

STUDY SUBJECT DESCRIPTION
TOURISM SERVICE MARKETING

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Management of Tourism Service	Compulsory	I	2 nd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
4 th	5 ECTS	LT, ENG, RU	Face - to - face, e-learning
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student will be able:		Interactive lectures; Discussions; Problem-based learning; Study of references; Analysis of case studies; Practical works; Individual and group work.	Assessment of practical assignments; Test; Examination.
LO 1	Able to describe the significance and usefulness of tourism services marketing in solving tourism business problems;		
LO 2	Knows the marketing complex of tourism services and its environment;		
LO 3	Able to segment the tourism services market and identify the target market;		
LO 4	Knows the factors that influence customer behavior;		
LO 5	Able to apply the principles of social responsibility and ethics in the use of marketing tools for tourism services;		
LO 6	Understands the importance of tourism services market research, types of information, data acquisition and processing methods to determine the business prospects;		
LO 7	Able to select the most important information, to systematize it, to solve a specific problem of a tourism company		
LO 8	Able to apply appropriate marketing tools for tourism services in practice;		
LO 9	Able to organize tourism services marketing activities;		
LO 10	Knows the consistency of marketing planning, strategy development and its components		
LO 11	Able to apply modern technologies in solving the problems of a tourism company		
LO 12	Able to select and apply appropriate means of information dissemination;		

LO13	Knows the content of the tourism service package and the principles of compiling it according to consumer segments;		
LO 14	Able to develop the marketing program for the tourism company;		
LO 15	Able to select the most important information, to systematize it, to solve a specific problem of a tourism company;		
LO 16	Knows the components of the communication process, the problems that arise;		
LO 17	Able to communicate and collaborate with clients, specialists in different fields;		
LO 18	Knows how to organize marketing activities; Able to act responsibly and make decisions.		
Prerequisites (these courses must have successfully completed before s/he can take this course)			
Psychology of Communication, Micro and Macroeconomics, Fundamentals of Tourism, Social Research and Statistical Data Analysis			
Course content			
1. The concept of tourism marketing services. 2. Tourism service marketing environment. 3. Tourism service marketing information and research. 4. Tourism service market, segmentation, target market. 5. Tourism service customers' behaviour, value to the consumer, satisfaction, loyalty. 6. Tourism service product, quality. Formation of service supply. 7. Tourism service pricing. 8. Location of the service company, availability of services by e-mail measures. 9. Tourism service marketing physical evidence. 10. Promotional measures, marketing communication strategy. Sale of services. 11. Tourism services marketing planning, strategies.			
Recommended or required reading and other learning resources/tools			
1. Bagdonienė L. (2015). Paslaugų marketingas ir vadyba: vadovėlis. Kaunas: Kauno technologijos universitetas. 2. Bowie D. and others. (2013). Hospitality Marketing: Principles and Practice. London; New York: Routledge. 3. Lovelock Ch.H., Vandermerwe S., Lewis B., Fernie S. (2016). Services Marketing. Edinburg Business School. 4. McDaniel C., Jr., Gates R. (2012). Marketing Research. John Wiley & Sons, Inc 5. Wilsom A. (2012). Marketing Research: an Integrated Approach. Harlow: Pearson. 6. Wirth J., Lovelock Ch. H. (2018). Essentials of Service Marketing. England: Pearson Education Limited			