

TUTORIAL COURSE FORM – 2021-2022 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	TOURISM MARKETING
Professor	Name: Claudia Stoian Office: B612_ Email: iuliana.bobalca@uaic.ro
Semester in which the tutorial course is available	1 or 2
No. of ECTS credits	5
Level of study	Bachelor
Short description/Contents	What is a touristic market? Marketing research in tourism Touristic product Consumer Behaviour in Tourism The price strategies in marketing touristic The advertising strategies in marketing touristic The distribution strategies in marketing touristic
Assessment	A written project on a touristic marketing plan, including a marketing research
Bibliography	Cristina Jönsson, Tourism Marketing Basics, file:///D:/Down/TourismMarketingBasicsCh14_Jonsson2005.pdf Leonard J. Lickorish , An Introduction to Tourism, http://www.economy.gov.ae/Publications/An%20Introduction%20to%20Tourism%200750619562.pdf
Observations	The project will be discussed in 4 meetings with the Professor