

Name : Tourism Marketing					
module/course code :	Student workloads:	Credits (ECTS):	Semester :	Frequency :	Duration :
PAR61007	510 minutes/week	4.53 ECTS	3	Odd	1 x per semester
	Types of courses : Tutorial/Lecture/Response	Contact hours : 150 minutes/week	Independent study : 360 minutes/week	Class size X students : 30 students	
1	Prerequisites for participation : no prerequisites				
2	Learning outcomes : Mastering marketing concepts and processes, able to identify marketing opportunities, knowing the applicable marketing mix, mastering digital marketing concepts and knowing destination marketing trends that are developing today.				
3	Description : This course provides the understanding of the critical role that marketing and promotions play in the development and success of tourism enterprises and destinations is central to this specialist three-year tourism degree.				
4	Teaching methods: 1. project work 2. case studies 3. group work 4. lectures 5. discussions 6. seminars				
5	Assessment methods: Presentation 10% Discussion 10% 3 Tasks 20% Quiz 10% MIDDLE SEMESTER EXAM 25% FINAL SEMESTER EXAM 25%				
6	Other information e.g. bibliographical references: 1. Babu, S Sutteeshna, Sitikantha Mishra and Bivraj Bhusan Parida. Tourism Development Revisited: Concepts, Issues and Paradigms. New Delhi: SAGE Publications Ltd 2. Benckendorff, Pierre and Gianna Moscardo and Donna Pendergast. 2010. Tourism and Generation Y. UK: CABI International 3. Graves, Phillip. 2010. Consumer.ology. Jakarta: PT Elex Media Komputindo 4. Hitchcock, Michael, Victor T. King and Michael Parnwell. Tourism in Southeast Asia: Challenges and New Directions. Denmark: Nordic Institute of Asian Studies 5. Hudson, Simon. 2008. Tourism and Hospitality Marketing: A Global Perspective. London: SAGE Publications Ltd 6. Kartajaya, Hermawan and Iwan Setiawan. 2014. WOW Marketing. Jakarta: PT Gramedia Pustaka Utama				

	<ol style="list-style-type: none"> 7. Kotler, Phillip and Gary Armstrong. 2006. Marketing Principles Edition 12 Volume 1. Jakarta: Erlangga Publisher 8. Kotler, Phillip and Kevin Lane Keller. 2009. Marketing Management Edition 13 Volume 1. Jakarta: Erlangga Publisher 9. Kim, W Chan and Renee Mauborgne. 2015. Blue Ocean Strategy. Jakarta: PT Serambi Ilmu Semesta 10. Ottman, et. Al. 2006. Avoiding Green Marketing Myopia, Ways to improve consumer appeal for environmentally preferable products, Environment, Vol. 48 Number 6, pp. 20-36 11. Ryan, Damian and Calvin Jones. 2009. Understanding DIGITAL Marketing: Marketing strategies for engaging the digital generation. UK: Kogan Page 12. Tjiptono, Fandy and Gregory Chandra. 2012. Strategic Marketing. Yogyakarta: CV Andi Offset 13. UNWTO. 2014. Handbook on E-marketing for Tourism Destinations: Fully Revised and Extended Version 3.0. Madrid: World Tourism Organization
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