



# UDAYANA UNIVERSITY

Republic of Indonesia State University

## FACULTY OF ECONOMICS AND BUSINESS INSTITUT OF INTERNATIONAL BUSINESS STUDIES NETWORK

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### **IBSN PROGRAM (MA.03) Syllabus Global Service Marketing, MA Tourism Marketing**

This course is composed on Master level. It is part of different full degree study programs at Udayana University.

- A. Objective
- B. Method of Instruction
- C. Study Plan
- D. Reference Textbooks
- E. Course Assessment
- F. Workload
- G. ECTS
- H. Lecturer

#### **A. Objective:**

This course aims to provide insights for students in formulating destination oriented marketing goals and strategies; understanding the function of positioning in tourism marketing; explaining the impact of competition and its impact in tourism marketing; developing a marketing plan or a destination; explaining how intangibles are a part of marketing a tourism destination; analyzing the importance of target marketing; understanding how the target market perceives competition.

#### **B. Method of Instruction:**

The course will be run via lectures, group discussion, group presentation and group assignment.

#### **C. Course outline**

Lecture	TOPIC
1	INTRODUCTION: Course requirements; forming groups; QA
2	Tourism Experience
3	Understanding Individual Customers
4	Understanding Organizational Customers
5	Marketing Acts in the Tourism
6	Tourism as an Industry
7	Market Differentiation, Segmentation & Target Marketing
8	International Tourism Marketing
9	Tourism Marketing in Indonesia
10	Trends in Tourism Marketing
11	Group Presentation, Part 1
12	Group Presentation, Part 2
13	Summary and Conclusion

**D. Reference Textbook**

Kotler Philip R and Bowen, John: Marketing for Hospitality and Tourism, 2016

Kozak, Metin and Baloglu, Seyhmus: Managing and Marketing Tourist Destinations Strategies to Gain a Competitive Edge, 2011

Morrison, Alastair M: Marketing and Managing Tourism Destinations, 2013

Tsiotsou, Rodoula H. and Goldsmith, Ronald: Strategic Marketing and Tourism Services, 2012

**E. Course Assessment**

Individual Participation	20%
Group Presentation & Assignment	30%
Final written exam	50%

**F. Workload**

Workload: in class 24hours, in total 144hours

Attendancy: 75% (signature)

**G. Credit Points**

ECTS 6

**H. Lecturer**

Prof. Dr. I Made Wardana, SE., MP

Drs. I Gde Ketut Warmika, MM

Drs. Putu Saroyini Piatrini, MM, Ak

**Notice:** all lecturers in the M.A. program are full accredited at UDAYANA UNIVERSITY. They have been appointed to the Faculty of Economics and Business with all duties and rights.