



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	MKT110	SEMESTER	3 rd
COURSE TITLE	Marketing of Tourism Services		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Specific Background		
COURSE TYPE	Compulsory		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1172/		
ECLASS	https://opencourses.ionio.gr/courses/DT0180/		

2. TEACHING RESULTS

Teaching Results
<ul style="list-style-type: none">• To help students obtain the theoretical background of services marketing and understand its main concepts and theories.• To help students understand the importance of services marketing in the modern corporate environment.• To help students familiarize themselves with the application of main services marketing concepts and theories in real life case studies.• To help students understand the importance of services marketing in the modern corporate environment of hospitality and tourism.
General Skills

3. CONTENT

The module aims to introduce students to the main principles and concepts of services marketing, as well as their application in the modern hospitality and tourism environment. Principles and concepts that will be introduced and discussed during the module include, inter alia, the main attributes of services, the service production process, the importance of employees, as well as communication, branding and pricing of services. Finally, the module will present multiple tourism and hospitality case studies, in order to unveil the uniqueness of tourism and hospitality services.

Week 1: Introduction to Services Marketing

Week 2: Understanding services customer

Week 3: Segmentation of services

Week 4: Placement of services

Week 5: Service development and branding

Week 6: Distribution of services through physical and electronic channels



Week 7: Guest Speaker Presentation

Week 8: Marketing communication in services

Week 9: Understanding the service delivery environment

Week 10: Pricing services

Week 11: Relationship Management and Building Customer Loyalty

Week 12: Designing contact service processes

Week 13: Course summary

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD									
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	The course includes the use of video and multimedia.								
TEACHING STRUCTURE	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Literature Study and Analysis</td><td>73</td></tr><tr><td>Course Total (ECTS: 5)</td><td>125</td></tr></table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
Activity	Semester Workload								
Lectures	52								
Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	The course is evaluated through a written exam.								

5. BIBLIOGRAPHY

Wirtz, J., & Lovelock, C. (2021). *Services marketing: People, technology, strategy*. World Scientific.