

**Pohnpei Campus**  
**Division of Hospitality and Tourism**

**Course Outline**

**Hospitality Marketing**

Course Title

**HTM 230**

Division & Number

Associate Professor, Howard Rice

**Course Description:**

This is a semester length course designed to introduce students to all facets of hospitality and tourism marketing. This course introduces tourism and hospitality services marketing and application of tourism marketing skills to promote FSM and other hospitality businesses. Students will have the opportunity to learn about various tourism marketing models from around the world. Students will conduct marketing specific research. This research will be applied in the drafting of a comprehensive tourism or hospitality specific marketing plan. Students will have the opportunity to understand the functions and responsibilities of a hotel sales department and the interface this department has throughout the hospitality delivery system.

**Program Outcomes:**

- A. Students will learn travel and hospitality related marketing skills enabling them to seek employment within the hospitality and travel industry.
- B. Students will be able to participate in discussions about the tourism development challenges facing the Federated States of Micronesia enabling them to apply marketing solutions.
- C. Students will be able to identify the interdependent components of the international travel system and the role of marketing within it enabling them to effectively manage marketing from a systems perspective.
- D. Students will be able to identify and explain marketing specific terms enabling them to actively participate in tourism marketing development and implementation.
- E. Students will be able to conduct in tourism marketing specific research.

**Course Outcomes:**

(Measurable student learning outcomes.)

By the end of the HTM 230 course students will be able to:

- A. Identify the elements of a hospitality marketing system.
  1. {Core} be able to identify the key travel industry sectors including transportation types, sales types, lodging types, food and beverage types, attraction types and tourism authority types.
  2. {Core} be able to explain how marketing relates to the overall hospitality and travel industry.
  3. {Core} be able to explain the travel distribution system and how marketing fits into this system.
  4. {Core} be able to conduct marketing specific research and statistical data analysis in the formulation of a marketing plan.
  5. {Peripheral} be able to identify the major international tourism markets.

6. {Peripheral} be able to list the names of and identify the roles of international and regional tourism organizations.
- B. Explain the history and current status of international hospitality and tourism marketing.
1. {Core} be able to explain the general history of marketing development and the advent of hospitality and tourism marketing.
  2. {Core} be able to identify major historical milestones in the development of hospitality and tourism marketing.
  3. {Core} be able to forecast tourism and travel demand based on historical trends and use patterns and apply marketing strategies to affect demand levels.
  4. {Peripheral} be able to correlate differences and similarities between FSM marketing challenges and those of other world tourism destinations.
  5. {Optional} be able to identify future travel and tourism marketing trends.
- C. Describe the role of national and state tourism authorities.
1. {Core} be able to explain the purposes of national and state tourism authorities.
  2. {Core} be able to explain the roles of national and state tourism authorities in the formulation, implementation and control of tourism policies.
  3. {Core} be able to identify employment opportunities within national and state tourism authorities.
  4. {Peripheral} be able to explain the role of legislation in the development of tourism development policy.
- D. Learn skills necessary to participate in tourism research, data collection, analysis and drafting of a marketing plan.
1. {Core} be able to correctly perform tourism related research.
  2. {Core} be able to interpret, analyze and communicate tourism and travel related primary and secondary research.
  3. {Core} be able to identify methods of conducting primary travel and tourism research.
  4. {Core} be able to identify sources of secondary travel and tourism research materials and data.
  5. {Core} be able to organize, develop, author a tourism and or hospitality marketing plan.
- E. Value sustainable tourism development as a philosophical approach to creating a more prosperous future and market the philosophy as primary to the FSM travel experience.
1. {Core} be able to identify small island developing states and other nations where sustainable tourism development has been successfully marketed
  2. {Core} be able to identify small island developing states where sustainable tourism development marketing strategies are being utilized.
  3. {Core} be able to explain methods of marketing the unique FSM tourism products and services so as to attract tourists seeking sustainable venues.
  4. {Core} be able to express how a more prosperous and acceptable future can be gained through adoption of sustainable tourism development practices.

**Instructional Intent:**

Students will have the opportunity to master skills involved in tourism and hospitality marketing from many perspectives (both negative and positive), which should lead to logical conclusions regarding a marketable yet sustainable future for the FSM.

**Definitions and parameters used in this outline:**

- A. Core- Refers to an outcome that must be attained in order for a student to pass this course.
- B. Peripheral- Refers to an outcome that should be attained but is not required for a student to pass this course.
- C. Optional- Refers to an outcome, which may be optionally covered by the instructor as a tool for illustrative purposes but is not required for a student to pass this course.

**Textbook:**

Hospitality and Travel Marketing, Alastair M. Morrison, ITP Press.

**Methods of Instruction:**

Lecture, research and planning project, internet research exercises, field trips to visitors bureaus..

**Attendance:**

As per the COM-FSM General Catalog attendance policy description.

**Evaluation:**

As per the COM-FSM General Catalog Academic Regulations, Course Grading System.