
NRRT372 TOURISM PROMOTION

COURSE SYLLABUS (TENTATIVE)

INSTRUCTOR INFORMATION

Instructor: Lina Xiong (Dr. Bear)

Phone: (970) 4915694

Email: lina.xiong@colostate.edu

Class time: 2 – 3:15pm, Tuesdays and Thursdays

Location: Molecular Radiological Biosci (MRB) 123

The instructor will reply to students' inquiries within 48 business hours.

Office hours: Online through ZOOM, available and flexible upon requests.

Teach Assistant: Kelsey Yuan (Kexin.Yuan@colostate.edu)

COURSE PREREQUISITES AND CORE REQUISITES

NRRT 270 Principles of Natural Resource Tourism, and a strong passion for tourism and marketing.

CANVAS

For all of your courses, you will be using a Learning Management System called Canvas. CSU has many [resources for students](#) who are new to Canvas.

Access to your courses on Canvas opens up the Friday before the start of the course.

To access your courses on Canvas, click [here](#).

*CSU also has a [Canvas Orientation Course](#) that is helpful for students who have never used Canvas before and it is strongly encouraged that all new students complete this orientation prior to starting their first course. You do not need to enroll in the orientation course or have an active NetID to complete the orientation course.

Regarding the use of AI programs such as chatGPT – Technologies are already a part of our lives. I am not opposed to using AI programs to generate initial ideas and check your writing. However, directly using content generated by AI is cheating (unless the instructor specifically asks for it) and will be treated as cheating based on CSU policies. Remember, AI generated content can be misleading, inaccurate, and negatively affects your own learning outcomes.

COURSE DESCRIPTION

Marketing is beyond simply selling a product. Future leaders in the tourism industry should have a deep understanding of how to market the intangible, perishable, variable, and inseparable tourism products effectively. This course will address the forces that drive change in the tourism marketplace; and how marketing managers can most effectively position their services, destinations and products, through a system approach, in order to capture today's traveler. This course will introduce basic concepts and skills in tourism marketing examined through problems and characteristics specific to the tourism industry. This course is application-oriented with many real-life examples. Marketing planning and promotional techniques available to resorts, hotels,

restaurants, destinations, airlines, cruise companies, and natural resource-based tourism organizations such as backcountry outfitters, ski operations, rafting companies, and ice-cream shops on the way to mountains!

COURSE OBJECTIVES

Upon successful completion of this course, you will be able to:

- Explain the uniqueness of marketing for hospitality and tourism products.
- Develop an understanding of the market forces that drive tourism demand.
- Master the concepts of Segmentation, Targeting, and Positioning (STP) in analyzing tourism markets.
- Comprehend and apply Product, Price, Promotion, and Place (4Ps) in tourism marketing.
- Apply STP and 4Ps to interpret everyday tourism marketing cases
- Integrate modern technologies and trends (chatGPT, VR, social media) in tourism promotions.

TEXTBOOK

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016). Marketing for hospitality and tourism (7th edition).

Publisher: Pearson

ISBN-10: 0134151925

ISBN-13: 9780134151922

Note: there are many previous versions of this textbook, which are fine to use (try to get newer versions). You can rent the textbook, online version or hardcopies too.

OTHER REQUIRED OR SUPPLEMENTAL MATERIALS

Based on the topics of each module, additional learning materials including academic and industry journal articles as well as videos may be provided. You should be able to access these materials online through eReserve or Canvas directly.

CLASS SETUP

Marketing is a highly relevant topic to our daily lives. I expect students to actively observe everyday business activities and share their insights from a marketing perspective. Therefore, there a variety of instructional methods used in this course, including lectures, guest lectures from subject experts, discussions, group work, and experience-based activities. In general, the Tuesday class is for new content of the week, and the Thursday class is for applications and reviews. This can be changed if there are exams or guest lectures scheduled. Please use the course schedule for details. Weekly topics and activities are listed in the course schedule. Please come prepared for each class.

Content for this course is organized into weekly modules (some modules may take more than one week). There are 13 modules in this class. Modules are organized in a sequential order, and should be completed as such. Make sure that all assigned tasks and readings are completed prior to moving on to the next module.

PARTICIPATION EXPECTATIONS

This is an undergraduate level course that examines a range of theoretical concepts and practical examples of marketing within a tourism and natural resource context. We share responsibility for making the course successful. With the business orientation, there are high expectations regarding the professionalism and quality of the work presented as well as meeting assessment deadlines. It will also be necessary to take the time to allow for critical thinking and analysis of concepts and issues presented in order to obtain a high grade.

COURSE SCHEDULE

There is a tentative course schedule that corresponds to this syllabus. In the course schedule, you'll find modules the instructor plans to cover in each week, module topics and materials, as well as assignments/exams. The purpose of the tentative schedule is to help students better plan their study time. There might be schedule change along the semester. The instructor will do the best job to keep students informed. Announcements on Canvas is the best way for the instructor to notify students of any changes, please do read them.

EMAIL ETIQUETTE

To ensure efficient and effective communication, please note the following points when emailing instructors (in any classes):

- Please address the instructor properly
- Include your information (name, course number/name/section). This is important because the instructor often teach multiple classes at the same time and there are many students under the same names (I once had three Nicks in my class)
- Check your spelling before sending, write in a professional and clear manner
- Include a formal closing, such as your name (I recommend you set up a formal signature in your colostate email account)

GRADING

As a student enrolled in this course, one of your responsibilities is to submit course work by the due dates listed in the course website. Grading will be provided within one week of the due date. If, however, due to unforeseeable circumstances, the grading of your work takes longer than one week, the instructor will keep you informed of the progress and make every effort to return your work with feedback.

ASSIGNMENT*	GRADE POINTS	GRADE PERCENTAGE	FORM
1 Syllabus quiz @ 20 points	20	2.5%	Individual
Class participation/discussion	80	10%	Individual
<i>Practice quizzes @ 10 points each (mandatory)</i>	n/a	0%	Individual
4 Exams @ 100 points each	400	50%	Individual

ASSIGNMENT*	GRADE POINTS	GRADE PERCENTAGE	FORM
10 Graded Marketing exercise @ 30 points each	300	37.5%	Group
Total:	800	100 %	

*Keep a copy of all work created for the course, including work submitted through Canvas.

GRADE DESCRIPTION

96-100% = A+
92-95% = A
89-91%=A-
85-88% = B+
82-84% = B
79-81%=B-
75-78% = C+
70-74% = C
65-69% = D+
60-64% = D
0-59% = F

ASSIGNMENT DETAILS

SYLLABUS QUIZ – INDIVIDUAL – (20 POINTS) INDIVIDUAL BASED

Very often, students ask questions that can be easily answered through reading the course syllabus carefully. To save both students' and the instructor's time, students are required to take a syllabus quiz with a few questions regarding the course syllabus in the first week of class. There is no time limit or attempt limit to this online quiz, meaning that a student can take as long as he/she needs and take the same quiz as many times as he/she wants by due date. This quiz is worth 20 points and the instructor will use the highest score towards students' final grade. This quiz is due Sunday midnight in the first week.

CLASS PARTICIPATION/DISCUSSION – (80 POINTS) INDIVIDUAL BASED

In this course, students will earn several points in each week for attendance (30 points) and active participation (50 points), for a total of 80 points. Active participation also includes answering questions when prompt and working with groups in activities and discussions. Students will lose participation points by inappropriate class behaviors including browsing the Internet, checking emails, texting, disturbing other students, etc.

Each student will have two attendance "freebies", meaning that each student can choose to miss two classes without penalties (remember you can't miss your online exams). However, as this class emphasizes interaction and discussion, it is strongly recommended that students attend all class sessions. Please only use these freebies for emergencies and uncontrollable circumstances.

Note, in week 8, module 6, Tuesday, we'll have student groups to do a few presentations on topics of technology and tourism promotion. The topics include VR/AR/XR, AI, social media (more to add). We'll assign the topic through a random drawing. Each group will have 10 minutes to present in class. Please use slides (up to ten slides). Talk about the technology, how it has been used in tourism promotions through real life examples, and discuss the skills/knowledge needed for today's tourism students to use this technology in future jobs. This is a great opportunity to earn participation points. We'll assign this in Week 7.

PRACTICE QUIZZES – INDIVIDUAL BASED (NOT COUNTED TOWARD FINAL GRADES BUT MANDATORY)

There are several practice quizzes in this course. *They are not counted toward your final grade, but are mandatory.* Each student needs to achieve at least 70 percent in each quiz (7 points out of 10) to move on to next. Students won't be able to start a new module if this assignment is not completed in the previous module. Each quiz has a focused textbook chapter (see course schedule). They are all open-book online quizzes. There are 5-10 multiple choice and true/false questions in each quiz. Questions are randomly drawn from a quiz pool in Canvas. Students will have unlimited attempts for each quiz. Students will receive different questions in each attempt. There is no time limit.

Why do we have these practice quizzes? The purpose of these quizzes is to provide you with an efficient tool to check your learning outcome. Many times, there is a gap between “what you actually know” and “what you think you know”. In addition, a majority of the exam questions (multiple-choice and T/F questions) will be drawn from these quiz questions. These practice quizzes also serve as a preparation tool for you.

EXAMS – INDIVIDUAL (400 POINTS TOTAL) – INDIVIDUAL BASED

Due on Fridays!!

There are four exams in this course. Each exam will cover three modules of content. Each exam is worth 100 points and set to be 90 minutes. All exams are online, open-book, but in a *locked browser*. Only one attempt is allowed. In each exam, there are 30-40 questions, including multiple-choice, true/false questions, short-answer, and/or essay questions. Most of the multiple-choice, true/false questions are directly drawn from practice module quizzes. Exam dates are listed in the course schedule. You don't need to come to the classroom during exam days.

The exams are set up with a locked browser. You will have until **Friday** of that week at midnight to complete the exam. The exam will be made available from Tuesday 8am to Friday midnight. However, you will have just 90 minutes to complete the exam online. Once you start the test, the time begins. After the time elapses (90 minutes), your test will no longer be available to you. Once you start the test, you must complete it. You will not be able to log out of the test and return to it later. So, **DO NOT** start the test until you are prepared to finish it, and **DO NOT** start the test so late on Friday night.

MARKETING EXERCISE (300 POINTS TOTAL) – GROUP BASED

Throughout the semester, students will work with their same groups to complete these assignments. You'll build your own groups and sign up by yourself on Canvas in the first week of class. 3-4 students per group. It's your group's decision how to divide the load but please do have a final check before submission. Only one submission is needed from each group for assignment through Canvas. Group members will get the same grade. Please sit with your group in every class.

Note, the first Marketing exercise is not graded. The purpose of the first Marketing exercise is to practice and get familiar with your group members. I'll also provide feedback to show the expectations. You still need to submit it on Canvas. When you submit the assignment on Canvas, please include your group information (e.g., group name, members). The due date is the corresponding Sunday midnight. Essentially, you will be writing a report/essay for each marketing exercise. Each report/essay needs to be around 800-1000 words (about two pages in a word document, font: Times New Roman, Size: 12, spacing: 1.5). Plagiarism check is automatic in Canvas. *Late submissions are subjected to 20 percent grade deduction.*

There are always two-three options in each Marketing exercise and you only need to pick **one** option of your choice each time. The options include each corresponding textbook chapter's experiential exercises, internet exercises, and others. For option 1, please pick any two questions from the prompt. For option 2, please answer all questions. Please see the Marketing exercise options below:

Week # module #	Marketing exercise options
Week 1 module 1	<ol style="list-style-type: none"> 1. Textbook Chapter 1 experiential exercises and internet exercises (pick any two questions) 2. Tour de fat (Discuss the relationship between this event and tourism marketing in Fort Collins, such as the economic impact, marketing campaigns by local businesses, participant profiles)
Week 2 module 2	<ol style="list-style-type: none"> 1. Textbook Chapter 2 experiential exercises and internet exercises (pick any two questions) 2. Discuss how the service recovery story (Youtube video: The Best Service Recovery Story... Ever! on Canvas) reveal the characteristics of service products, why did the recovery work, and how do other service providers with limited budgets achieve similar service quality.
Week 3 module 3	<ol style="list-style-type: none"> 1. Textbook Chapter 10 experiential exercises and internet exercises (pick any two questions) 2. Textbook Case 14 Grand Targhee (answer all questions)
Week 5 module 4a	<ol style="list-style-type: none"> 1. Textbook Chapter 6 experiential exercises and internet exercises (pick any two questions) 2. Textbook case 13 Hawaiian sights (answer all questions)
Week 6 module 5	<ol style="list-style-type: none"> 1. Textbook Chapter 5 experiential exercises and internet exercises (pick any two questions) 2. Textbook case 10: the Australian tourist commission (answer all questions)
Week 7 module 6	<ol style="list-style-type: none"> 1. Textbook Chapter 4 experiential exercises and internet exercises (pick any two questions)

	2. Read about chatGPT , learn what it can do, and discuss how chatGPT can affect tourism jobs (use 2-3 typical tourism jobs like guides, travel agents, front desk agents, for examples). Discuss how tourism students today can better prepare for it. Next, ask chatGPT to generate an answer to this question. Provide the chatGPT answer, and then compare your answer and the chatGPT answer to do a discussion.
Weekly 9 module 7	1. Textbook Chapter 8 experiential exercises and internet exercises (pick any two questions) 2. Textbook case 25, Boulder Creek (answer all questions)
Week 10 module 8	1. Textbook Chapter 9 experiential exercises and internet exercises (pick any two questions) 2. Write an essay on the guest lecture topic, and discuss how to apply the insights in adventure tourism promotions (e.g., rafting companies, ski resorts)
Week 11 module 9	1. Textbook Chapter 11 experiential exercises and internet exercises (pick any two questions) 2. Textbook case 3 Southwest Airlines: Waging war in Philly (answer all questions)
Week 13 module 11	1. Textbook Chapter 13 experiential exercises and internet exercises (pick any two questions) 2. Textbook case 16 the Bleeding Heart Restaurant (answer all questions) plus discuss how it compares to the Social bar in Fort Collins 3. Review a campus event happening during this time, describe the event (purpose and target markets), discuss the likely promotion mix behind, and evaluate the effectiveness of this event's promotion.
Week 15 module 12	1. Textbook Chapter 18 experiential exercises and internet exercises (pick any two questions) 2. Draft an essential marketing plan for a local business in year 2024. It needs to include STP (i.e., detail the market segment you want to focus) and 4Ps.

Grading rubric for marketing exercises

Criteria	Below Expectations	Proficient	Exemplary
Ability to identify and include relevant content	Content provided does not relate to the relevant topic areas.	Content provided mostly relates to the relevant topic area, but it is not used in the appropriate sections.	All provided content is highly related to the relevant topic area and used in the appropriate sections.
Ability to be clear, concise, and coherent	Answers provided are not clear and/or concise. There is a lack of coherence between the questions.	Answers provided are somewhat clear and/or concise. There is some	Answers provided are clear and concise and links are used to draw

		coherence between the questions	links between relevant questions.
Demonstrated understanding of logistics required to answer case questions	Limited ability by student to explain logistics required to answer case questions.	The student is mostly able to explain the logistics required to answer case questions.	The student is able to clearly explain the logistics required to answer case questions.
Justification of conclusion	The rationale behind conclusion made is not clear and/or insufficient.	The rationale behind conclusion is sometimes made clear.	The rationale behind conclusion is consistently clear.
Mechanics of writing	Poor spelling and grammar. Use of language inappropriate for the recommended audience.	Few errors in spelling and grammar. Use of language is sometimes inappropriate for the recommended audience.	Submissions are grammatically correct with rare misspellings. Use of language is appropriate for the recommended audience.

ACADEMIC INTEGRITY POLICY

This course will adhere to the CSU Academic Integrity Policy as found in the General Catalog, the [Graduate and Professional Bulletin](#), and the [Student Conduct Code](#). Academic integrity is conceptualized as doing and taking credit for one's own work. Violations of the university's academic integrity standards include, but are not limited to:

- Cheating—includes using unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member.
- Plagiarism—includes the copying of language, structure, ideas, or thoughts of another, and representing them as one's own without proper acknowledgment.
- Unauthorized Possession or Disposition of Academic Materials—includes the unauthorized selling or purchasing of examinations or other academic work; stealing another student's work; unauthorized entry to or use of material in a computer file; and using information from or possessing exams that an instructor did not authorize for release to students.
- Falsification—includes any untruth, either verbal or written, in one's academic work.
- Facilitation—includes knowingly assisting another to commit an act of academic misconduct.

At a minimum, violations will result in a grading penalty in this course and a report to the Office of Conflict Resolution and Student Conduct Services.