

## **SYLLABUS**

**SUBJECT:** MARKETING OF TOURISM AND RECREATIONAL SERVICES

**TEACHER:** PAWEŁ ŁUKA, PHD

### **COURSE DESCRIPTION**

Introduction: Marketing for Tourism and Recreational Services  
 Service Characteristics of Tourism and Recreation  
 The Role of Marketing in Strategic Planning  
 The Marketing Environment  
 Marketing Information Systems and Marketing Research  
 Consumer Markets and Consumer Buying Behavior  
 Organizational Buyer Behavior of Group Market  
 Market Segmentation, Targeting, and Positioning  
 Designing and Managing Products  
 Internet Marketing  
 Pricing Products: Pricing Considerations, Approaches, and Strategy  
 Distribution Channels  
 Promoting Products: Communication and Promotion Policy and Advertising  
 Promoting Products: Public Relations and Sales Promotion  
 Professional Sales  
 Destination Marketing

**ECTS:** 5 CREDITS

### **LEARNING OUTCOMES**

Students should be able to understand the relationships between the world's tourism and recreational products, define marketing and outline the steps in the marketing process, explain the relationships between customer value and satisfaction, understand why the marketing concept calls for a customer orientation, understand the concept of the lifetime value of a customer and be able to relate it to customer loyalty and retention, describe a service culture, explain marketing strategies, discuss the benefits of tourism, explain tourism strategies and different options for creating and investing in tourism attractions, understand how to segment and identify visitor segments, explain how central tourist agencies are organized.

### **GRADING POLICY**

Active participation, assignments, presentations, group works, final test

### **TIMETABLE**

Lectures and Classes: To be announced

### **TEXTBOOK AND REQUIRED MATERIALS**

Kotler P., Bowen J. T., Makens J. C., (2010), *Marketing for Hospitality and Tourism*, Pearson Prentice Hall  
 Levens M., (2010), *Marketing*, Pearson Higher Education

### **PREREQUISITES:**

Studies in Economics