<table>
<thead>
<tr>
<th><strong>Department</strong></th>
<th>14 Tourism</th>
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<tbody>
<tr>
<td><strong>Course title</strong></td>
<td>Seminar Module: a) Destination Marketing &amp; b) Service Management in the Hospitality Industry</td>
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<td><strong>Hours per week (SWS)</strong></td>
<td>2</td>
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<td><strong>Number of ECTS credits</strong></td>
<td>5</td>
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| **Course objective** | Course a): The course is designed to familiarize participants with the core principles and marketing methods that promote a destination as a tourism 'product' while enhancing its viability and sustainability. The course builds on those elements that differentiate a destination and compose its primary comparative advantages in a globalized tourism market. Participants will integrate the notions of tourism supply, demand and performance with up-to-date marketing techniques to build a complete tourism destination marketing campaign.  

Course b): Service Management in the Hospitality Industry will introduce students to the key theories and principles in services management with a focus on guest service strategy in hospitality. Within this seminar, students will have opportunities to apply these theories and principles in service situations in real or hypothetical hotels and restaurants while practising some service skills in service recovery. The seminar aims to build students’ awareness of the importance of achieving excellent customer service management in the success of a hospitality organisation as well as the individual student’s career as customer service is an integral part of today’s service-driven business environment, particularly in hospitality business. |
| **Prerequisites** | Course a): Familiarization with the notions of tourism supply; demand; performance and sustainability. Understanding of Marketing principles. Knowledge of video-making or graphic-design programmes will be an asset.  

Course b): Interested students have to have a very high level of English language capabilities and prior experience in academic writing. Students are advised to take some introductory courses of sales and marketing and introductory course of hospitality before registering this course. |
| **Recommended reading** | Course a)  

Course b)  
(R3) Journal of Service Management  
(R4) International Journal of Service Industry Management  
(R5) Journal of Services Marketing  
(R6) Harvard Business Review |
| **Teaching methods** | Course a) Lecturing through best-practice and worst-practice case studies; practical examples for stretching marketing techniques; promotion videos and brochures.  

Course b) Seminar style. |
| **Assessment methods** | Course a) Course Attendance; Presentation in class and Final Assignment Delivery  

Course b) Regular attendance, active participation to sales and marketing excercises and discussions, oral examination at the end of the term |
| **Language of instruction** | English |
| **Name of lecturer** | Dr. Kyriaki Glyptou and Van Thi Nguyen |
Courses in English
Course Description

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Link

Course content
Course a)
* Marketing of the Senses - Sensory Branding
* Define Tourism Destination Profile
* Create value to attractions and build tourism product
* Identify and attract profitable market segments
* Identify tourist motives, preferences and tourist spending patterns
* Competitor Strategies
* Develop a tourism destination marketing plan
* Build the marketing campaign and material

Course b) After completing the course, students should be able to:
• Understand the key concepts of guestology services, theories of services management and hospitality principles
• Describe the relationships between Service Strategy, Service Staffing and Delivery Systems and their roles in successful management of guest experience, guest expectation and service quality.
• Be familiar to some important service standards and procedures in hospitality.
• Articulate key concepts in services management in real or hypothetical service encounters.
• Articulate the problem-solving skills in resolving customer complaints.
• Articulate the interpersonal skills in service encounters.
• Nurture the guest-oriented service attitudes.
• Build the awareness of guest serving skills.

Remarks
Please note, that this is a module comprising two courses. Students can only participate in this module by attending both courses. There is a limited number of places available for interested exchange students. Enrolment in the module will take place during the Welcome Day at the Dept. of Tourism. Please note, that there might be an assessment of English language capabilities prior to final acceptance to the module.