

Course title:	<b>Marketing of tourist and recreation service</b>				Code:
Field of study:	<b>Tourism and recreation</b>				Year/ semester: <b>II</b> <b>cycle /I</b>
Specialization:	<b>all</b>				Modes: <b>F/E</b>
Number of hours / semester: <b>30/24</b>					ECTS credits: <b>4</b>
Lectures: <b>15/16</b>	Classes: <b>15/8</b>	Laboratories:	Projects:	Seminars:	

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**Course position in the study programme:**

- field course

**Learning outcomes:**

- the student knows the conception of service marketing and relational marketing,
- the student understands and is able to explain differences between relational marketing and classic marketing.
- the student manages to adapt the classic marketing instruments to the specific character of the firm operating in tourist field.

**Course contents:**

**a) lectures:**

1. The essence of service marketing.
  - a. The conception and origin of service marketing
  - b. Basic differences between classic marketing and service marketing
2. Marketing features of services.
3. Foundations of relative marketing.
  - a. Relative marketing as a development of service marketing.
  - b. Reasons for the uprising of relative marketing.
  - c. Relative marketing and transactional marketing.
  - d. The 5I conception
4. The operation dimension of relative marketing - the CRM strategy:
  - a. The term and kinds of CRM.

- b. The examples of applying the CRM strategy in tourist enterprises.
- 5. Service as a product.
  - a. Service as a market product.
  - b. Models of service products.
- 6. Creating a service offer:
  - a. Offer settlement.
  - b. Offer marking.
  - c. The range of offer.
- 7. A service tourist product.
  - a. Narrow and wide interpretation of a tourist product.
  - b. The structure of a service tourist product.
  - c. The basis for designing a service tourist product.
  - d. The policy of the service tourist product making.
- 8. The policy of tourist product prices.
- 9. The policy of tourist product distribution.
- 10. The policy of tourist product promotion.
- 11. Relations between a buyer and a service supplier:
  - a. Types of relations between a buyer and a service supplier.
  - b. The cycle of buyer's activity
- 12. The meaning of a human factor in the process of tourist service rendering .

**b) classes:**

- 1. The notion of a marketing plan, principles of marketing plan formation.
- 2. The realization of a marketing plan in the process of activities:
  - a. Missions and aims of marketing business.
  - b. The analysis of the enterprise environment.
  - c. The analysis of the line of business and the analysis of a consumer - activities in the computer laboratory, the Internet as the source of accumulating the market information.
  - d. Marketing strategies in tourist enterprises:
    - Examples of the product strategy
    - Examples of price strategies.

- Examples of a distribution strategy
  - Examples of a promotion strategy
3. Presentation and defence of an own marketing plan.

**Teaching methods:** lectures, classes

**Assessment methods:** lectures – final written quiz, classes – the assessment of a marketing plan for a tourist enterprise

**Recommended reading:**

**Compulsory:**

1. Rogoziński Kazimierz: *Nowy marketing usług*, AE Poznań 2000
2. Altkorn Jerzy: *Marketing w turystyce*, PWN Warszawa 1994
3. Turkowski M.: *Marketing w usługach hotelarskich*, PWE Warszawa 1997

**Supplementary:**

1. Kotler Ph., *Marketing – analiza, planowanie, wdrażanie i kontrola*, Gebethner i S-ka, Warszawa 1996 lub nowsze
2. Kotler Ph., Armstrong G., Saunders J., Veronica W., *Marketing – podręcznik europejski*, PWE Warszawa 2002
3. Czasopisma branżowe.