

**School / Faculty:** Federation Business School

**Course Title:** TOURISM DESTINATION MARKETING

**Course ID:** BUTSM2604

**Credit Points:** 15.00

**Prerequisite(s):** (BUTSM1501 or JT501) (BUMKT1501 or JM501)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080323

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Identify the channels of distribution within the tourism system
- K2.** Analyse the components of the communications mix in tourism
- K3.** Identify appropriate tourism promotional techniques including social media
- K4.** Appraise the role of public and media relations

**Skills:**

- S1.** Create materials to effectively promote tourism destinations
- S2.** Consolidate and synthesise the new product development process for developing tourism destinations using current and appropriate technology
- S3.** Develop media releases and promotional strategies to generate effective media and public relations campaigns
- S4.** Analyse the opportunities that electronic and database marketing present to tourism operators.

**Application of knowledge and skills:**

- A1.** Develop self-reliance by independently identifying a diverse range of tourism and marketing functions, across multiple industries from a global perspective, using appropriate tourism and marketing theories

# Course Outline (Higher Education)

BUTSM2604 TOURISM DESTINATION MARKETING

- A2.** Develop, apply and implement tourism and marketing theories and concepts to current tourism and marketing issues from an ethical, socially responsible and international perspective.

## Course Content:

Topics may include:

- Destination Marketing
- Designing and Managing Tourism Products and Services
- Pricing Strategies in Tourism
- Channels of Distribution in Tourism
- The Communications and Promotion Mix
- Advertising Mechanisms
- Public/Media Relations and Sales Promotion
- Electronic Marketing and the Internet
- Database and Direct Marketing in Tourism
- Sales Promotion, Personal Selling and Professional Sales.

## Values and Graduate Attributes:

### Values:

- V1.** Appreciate the skills relevant to working and managing in tourism and/or hospitality
- V2.** Foster lifelong independent learning, reflective practice and being information literate
- V3.** Appreciate being creative, strategic and critical thinkers with highly developed problem solving skills.

### Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The course is designed to build on tourism and marketing foundations and develop practical skills that are directly relevant to the workplace	High

# Course Outline (Higher Education)

BUTSM2604 TOURISM DESTINATION MARKETING

Attribute	Brief Description	Focus
Critical, creative and enquiring learners	The course will develop students' self-reliance through the tasks by gaining a greater understanding of the requirements to successfully undertake a range of tasks required in destination marketing roles	High
Capable, flexible and work ready	Graduates of the course will feel confident to engage in constructive discussion with managers in the workplace and community on a wide range of critical and current tourism and marketing issues.	Medium
Responsible, ethical and engaged citizens	Graduates of the course will understand and be able to implement ethical decision making and understand the impact decisions have on the community.	Low

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2,K3 S1, S2, A2	Media release or brochure development	Individual	10-20%
K1,K2,K3,K4 S1, S2,S3,S4, A1,A2	Reports and Presentations	Reports and Presentation	30-50%
K1-K4, S2,S4 A2	Examination	Examination	40-60%

## Adopted Reference Style:

APA