

HOST 259 | Tourism Marketing

Future | Fall 2018 – Indefinite

SUBJECT CODE (HUA KUMU PAPA)

HOST

COURSE NUMBER (HELUNA PAPA)

259

COURSE TITLE (INOA PAPA)

Tourism Marketing

BANNER TITLE

Tourism Marketing

LINKED INSTITUTION SUBJECT CODES (NĀ PAPA LIKE MA NĀ KULA NUI 'Ē A'E)

No Course Matches

CHANGE TO THE CATALOG INFORMATION? ('A'OHE MEA E HO'OLOLI 'IA MA KA MO'OHA'AWINA)

Yes

1.) CATALOG INFORMATION ('IKE WAIHONA KULA)

1.A) COURSE DESCRIPTION FOR CATALOG (HULIKO'A PAPA)

HOST 259 is a study of modern marketing techniques and concepts for the tourism industry that focuses on the unique challenges inherent in the production and marketing of intangible products and services. Tourism Marketing will explore each phase of a marketing plan to involve students in the application of topics such as: macro-environmental trends, consumer behavior, brand development, pricing approaches, and promotional strategies.

1.B) CREDIT OPTIONS ('Ai KOHO)

Fixed

1.C) CONTACT HOURS FOR CATALOG (HELUNA HOLA)

3 hours lecture, 2 hours lecture/lab per week

FIXED (EX. 3 CREDITS)

4

CONTACT HOURS FOR THE SEMESTER

75

1.D) AA GENERAL EDUCATION CATEGORIES (MĀHELE HO'ONA'AUAO LAULĀ)

None

1.E) AS AREA REQUIREMENT

None

1.F) SPECIAL COMMENTS FOR CATALOG (MANA'O HO'OPUKA)**1.G) OUTCOMES (NĀ HOPENA PAPA)**

Explain what marketing is and why marketing should be viewed as a philosophy not just a business function.

Differentiate the uniqueness and challenges of producing service as a product within the hospitality and tourism industry.

Select relevant trends in the macro-environments that are influencing the strategic directions of organizations within hospitality and tourism and present on how they are reacting to the trends.

Design market research survey including the objective and methodology.

Distinguish the major characteristics affecting consumer behavior, and the specific cultural, social, personal, and psychological factors that influence consumers in promotional initiatives.

Distinguish the major group markets that comprise the hospitality and tourism industry and assess the positive attributes of each market.

Differentiate the various strategies used to segment markets; select specific markets based on the appraisal of the appropriate targeting strategies; and apply the best positioning strategy that would provide a competitive advantage.

Separate the various product levels (core, facilitating, supporting, and augmented) that combine to deliver the holistic experience of the product to the guest.

Detect the key aspects and conditions that define successful hospitality and tourism brands.

Calculate the price elasticity of demand and assess the level of quality and brand strength associated with the various services and products in the hospitality and tourism industry.

Calculate pricing for services and products in hospitality and tourism based on generally accepted industry pricing approaches.

Illustrate examples of advertising and assess effectiveness.

Illustrate examples of public relations activities including sponsorships, special events, corporate communications, and lobbying, and assess effectiveness as it relates to brand identity.

Identify the various effective sales tactics and strategies.

Illustrate examples of e-marketing and assess effectiveness as it relates to brand identity.

Illustrate how hospitality and tourism enterprises develop the organization of their sales efforts based on functions, markets, and tasks.

1.H) CROSSLISTED COURSE(S) (PAPA LIKE)**1.I) CATALOG REQUISITE INFORMATION ('IKE KOINA)**

Prerequisite(s): A grade of "C" or higher in HOST 101.

Recommended Preparation: A grade of "C" or higher in four Hospitality major courses.

2.) REQUISITES (PAPA KOINA)

2.A) JUSTIFICATION FOR REQUISITES ('ĀPONO KOINA)

HOST 101 provides a valuable foundation of vocabulary and concepts that need to be integrated into this course. Having the students complete 2 semesters of study as the recommended preparation is intended to give them more exposure to the visitor industry, college level experiences, and skills to work together and communicate effectively.

2.B) USER ENTERED PREREQUISITES (PAPA KOINA MUA I HO'OKOMO 'IA)

- Earned a minimum grade of: **Standard Letter A-F (L) C** in
 - **HOST 101 - Introduction to Hospitality and Tourism (3)**

2.C) USER ENTERED COREQUISITES (PAPA KOINA LIKE I HO'OKOMO 'IA)**2.D) RECOMMENDED COURSE PREPARATION (PAPA KĀKO'O)****2.E) OTHER RECOMMENDED PREPARATION (NĀ PAPA KĀKO'O HOU A'E)**

A grade of "C" or higher in four Hospitality major courses.

3.) CONTENT AND ATTACHMENTS ('OLOKE'A ME NĀ KU'INA)

3.A) CONTENT ('OLOKE'A)

7% Introduction: Marketing for Hospitality and Tourism
7% Service Characteristics of Hospitality and Tourism Marketing
7% The Marketing Environment
7% Marketing Information Systems & Marketing Research
5% Consumer Markets and Consumer Buying Behavior
5% Organizational Buyer Behavior of Group Markets
8% Market Segmentation, Targeting, and Positioning
5% Designing and Managing Products
6% Internal Marketing: Managing Capacity and Demand
7% Pricing Products: Pricing Considerations, Approaches and Strategies
6% Distribution Channels
7% Promoting Products: Communication, Promotion Policy and Advertising
8% Promoting Products: Public Relations and Sales Promotion
8% Professional Sales
7% Direct and Online Marketing: Building Customer Relationships

3.B) COURSE CONTENT ATTACHMENT (KU'INA 'OLOKE'A)

- Change feed for HOST 259.docx
- AY17-18 changefeed for HOST 259.docx

3.C) ARTICULATION AGREEMENTS ('AELIKE PAPA)

- UHPA 2015-2017 FINAL AGREEMENT.pdf

3.D) IS ANY PART OF THIS COURSE RELATED TO HAWAIIAN CULTURE? HAWAIIAN HISTORY? OR HAWAIIAN LANGUAGE?

No

3.E) DATE OF MOST RECENT AA FOUNDATIONS BOARD APPROVAL**3.F) ATTACH AA FOUNDATIONS BOARD MEMO HERE**

3.G) DATE OF MOST RECENT AA DIVERSIFICATIONS BOARD APPROVAL

3.H) ATTACH AA DIVERSIFICATIONS BOARD MEMO HERE

3.I) DATE OF MOST RECENT AS AREA REQUIREMENTS BOARD APPROVAL

3.J) ATTACH AS AREA REQUIREMENTS BOARD MEMO HERE

3.K) DOES THE DEPARTMENT APPROVE THIS COURSE AS ELIGIBLE FOR DISTANCE DELIVERY?

No

3.L) DATE OF DEPARTMENT REVIEW OF THE COURSE FOR FULLY ONLINE DISTANCE DELIVERY

3.M) ATTACH DISTANCE DELIVERY MEMO HERE

4.) OTHER INFORMATION ('IKE HOU A'E)

4.A) DEPARTMENT (KE'ENA)

Hospitality & Tourism

4.B) GRADING OPTIONS (KAHA KOHO)

Audit (A)

Credit/No Credit (C)

Standard Letter A-F (L)

4.C) GRADING SCALE (LOIPĀIĀKIŌ)

Progress Tests 47%

Team Marketing Presentation 30%

Final Exam 23%

TOTAL 100%

Suggested Grading Scale:

90 - 100% = A

80 - 89% = B

70 - 79% = C

60 - 69% = D

less than 60% = F

Whatever method of evaluation is used, it is understood that the instructor reserves the right to make necessary and reasonable adjustments to the evaluation policies outlined.

4.D) DEFAULT GRADING OPTION

Standard Letter A-F (L)

4.E) TEXT, MATERIALS, SUGGESTED REFERENCES (PUKE, PONO PAPA, KŪMOLE)

Text and materials

-Philip Kotler, John T. Bowen, James Makens, Seyhmus Baloglu. Marketing for Hospitality and Tourism . 7th. Pearson, 2016, 978-0-13-415192-2

4.F) PLANNED YEAR/TERM FOR FUTURE UPDATE OF COURSE (MAKAHIKI HŌ'ANO HOU)

2020 Fall

4.G) WHEN WAS THE LAST APPROVED COURSE UPDATE?

Chancellor approved in KSCM 11/13/2017

4.H) IS THIS COURSE CURRENTLY COMPLIANT WITH THE 5 YEAR UPDATE REQUIREMENT? (HOLO PONO KA HŌ'ANO HOU PAPA)

Yes

4.I) RELATIONSHIPS

UH Strategic Direction (2015-2021) Goal: Increase the educational capital of the state by increasing the participation and completion of students, particularly Native Hawaiians, low-income students and those from underserved regions and populations and preparing them for success in the workforce and their communities.

KCC General Education Learning Outcomes Areas: -Thinking/Inquiry -Communication -Self and Community/Diversity of Human Experience -Integrative Learning

KCC Associate in Science Degree Outcomes: -Understand attitudes and values of various cultures and examine their potential for improving the quality of life and meaningfulness in work. -Understand contemporary issues and problems and respond to the impact of current conditions. -Demonstrate proficiency in conceptual, analytical, and critical modes of thinking. -Develop insights into human experience and apply them to personal, occupational, and social relationships.

HOST Program Outcomes:

1. Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
2. Apply the concepts and skills necessary to achieve guest satisfaction.
3. Demonstrate leadership and teamwork to achieve common goals.
4. Conduct him/herself in a professional and ethical manner, and practice industry defined work ethics.
5. Communicate effectively and confidently in the classroom, community and industry.
6. Demonstrate knowledge of multicultural perspectives to meet the needs of the guests and employees.
7. Lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place.
8. Use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the industry.
9. Demonstrate ability to perform basic and supervisory level job functions in travel/tourism and hotel/restaurant careers.

4.J) IS THIS A NEW TOPIC FOR AN EXISTING APPROVED UMBRELLA COURSE? (KUMUHANA HOU NO KAHI PAPA LAULĀ LOA'A)

No

4.K) IS THIS AN EXPERIMENTAL COURSE? (PAPA HO'Ā'O) 4.L) EXPERIMENTAL END TERM (KAU PANINA)

No

4.M) PREVIOUS SUBJECT CODE, NUMBER, AND TITLE (HUA KUMU PAPA, HELUNA PAPA, INOA PAPA MUA)

HOST 258

4.N) EXCLUDE FROM CATALOG?

No

4.O) IS THIS AN HONORS COURSE? (PAPA KAU I KA HANO)

No

4.P) IS THIS AN INDEPENDENT STUDY COURSE? (A'O KŪ'OKO'A)

No

5.) DELIVERY (KE 'ANO O KE A'O 'IA AKU)

5.A) INTENDED OFFERING TERMS (KAU LOA'A)

Fall

Spring

5.B) MAXIMUM ENROLLMENT (PALENA NUI O KA PAPA)

24

5.C) MAXIMUM ENROLLMENT JUSTIFICATION (E 'ĀPONO)

24 seats represents a previously approved curriculum action. At the time, when the course was converted from a lecture format to a lecture/lecture lab format, the goal was to offer a course that is project, team work intensive requiring a substantial amount of lab time so faculty can guide students.

5.D) SCHEDULE TYPES (KE 'ANO O KA PAPA)

schdLLB

7.) COURSE DEPENDENCIES

7.A) DEPENDENCIES (NĀ PAPA KĀKO'O)

▼ AS-HOST-HOM - AS-Hosp & Tour-Hosp Oper Mgmt

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