

# [A-3] COURSE SYLLABUS

## 1. COURSE DESCRIPTION (Approximately 100 words)

This course explains the role of marketing within tourism management and the related areas of leisure and hospitality management. Designed specifically for students and future managers in these industries, it presents material in a clear and concise way which stresses how the tourism product, in its many forms, differs from other kinds of product and service. A variety of case studies draw together and illustrate the material covered in the course.

## 2. COURSE GOALS AND OBJECTIVES (Approximately 100 words)

Students will be able to:

- Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products.
- Distinguish the challenges posed by the environmental factors.
- Develop strategies and tactics that may be used to avoid challenges and turn them into opportunities.
- Identify consumer characteristics and behavior in tourism consumption for segmentation and target marketing.
- Develop and manage tourism and hospitality products for diverse consumers.

## 3. TEXTBOOK (Title, Author, Publisher, Year of Publication, etc.)

Ш. Сидиқов “Турмаҳсулотлар маркетинги” фани бўйича ўқув-услубий мажмуа. – Тошкент: Иқтисодиёт, 2017 йил, 189 бет.

## 4. REFERENCE

The Marketing of Tourism Products: A. V. Seaton, M. M. Bennett, Cengage Learning EMEA, 1996 - 540 pages

## 5. COURSE REQUIREMENTS AND GRADES

Group work - 30%, Exams - 40%, Cases - 30%

## 6. COURSE CALENDAR

Week	Main Content
1	Introduction to marketing of tourism products
2	Theoretical basics of marketing of tourism products
3	Complex research of tourism products market
4	Business plan of tourism product
5	Features of tourism products and services
6	IT system in marketing of Tourism product
7	Marketing strategy of tourism product
8	Marketing tactics of tourism products
9	Tourism market conjugation marketing research
10	Promoting tourism products on the social media
11	Flow of tourism products and services
12	Marketing improvement of tourism product
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