td>Reading List and References</td><td colspan="2">Recommended Textbook<br><br>Morrison, A. M. (2010). Hospitality and Travel Marketing. (4th ed.), Delmar Cengage Learning.<br><br>References<br><br>Abbey, J. R. (2003). Hospitality Sales and Marketing. (4th ed.), Educational Institute of the American Hotel & Lodging Association.<br><br>Bowie, D., & Buttle, F. (2004). Hospitality Marketing: An Introduction. Elsevier Butterworth-Heinemann.<br><br>Hudson, S. (2008). Tourism and Hospitality Marketing: A Global Perspective.<br><br>Kotler, P., Bowen, J.T., & Makens, J. C. (2014). Marketing for Hospitality and Tourism. Upper Saddle River, NJ: Pearson Education.<br><br>Reid, R. D., & Bojanic, D. C. (2010). Hospitality Marketing Management. (5th ed.), John Wiley & Sons.</td></tr>
</table>