University of St.Gallen

Course and Examination Fact Sheet: Spring Semester 2020

8,064: Tourism and Destination Marketing

ECTS credits: 4

Overview examination/s

(binding regulations see below)
Decentral - Written examination (100%, 90 mins.)

Attached courses

Timetable -- Language -- Lecturer
8,064,1.00 Tourism and Destination Marketing -- Englisch -- Beritelli Pietro , Laesser Christian

Course information

Course prerequisites

none

Learning objectives

Students…

- know the essential theoretical and practical contexts and special characteristics of tourism marketing and destination marketing;
- can understand scientific articles (and textbook texts) and apply them to specific cases;
- understand the impact of the most important drivers for the design of tourism marketing in general and destination marketing in particular;
- can critically evaluate and comment on practices in tourism and destination marketing as well as develop and argue for alternatives;
- conceive travel in tourist destinations as collective performance that produces visitor flows;
- observe, reconstruct, and analyse visitor flows in reality and with the help of the flow-based approach;
- are capable of deriving actions and initiatives based on selected findings from the flow-based approach.

Course content

Tourism and destination marketing are based on a number of peculiarities which make a transfer of general marketing theory too short. They are essentially driven by the phenomenon of "tourism" and the role of the customer or guest and can be described as follows:

1. Tourism is - macroscopically - a social phenomenon which arises as a result of the sum of all individual social behaviour outside the everyday activity area (travel and stays). This phenomenon manifests itself through differently appealing attraction points ("sugar") and the streams of visitors ("ants") generated by these points.
2. Travel is classic basket goods, the necessary decisions for this good are - in core portfolio - decisions on various constituent elements, including traveller(s), destination, transport, accommodation, time and duration, activities, et.. These constituent elements are related to each other in different ways, both inverse and inverse.
3. Customers do not simply "buy" tourist services or products, but such services or offers are resources and thus value-added inputs for their own production of tourist experiences (cf. Becker's theory of household production). Naturally, "customers" are always co-bearers and co-designers of corresponding processes. Tourist experiences therefore always emerge in the context of "co-creation".
4. Due to the spatial and temporal separation of decision and performance, tourist purchases often take place at increased risk. Mitigating unwanted risks is therefore one of the central and often complex tasks in tourism marketing.

The course essentially derives the findings relevant to tourism and destination management from these peculiarities.The course consists of 8 sessions to get familiar with key theoretical and practical issues as well as a **two-day excursion to Zermatt (06-07.04.2020)** - specific program will be added to Canvas) during which a concrete case is discussed with the help of what has been learned.

The contents of the 8 sessions are:

(1) Introduction and overview

(2) Consumer behaviour in the context of tourism

(3) Marketing instruments I (product, promotion, pricing I)

(4) Marketing instruments II (pricing II and distribution)

(5) Travel in destinations and visitor flows

(6) Corridors, trajectories, and visitor flows

(7) The flow-based approach (SGDM)

(8) Consequences for DMOs

Course structure

Sessions	Content	Learning goals	Method	Readings
Session 1 **Introduction and overview** **Specificities in the context of tourism and destination marketing**	• Specificities of the Tourism Phenomenon • Household production of travel (Becker) • Travel as Portfolio Goods / Basket Goods • Purchase decision as portfolio decision • Supplier as "supplier" in this household production • Specificities of service production • Co-creation of individual service elements together with suppliers	• Familiarity with the major contextual frameworks of tourism • Familiarity with the specifics of the tourism phaenomenon	• Teaching conversation	**1st priority** • Laesser, C., Luo, J., & Beritelli, P. (2019).The SOMOAR operationalization: a holistic concept to travel decision modelling. *Tourism Review*, *74*(3), 613-631. • Heckman, J. J. (2015). Introduction to a Theory of the Allocation of Time by Gary Becker. *The Economic Journal*, 125(583), 403-409. **2nd priority:** • Beritelli, P., Bieger, T., & Laesser, C. (2006, December).Travel expense estimation by hedonic regression-The case of Switzerland. In *Proceedings of the ANZMAC Australian New Zealand Marketing Academy Conference, December* (pp. 4-6). • Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011).Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252-271. • Binkhorst, E., & Den Dekker, T. (2009).Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, *18*(2-3), 311-327.
	• Core theories on consumer behaviour in tourism • Peculiarities of the tourist consumption decision	• Familiarity with core theories and approaches for describing and explaining tourist behaviour • Capacity to	• Teaching conversation • Exercise	**1st priority:** • Laesser, C., Luo, J., & Beritelli, P. (2019).The SOMOAR operationalization: a holistic concept to travel decision modelling. *Tourism Review*, *74*(3), 613-631. • Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human*

Sessions	Content	Learning goals	Method	Readings
Session 2 **Consumer behaviour in the context of tourism**	(portfolio of household production under risk • SOR Approach (SOMOAR) as process approach • Mental processing approaches • Objection to the planning approach: Impulsivity in travel decisions	analyse and explain travel decision making		*decision processes*, *50*(2), 179-211. • McCabe, S., Li, C., & Chen, Z. (2016).Time for a radical reappraisal of tourist decision making? Toward a new conceptual model. *Journal of Travel Research*, *55*(1), 3-15. • Sirakaya, E., & Woodside, A. G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), 815-832 **2nd priority:** • Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of Consumer Research*, *15*(3), 325-343. • Laesser, C., & Dolnicar, S. (2012). Impulse purchasing in tourism-learnings from a study in a matured market. *Anatolia*, 23(2), 268-286. • Boztug, Y., Babakhani, N., Laesser, C., & Dolnicar, S. (2015). The hybrid tourist. *Annals of Tourism Research*, *54*, 190-203.
Session 3 **Marketing instruments I**	• Product and promotion: Building the stages for visitors' narratives • Capacity management: Yield-maximizing management of capacities • Pricing: Dynamic und behavioral pricing as sophisticated pricing approaches	• Familiarity with specificities for tourism marketing, based on the specifics of tourist behavior and the tourism phenomenon	• Teaching conversation	**1st priority:** • Feick, L. F., & Price, L. L. (1987). The market maven: A diffuser of marketplace information. The *Journal of Marketing*, 83-97 • Edensor, T. (2000). Staging tourism: Tourists as performers. *Annals of Tourism Research*, 27(2), 322-344. • Pullman, M., & Rodgers, S. (2010). Capacity management for hospitality and tourism: A review of current approaches. *International Journal of Hospitality Management*, 29(1), 177-187. **2nd priority:** • Bieger, T., & Laesser, C. (2004). Information sources for travel decisions: Toward a source process model. *Journal of Travel Research*, 42(4), 357-371. • Pera, R., Viglia, G., & Furlan, R. (2016). Who am I? How compelling self-storytelling builds digital personal reputation. *Journal of Interactive Marketing*, 35, 44-55.
	• Distribution: OTA and platforms: The winner takes it all! • E-Tourism as business model:	• Familiarity with distribution channel and challenges in tourism. • Capacity to integrate the	• Teaching conversation	**1st priority:** • Reinhold S., Zach, F., Laesser Ch.(2020). E-Business Models, in: Handbook of E-Tourism, edited by Xiang Z., Fuchs M., Gretzel U, and Höpken W. (in press) • Kracht, J., & Wang, Y. (2010). Examining the

Sessions	Content	Learning goals	Method	Readings
Session 4 **Marketing Instruments II**	Origin and development	marketing instruments with the customer process.		tourism distribution channel: evolution and transformation. International Journal of Contemporary Hospitality Management, 22(5), 736-757. **2nd priority:** • Schilling, M. A. (2002). Technology success and failure in winner-take-all markets: The impact of learning orientation, timing, and network externalities. *Academy of Management Journal*, 45(2), 387-398. • Thakran, K., & Verma, R. (2013). The emergence of hybrid online distribution channels in travel, tourism and hospitality. *Cornell Hospitality Quarterly*, 54(3), 240-247.
Session 5 **Travel and the tourist destination**	• Problems of destination management and marketing • False assumptions and an approach with common sense	• A tourist destination is not marketable or manageable like products or firms • Managing and marketing destination is growing an ecosystem of multiple visitor flows	• Teaching conversation and video analysis	• Beritelli, P.: Transferring concepts and tools from other fields to the tourist destination: A critical viewpoint focusing on the lifecycle concept. In: Journal of Destination Marketing & Management, Vol 14. 2019. https://doi.org/10.1016/j.jdmm.2019.100384
Session 6 **Corridors, trajectories, and visitor flows**	• Consequences for management and marketing in tourist places	• Tourists perform collectively their experience • Suppliers of all kind in the destination prepare the stage and support tourist performances	• Teaching conversation and video analysis • Field observation in the city of St. Gallen	• Beritelli, P./ Reinhold, S.: Chance meetings, the destination paradox, and the social origins of travel - Predicting traveler's whereabouts? In: Tourist Studies. Vol. 18, No. 4, 2018. p. 417-441. • Beritelli, P./ Reinhold, S./ Luo, J.: "How Come You Are Here?" Considering the Context in Research on Travel Decisions. In: Journal of Travel Research. Vol. 58, No. 2, 2017. p. 333-337.
Session 7 **The flow-based approach (SGDM)**	• How to observe, reconstruct, and analyze visitor flows in (tourist) places	• Maps help reconstruct and analyze single visitor flows; they point to strengths and areas for improvement on the supply side • Actors analyzing together maps and variable geometries can	• Drawing and describing flows on maps • Teaching conversation	• Beritelli, P./ Reinhold, S./ Laesser, C./ Bieger, T.: The St. Gallen Model for Destination Management. St. Gallen, 2015

Sessions	Content	Learning goals	Method	Readings
		better analyze and decide for common action in the place		
Session 8 **Consequences for DMOs (Destination Marketing/ Management Organizations)**	• Myths of destination marketing and management of DMOs	• DMOs cannot market or manage a destination like in other sectors, they have a supportive and service function in places and for travel	• Teaching conversation	• Beritelli, P./ Laesser, C.: Destination logo recognition and implications for intentional destination branding by DMOs: A case for saving money. In: Journal of Destination Marketing & Management. Vol. 8, 2018. p. 1-13. • Beritelli, P./ Laesser, C.: Why DMOs and Tourism Organizations Do not Really 'Get/Attract Visitors': Uncovering the Truth behind a Cargo Cult. IMP-HSG, University of St. Gallen. St. Gallen, 2019. DOI: 10.6084/m9.figshare.9924428. ISBN: 978-3-9524416-7-1

The excursion will take place on the 06-07.04.2020 & the exam will take place at the last official meeting (Check course directories)

Course literature

See session information.

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/1)

Examination time and form

Decentral - Written examination (100%, 90 mins.)

Remark

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Examination-aid rule

Extended Closed Book
The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries (no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

none

Examination languages
Question language: English
Answer language: English

Examination content

Written examination (decentralised) of the entire learning content conveyed in the course and on the excursions as well as of the examination literature.

Examination relevant literature

See session information.

Please note

Please note that this fact sheet alone is binding and has priority over any other information such as StudyNet (Canvas), personal databases or faculty members' websites and information provided in their lectures, etc.

Any possible references and links within the fact sheet to information provided by third parties are merely supplementary and informative in nature and are outside the University of St.Gallen's scope of responsibility and guarantee.

Documents and materials that have been submitted no later than the end of term time (CW21) are relevant to central examinations.

Binding nature of the fact sheet:

- Information about courses and examination time (central/decentral) and examination typestarting from the beginning of the bidding on 23 January 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for decentral examinations after the 4th semester week on 16 March 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for central examinations as from the starting date for examination registration on 6 April 2020

Please consult the fact sheet again after these deadlines have expired.