

UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Trženje v turizmu
<b>Course title:</b>	Marketing for Hospitality and Tourism

Študijski program in stopnja <i>Study programme and level</i>	Študijska smer <i>Study field</i>	Letnik <i>Academic year</i>	Semester <i>Semester</i>
Menedžment kakovosti Podiplomski (druga)	Program nima smeri	2.	3.
Quality Management Graduate-Master (second)	The program has no study fields	2.	3.

<b>Vrsta predmeta / Course type:</b>	Izbirni	Elective
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<b>Univerzitetna koda predmeta / University course code:</b>	021028-01
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Predavanja <i>Lectures</i>	Seminar <i>Seminar</i>	Sem. vaje <i>Tutorial</i>	Lab. vaje <i>Laboratory work</i>	Teren. vaje <i>Field work</i>	Samost. delo <i>Individ. work</i>	ECTS
30	-	30	-	-	120	6

<b>Nosilec predmeta / Lecturer:</b>	izr. prof. dr. Robert Vodopivec	Robert Vodopivec, PhD Associate Professor
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<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	<b>Vaje / Tutorial:</b>
	Slovenski, angleški	Slovenski, angleški
	Slovenian, English	Slovenian, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

- Vpis v 2. letnik študija.
- Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati empirično seminarsko nalogo.

**Prerequisites:**

- Enrolment in the second year of study.
- The student must prepare and defend an empirical seminar paper as a prerequisite for the final exam.

**Vsebina:**

1. Uvodne teoretične opredelitve trženja storitev in vloga trženja gostiteljstva in turizma v sodobni družbi.
2. Vloga strateškega trženjskega načrtovanja v organizaciji.
3. CRM, zadovoljevanje kupčevih potreb in ustvarjanje lojalnosti.
4. Značilnosti storitev trženja gostiteljstva in turizma.
5. Trženjsko upravljanje in oblikovanje strategij storitvenih podjetij; diferenciacija, kakovost storitev.
6. Značilnosti mikro in makro trženjskega okolja v razmerah staranja prebivalstva in varovanja okolja.
7. Trženjski informacijski sistem.
8. Značilnosti trgov trženja gostiteljstva in turizma.
9. Vedenje potrošnikov; socialni, kulturni in osebnostni

**Content (Syllabus outline):**

1. Preliminary theoretical definitions of marketing services and the role of hospitality and tourism in contemporary society.
2. The role of strategic market planning in an organization.
3. CRM, satisfying customer needs and creating loyalty.
4. Characteristics of service marketing and tourism.
5. Marketing management and creating strategies of service companies, differentiation, quality of service.
6. Characteristics of micro and macro marketing environments with regards to population aging and environmental protection.
7. Marketing information system.
8. Market characteristics of marketing hospitality and

- dejavniki.
10. Nakupni proces posameznika in organizacij.
  11. Segmentiranje, vrednotenje posameznih tržnih segmentov, izbor in pozicioniranje.
  12. Oblikovanje trženjskega produkta njegov razvoj, oblikovanje cen.
  13. Upravljanje s trženjskimi napori in organizacija trženjskega odelka.
  14. Izbor in edukacija in upravljanje trženjskega osebja.
  15. Globalizacija poslovanja v turizmu in vpliv na razvoj trženja gostiteljstva in turizma.
  16. Investicije in strateški razvoj destinacij.
  17. Segmentiraje trga turističnih storitev in njegove specifičnosti.
  18. Trženje turističnih destinacij-Destination Marketing.
  19. Elektronsko trženje.
  20. Značilnosti komuniciranja trženja gostiteljstva in turizma.
  21. Organiziranje in upravljanje trženja gostiteljstva in turizma.

- tourism.
9. Consumer behaviour; social, cultural and personal factors.
  10. Purchasing process of individuals and organizations.
  11. Segmentation, evaluation of individual market segments, selection and positioning.
  12. Creating marketing products, its development, pricing.
  13. Managing marketing efforts and market department organization.
  14. Selecting, educating, and managing marketing staff.
  15. Globalization of tourism business and its influence on the development of tourism and hospitality.
  16. Investments and strategic development of destinations.
  17. Market segmentation of tourist services and its specificity.
  18. Marketing of tourist destinations – destination marketing.
  19. E-marketing.
  20. Characteristics of marketing and hospitality communication.
  21. Organizing and managing marketing hospitality and tourism.

#### Temeljna literatura in viri / *Readings*

##### Obvezna literature / *Required reading(s)*:

- Philip Kotler, John T. Bowen, James C. Makens: Marketing for Hospitality and Tourism (2010): 5th Edition, ISBN 978-0-13-504559-6, Prentice Hall.

##### Dodatna – dopolnilna / *Recommended reading(s)*:

- VODOPIVEC, Robert. (2012): Influence of political globalization and global crisis on traditional marketing management theory and practice: service sector in terms of changing environment. *Procedia - social and behavioral sciences*. [Online ed.], 2012, vol. 44, str. 330-340.  
<http://www.sciencedirect.com/science/article/pii/S1877042812011573>
- Bunc, M. (2007). *Globalni integrirani marketing : področje tržnega plasmaja*. Ljubljana: DZS.
- VODOPIVEC, R. (2011). Evolution of traditional trade calculus managerialism: after economic and political globalisation. V: ŽUBOROVA, Viera (ur.), IANCU, Diana Camelia (ur.), PINTERIČ, Uroš (ur.). *Social responsibility in 21st century*. Ljubljana: Vega.
- Hrastelj, M., & Makovec Brenčič, T. (2003). *Mednarodno trženje*. Ljubljana: Gospodarski vestnik založba.
- Bobek, V. (2002). *Doktrine in instrumenti mednarodne menjave*. Maribor: Ekonomsko poslovna fakulteta.
- Zupančič, V., & Vodopivec, R. (2003). *Osnove trženja, Praktikum*. Piran: Visoka šola za podjetništvo.
- Zupančič, V., Vodopivec, R., & Krevel, I. (2003). *Osnove trženja*. Piran: Visoka šola za podjetništvo.
- Tekoče spremljanje člankov in razprav s področja globalnega trženja.

**Cilji in kompetence:**

**Objectives and competences:**

<ul style="list-style-type: none"> <li>– Razumevanje in upoštevanje raznolikosti globalnega okolja pri organizaciji, izvajanju in nenehnem izboljševanju celovite kakovosti in poslovne odličnosti.</li> <li>– Usposobljenost za prepoznavanje potreb po spremembah in uvajanju le teh.</li> <li>– Koherentno obvladovanje temeljnega znanja, sposobnost povezovanja znanja z različnih področij na katerih temelji trženje v turizmu.</li> <li>– Razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji.</li> <li>– Sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine.</li> <li>– Poznavanje profesionalne etike, pravne zakonodaje, priznavanje in spoštovanje moralnih in etičnih načel in vrednot ter njihova uporaba pri delu.</li> <li>– Internalizacija temeljnih gradnikov sodobne paradigme kakovosti in odličnosti.</li> <li>– Sposobnost osredotočenja na potrebe trenutnih in potencialnih odjemalcev proizvodov in storitve z namenom povečevanja njihove zvestobe.</li> <li>– Zmožnost razvijanja vzajemno koristnih odnosov s partnerji, temelječih na zaupanju, izmenjavi znanja in integraciji.</li> <li>– Razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba pri reševanju problemov s področja trženje v turizmu.</li> <li>– Poglobljeno poznavanje in razumevanje organizacij in procesov v sodobnem poslovnem okolju.</li> <li>– Obvladovanje izbranih pristopov, modelov in orodij na področju trženja v turizmu.</li> </ul>	<ul style="list-style-type: none"> <li>– Understanding and respecting the diversity of the global organizational environment, implementation and continuous improvement of overall quality and business excellence.</li> <li>– Skills to identify needs for change and its application. Using methodological tools, i.e., implementation, coordination, and organization of research, using various research methods and techniques.</li> <li>– Coherent management of fundamental skills, the ability to integrate knowledge from various fields that are based on marketing in tourism.</li> <li>– The development of communication skills and abilities to communicate with different environments.</li> <li>– Ability for teamwork, i.e., willingness to collaborate and cooperate, respecting the opinions of others and completing the designated task within the team and group.</li> <li>– Knowledge of professional ethics, laws, recognition, and respect for moral and ethical values and principles to their application at work.</li> <li>– Internalising the fundamental building blocks of contemporary paradigms of quality and excellence.</li> <li>– Ability to focus on the needs of current and potential consumers, products, and services to increase loyalty.</li> <li>– The capability to develop a mutually beneficial relationship with partners based on trust, knowledge sharing, and integration.</li> <li>– Understanding and the application of critical analysis methods and development of theories and their applications in problem-solving in the area of marketing in tourism.</li> <li>– In-depth knowledge and understanding of organizations and processes in the contemporary business environment.</li> <li>– The application of selected approaches, models and tools in the field of marketing in tourism.</li> </ul>
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**Predvideni študijski rezultati:**

<p>Študent/študentka:</p> <ul style="list-style-type: none"> <li>– Pozna in razume pomen trženja v turizmu.</li> <li>– Pozna in razume vlogo trženja v turizmu v poslovnih odnosih.</li> <li>– Razume interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost in učinkovitost organizacije.</li> <li>– Pozna in uporablja pristope, modele in orodja organizacijske prakse s področja trženja v turizmu.</li> <li>– Uporablja osnovna znanja in veščine s področja trženja v turizmu.</li> <li>– Reflektira in kritično ovrednoti različne izkušnje iz področja trženja v turizmu.</li> <li>– Proaktivno in kritično spremlja in reflektira aktualno dogajanje na področju trženja v turizmu.</li> <li>– V povezavi z drugimi predmeti pozna, razume in reflektira kompleksnost strokovnih in družbenih nalog</li> </ul>
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**Intended learning outcomes:**

<p>The student will:</p> <ul style="list-style-type: none"> <li>– Know and understand the importance of marketing in tourism.</li> <li>– Know and understand the role and focus of marketing in tourism within business relations.</li> <li>– Understand the interaction among factors that affect the efficiency and effectiveness of an organization.</li> <li>– Know and use approaches, models, and tools of organizational practices from the field of marketing in tourism and hospitality.</li> <li>– Use basic knowledge and skills from the field of marketing in tourism and hospitality.</li> <li>– Reflect and critically analyse various experiences from the field of marketing in tourism and hospitality.</li> <li>– Proactively and critically monitor and reflect on current developments in the field of marketing in tourism and</li> </ul>
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<p>zaposlenih v organizaciji v povezavi s trženjem v turizmu.</p> <p>– Pozna in razume umeščenost trženja v turizmu v širše družbene, kulturne in vrednotne kontekste ter z refleksijo teh kontekstov oblikuje intelektualno proaktiven odnos do sveta.</p>	<p>hospitality.</p> <p>– In connection with other subjects, know, understand, and reflect complex professional and social tasks of employees in an organization in connection to marketing in tourism and hospitality.</p> <p>– Know and understands the position of marketing in tourism and hospitality within the broader social, cultural, and value-laden context as well as with reflection of these contexts develop an intellectual proactive attitude towards the world.</p>
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#### Metode poučevanja in učenja:

#### Learning and teaching methods:

<p>– Predavanja z aktivno udeležbo študentov (razlaga snovi, pogovori, vprašanja, primeri, reševanje problemov).</p> <p>– Seminarske vaje v povezavi s prakso (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, pogovori, sporočanje povratne informacije, socialne igre, ekskurzija).</p> <p>– Individualne in skupinske konzultacije (pogovori, dodatna razlaga, obravnava specifičnih vprašanj).</p> <p>– Animacija samostojnega študija in raziskovanja (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje).</p>	<p>– Lectures with active student participation (discussions, talks, questioning, cases, problem-solving).</p> <p>– Seminar papers in connection to practice (reflections from experience, project work, teamwork, methods of critical thinking, talks, providing feedback, social games, excursions).</p> <p>– Individual and group consultations (discussions, additional explanations, discussing specific questions).</p> <p>– Facilitating independent study and research (motivating, directing, self-examination, self-regulation, reflection, and self-assessment).</p>
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#### Načini ocenjevanja:

#### Delež / Weight (%)

#### Assesment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež / Weight (%)	Assesment:
– Pisni/ustni izpit	60%	– Written / Oral Exam
– Empirična seminarska naloga s poročili seminarskega dela ter predstavitev naloge	40%	– Empirical seminar paper with reports from seminar work and seminar paper presentation

#### Reference nosilca / Lecturer's references:

<p>– VODOPIVEC, Robert. Evolution of traditional trade calculus managerialism : after economic and political globalisation. V: ŽUBOROVA, Viera (ur.), IANCU, Diana Camelia (ur.), PINTERIČ, Uroš (ur.). Social responsibility in 21st century. Ljubljana: Vega, 2011, str. 14-26. [COBISS.SI-ID 1024321089]</p> <p>– VODOPIVEC, Robert, KRSTOV, Ljupčo. Organisation management in supply chain with dynamic effect of organizational rules. Facta Univ., Econ. Organ., 2007, vol. 4, no. 2, str. 91-107, ilustr., graf. prikazi. [COBISS.SI-ID 28063277]</p> <p>– VODOPIVEC, Robert, KRSTOV, Ljupčo. (2007): Implement ERP systems. Ekon. teme, 2007, letn. 45, št. 4, str. 11-31.</p> <p>– VODOPIVEC, Robert. Identifying macroenvironment forces and market segments in global business environment - case for vans and motor-homes. V: RADENKOVIĆ-JOCIĆ, Dragana (ur.), STANKOVIĆ, Ljiljana (ur.). Competitiveness in the conditions of a global economy : Niš, 17-18 October 2008. Niš: Faculty of Economics, 2009, str. [251]-262. [COBISS.SI-ID 30125357]</p> <p>– VODOPIVEC, Robert. Global business environment and changing role of marketing management in supply chain. V: RADENKOVIĆ-JOCIĆ, Dragana (ur.). Izazovi ekonomske nauke i prakse u procesu pridruživanja Europskoj uniji : Niš, okrobar 2007. godine. Niš: Ekonomski fakultet, 2007, str. 421-431. [COBISS.SI-ID 28064813]</p> <p>– BOGATAJ, Marija, BOGATAJ, Ludvik, VODOPIVEC, Robert. Stability of perishable goods in cold logistic chains. Int. j. prod. econ.. [Print ed.], Jan. 2005, vol. 93/94, str. 345-356. [COBISS.SI-ID 15375334]</p> <p>– VODOPIVEC, Robert. The Napan project : globalisation and development of intermodal logistics in the North</p>
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- Adriatic region. *Financ. times* (Lond. ed.), October/November 2002, str. 12-13, ilustr. [COBISS.SI-ID 24479493]
- VODOPIVEC, Robert. Global business; development of supply chain management in the North Adriatic region - the "NAPAN" project. *Ekon. teme*, 2005, letn. 43, št. 5, str. 101-112. [COBISS.SI-ID 512546679]
  - ZUPANČIČ, Vinko, VODOPIVEC, Robert. *Osnove trženja, Praktikum*. Piran: Visoka šola za podjetništvo, 2003. 75 str. ISBN 961-6347-45-4. [COBISS.SI-ID 125939456]
  - ZUPANČIČ, Vinko, VODOPIVEC, Robert, KREVL, Igor. *Osnove trženja*. Piran: Visoka šola za podjetništvo, 2003. 337 str., graf. prikazi. ISBN 961-6347-40-3. [COBISS.SI-ID 121040640]
  - ZANNE, Marina, VODOPIVEC, Robert. Marketing and advertising through internet in the Slovenian road transport companies. V: DAVID, Matej (ur.). 5. mednarodno znanstveno-strokovno posvetovanje o prometni znanosti, 27-30 oktober 2001, Venezia-Patras-Venezia. *ICTS 2001 : zbornik referatov = proceedings*. Portorož: Fakulteta za pomorstvo in promet, 2002, str. 362-368. [COBISS.SI-ID 21057629]