



**MASTER/MBA IN HOSPITALITY EVENTS AND  
DESTINATION MANAGEMENT PROGRAM**

**Strategic marketing management for tourism and  
hospitality services:**

*Leading the battle for brand leadership*

**October 12 to October 23, 2009**

Prof Dr. Michel Langlois  
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**1. COURSE OBJECTIVES**

- a) Be able to complete a winning marketing plan in the service sector
- b) Learn the service marketing terminology
- c) Understand the role of marketing management in the service sector;
- d) Learn the techniques and be able to identify the business opportunity, the art of designing and merchandise a competitive experience;

## 2. READINGS

*Kotler, Bowen et Makers , **Marketing for hospitality and tourism**. Third edition Prentice Hall 2003*

*Lovelock Christopher, Wirtz Jochen, **Services Marketing**, Sixth edition. Pearson Prentice Hall 2007*

*Aaker, D., **Strategic Market Management**, Wiley, 2001, Sixth Edition.*

## 3. EVALUATION

- **Project :** 50%
  - **Final exam:** 50%
- 100%

## 4. CLASSROOM SESSIONS

### S U M M A R Y

<b>Introduction</b>	<b>The Marketing plan</b>
Module 1	Shifting from the service economy to the experience economy : The marketing plan
<b>Part one</b>	<b>Defining the business opportunity</b>
Module 2	Assessing the business opportunity: Environment, market and competition
<b>Part two</b>	<b>Designing and positioning the experience</b>
Module 3	Anchoring objectives and business strategies
Module 4	Asserting the competitive edge : Designing and positioning
Module 5	Workshop on experience design
<b>Part three</b>	<b>Merchandising the experience</b>
Module 6	Accessing the market
Module 7	Activating sales and transactions
Module 8	Animating and entertaining
Module 9	Anchoring loyalty
Module 10	Allocating resources

### C A L E N D E R

#### MODULE

1	October 12	AM	
2	October 13	AM	
3	October 14	AM	
4	October 15	AM	
5	October 16	AM/PM	
6	October 19	AM	
7	October 20	AM	
8	October 21	AM	
9-10	October 21	AM	
	October 22/23	AM	Presentations

## 5. PROGRAM DETAILS AND SUGGESTED READINGS:

### INTRODUCTION: THE MARKETING PLAN

#### Module 1: Shifting from the service economy to the experience economy:

##### The marketing plan

- a) What is marketing ?
- b) The new markets;
- c) The new experience economy;
- d) The nature of service
- f) Experiential marketing;
- g) Shifting from 4 P's to 8 A's : A more dynamic approach to service marketing;
- h) The experiential marketing plan: The steps.

KBM, chap. 1, 2, 19

Aaker, D. chap. 1 et 2

Lovelock Wirtz Lapert chap. 1

### PART ONE:

#### Defining the business opportunity

#### Module 2: Assessing the business opportunity: Environment, market and competition

- a) Defining the business;
- b) The environmental factors
- c) Analysing the markets;
- d) Segmentation and positioning;
- e) Marketing information management.
- f) Customer behavior and decision process;
- g) Internal analysis
- h) Defining the business opportunity :

KBM, chap.4, 5, 6 et 7

Aaker, A., chap. 3, 4, 5, 6 et 7

Lovelock Wirtz chap. 2

## **PART TWO:**

### **Module 3: Anchoring objectives and defining business strategies**

- a) Defining objectives;
- b) Business strategies;
- c) Intensive growth strategies;
- d) Integrative growth strategies;
- e) Merchandising strategies.

KBM : chap. 3

Aaker, A., chap. 12, 13, 14, 15

### **Designing and positioning the experience**

#### **Module 4: Asserting the competitive edge: Designing and positioning**

- a) The art of Experitecture
- b) Defining the concept of the experience
- c) Designing the experience process
- d) Designing for experiential quality
- e) Pricing to support the strategy

KBM : chap. 8, 9, 11 et 12

Aaker : chap. 8, 9, 10 et 11

Lovelock Wirtz chap. 3 to 10

#### **Module 5: Workshop**

## **PART THREE:**

### **Merchandising the experience**

#### **Module 6: Accessing the market**

- a) Psychological access : communicating the positioning
- b) Mediatic access : private and public media
- c) Physical access : Distribution and physical access

KBM, chap 13. 14 et 16

Lovelock Wirtz chap. 4

## **Module 7: Activating sales and transactions**

- a) External promotion
- b) Point of service promotion
- c) Internal and external sales management
- d) Yield management

KBM, chap. 15 et 17

Lovelock Wirtz chap. 12

## **Module 8: Animating and entertaining**

- a) Entertaining and animating customers;
- b) Entertaining and animating employees;
- c) Entertaining and animating distributors;

KBM, chap. 10

Lovelock Wirtz chap. 11

## **Module 9-10 : Anchoring loyalty and Allocating resources**

- a) From customer to owner : Building loyalty
- b) Ressources allocation.

KBM, chap. 18

Lovelock Wirtz chap. 12, 13

## **PRESENTATIONS**

## **FINAL EXAM**

## 6. BIBLIOGRAPHY

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Ries, A. & Trout, J., ***Positioning : The Battle for your mind***, Mc graw Hill 2000

Ford Robert C, Heaton Cherill P «**Managing the guest experience in hospitality**»  
Delmar Thompson learning, Albany NY, 2000

Lovelock Christopher, Wirtz Jochen «**Services marketing: people, technology, strategy**»  
Pearson Prentice Hall, Upper Saddle River, New Jersey, 2004

Schmitt Bernd H, «**Customer Experience Management** »John Wiley & Sons,  
Hoboken, New Jersey, 2003

Schmitt Bernd H, Rogers David L, Vrotsoss Karen «**There's no business that's not show  
business**» Prentice Hall, Upper Saddle River, New Jersey, 2004

Pine, Joseph, Gilmore H. James ***The experience Economy, HBS Press 1999.***

Schmitt, Bernd, ***Experiential Marketing***, Free Press, 1999.

### ARTICLES

#### EXPERIENCE ECONOMY AND POSITIONING

Pine II Joseph, Gilmore James H. «**Welcome to the experience economy**» *Harvard Business Review*. July-august 1998

Dubé Laurette, Renaghan M. «**Creating visible customer value**» *Cornell hotel and restaurant administration quarterly*. February 2000.

Etchtner Charlotte M, Ritchie Brent J. R. «**The measurement of destination image: An  
empirical assessment**»*Journal of travel research*, Spring 1993

Palmer Adrian, Mc Cole Patrick. «**The role of electronic commerce in creating virtual  
tourism destination marketing organisations**» *International journal of contemporary hospitality  
management*. 2000

#### RELIABILITY MANAGEMENT

Py Pierre «**Les pouvoirs publics face à la gestion des risques touristiques**» *Espaces*, novembre  
2002.

Buy Sylvie, «**Les conflits locaux souvent méconnus se multiplient**». *Géo* No 281 juillet  
2002

Simon S.M.Ho and Victor T.F. «*Customer's Risk Perceptions of Electronic payment systems*». *Ng- International Journal of Bank Marketing* vol.2 no.8, 1994 pgs 26-38

Tourist Health and Safety Travel & Tourism Analyst, October 2002 «*Tourist Well Being: A Framework to Understand Tourist Health and Safety Issues* ».

Ruth M.W. Yeung and Joe Morris- Cranfield University, Silsoe, Bedfordshire, UK «*Food Safety Risk: Consumer Perception and Purchase Behaviour*». *British Food Journal* Vol. 103, No3, 2001 pgs 170-186

### ACCESSIBILITY MANAGEMENT

Adrian Palmer and Patrick McCole «*The role of Electronic Commerce In Creating Tourism Destination Marketing Organisations*» -*International Journal Of Contemporary Hospitality Management* -Bradford 2000 vol. 12 Iss. 3 pgs 198-204

Clive Wynne, Pierre Berthon, Leyland Pitt, Micheal Ewing and Julie Napoli «*The Impact of the Internet on Distribution Value Chain: The case of South Africa tourism Industry*»-*International Marketing Review* vol.18 No4, 2001 pgs 420-431

Taylor Shirley. Waiting for service: «*The relationship between delays and evaluation of service*» *Journal of marketing*, April 1994

Hornik Jacob, «*Subjective vs objective time measures: A note on the perception of time in consumer behavior*». *Journal of consumer research*. June 1984.

Sarel Dan, Marmorstein Howard. «*Managing the delayed service encounter: the role of employee action and customer prior experience*» *The Journal of services marketing*. Vol 12 issue 3. 1998.

Shirley Taylor «*Waiting for Service: The Relationship between Delays and Evaluations of Service* » *Journal of Marketing* Avril 1994.

Allison B. and Ann Sloan Devlin «*Perceived Quality of Care: The Influence of The Waiting Room Environment*» *Journal of Environment Psychology* 2002. vol 22 pgs 345-360

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Xiande, Zhao, R.S.M. Lau et Kokin, Lam «*Optimizing the service configuration with a least total cost approach*». *International journal of service industry management*. Bradford.2002.vol13.p.348

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### GESTION DU DIVERTISSEMENT

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Terry Stevens *« Attractions: The Future of Visitor Attractions»* *Travel & Tourism Analyst* No 1 2000

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Nam-Su, Kim et Laurence Chalip *« Why travel to the FIFA World cup? Effects on motives, background, interest and constraints »* *Tourism Management*.2003

Dogan, Gursoy, Kyungmi Kim et Muzaffer Uysal *« Perceived impact of festivals and special events by organizers : an extension and validation »* *Tourism Management*.2004

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Richard F.Yalch, University of Washington and Eric Spangenberg, Washington States University- «*Using Store Music For Retail Zoning: A Field Experiment* »- *advances in Consumer Research* Volume 20,1993 pages 632-636

Nicolas Guéguen and Nathalie LÉPY -Université de Bretagne Sud -IUT de Vannes- «*L'Influence d'Une Marque d'Attente Téléphonique sur la Perception Temporelle*»

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