RECR 422 (Leisure Services Promotion)
Matthew Stone, PhD, CMP

Course Objective

Introduction to marketing concepts; application of promotion in recreation, hospitality, and parks through the development of promotional materials for programs, organizations, and events. Creation of program, organization, and business promotional strategies, including message design, promotion creation, and evaluation.

About the Course

What better way to learn about marketing and promotion in tourism, hospitality, and leisure industry than with a hands-on experience?

You will learn about promotion, marketing, and sales from experts in the fields of destination marketing, theme parks, hotels, museums, and tourist attractions. You will take tours of tourism industry businesses (such as hotels) and attractions (such as museums) to generate ideas for promotional opportunities. You will create a promotional campaign for one of these attractions. Finally, by visiting another country, you will be able to reflect on how to develop a successful hospitality or tourism destination.
At the conclusion of this course, students will be able to:

- Describe the concept of marketing and how marketing is unique in recreation/hospitality/tourism
- Iterate best practices for destination and attraction promotion using social media
- Explain the role of the destination marketing organization in tourism promotion
- Discuss the inter-related nature of promotion across tourism attractions
- Provide examples of how destinations and attractions differentiate and brand themselves
- Discuss trends impacting tourism marketing and promotion
- Describe different types of tourism attractions and ways that they attract and satisfy visitors
- Write copy, posts, and materials to promote destinations and tourism attractions

Required Readings

Selections from:


*Marketing for Hospitality and Tourism, 5th Edition.* (Kotler, Bowen, Makens)

Destination Marketing Materials. Selections from:

Visit Helsinki [www.visithelsinki.fi](http://www.visithelsinki.fi)
Visit Stockholm [www.visitstockholm.com](http://www.visitstockholm.com)

Destination Image Materials:


http://www.independent.co.uk/travel/48-hours-in/48-hours-helsinki-2328507.html


Other articles to be assigned.

Current Selections from Nordstjernan, English language newspaper online.

Daily Assignments

Storytelling through visual media
Daily postings through social media (Instagram, facebook/snapchat, and/or pinterest)
Daily recap meetings

Assignments

Before Trip:
Paper: Role of Media in Destination Presentation / Destination Expectations

During Trip:
Project/Presentation: Positioning & Social Media Plan – Selected Stockholm Attraction
Project/Presentation: Positioning & Social Media Plan – Selected Helsinki Attraction

After Trip:
Reflection Paper: Learning Through Travel

Participation in Activities: 300 points
Daily Assignments: 100 points
Project Presentation (1): 100 points
Project Presentation (2): 100 points
Pre-trip paper: 100 points
Quizzes on readings: 200 points
Reflection paper: 100 points

Participation in class activities required for passing grade.

Contact Hours

Pre-visit Classroom Instruction (4 hours)
Trip overview
European travel industry overview
Independent travel skills & safety

Introduction to Marketing & Promotion
Onsite Learning (42 hours)
Scheduled Itinerary

Tuesday, July 31 (Day 1): Arrive on own.

Airport bus transportation to Central Station. Walking tour of Gamla Stan, Stockholm’s Old Town, founded in the 1600s. Following a 1 ½ hour class meeting we enjoy a welcome dinner.

Wednesday, August 1 (Day 2):

Business casual attire. Learn about tourism marketing and promotion from tourism experts. We meet with marketing experts from Visit Stockholm and Visit Sweden, the destination marketing organizations for the city and country. Tour of Grand Hotel, Stockholm’s most famous 5-star hotel, which has welcomed kings, presidents and celebrities. Question and answer session with hotel manager.

Thursday, August 2 (Day 3):

We visit the top Swedish cultural attractions, including Vasa Museum, Nordic Museum, and Stockholm City Hall. Take a tour of Stockholm City Hall, which hosts the Nobel Banquet. Enjoy the Swedish tradition of afternoon fika (coffee break).

Friday, August 3 (Day 4):

Business Casual attire. We visit Globen, arena and architectural wonder, to discuss marketing and promotion of events. Enjoy a vegetarian buffet meal overlooking the Stockholm skyline at Hermanns Trädgårdscafe, featured in Stockholm guidebooks. We visit with managers from Gröna Lund, Stockholm’s theme park and leading outdoor concert venue, which has hosted acts from Elton John to Kiss to Jessie J, to discuss theme park marketing and promotion. We take a boat cruise to Drottningholm Palace, a Swedish royal palace built in the suburbs of Stockholm, where we discuss heritage tourism marketing and promotion. 1 ½ hour class meeting.

Saturday, August 4 (Day 5):

Students tour selected cultural tourism attractions in teams. Independent exploration of Stockholm. 3 hour class meeting with discussion of promotion plans and preparation for project.

Sunday, August 5 (Day 6):

2 hour class meeting. Presentation of student tourism marketing/promotion plans. Visit tourist attraction selected by students. Enjoy an evening at Grona Lund amusement park, and a concert (if in season).

Monday, August 6 (Day 7):

Learn about the role of food and beverage in creating a destination image during a food tour of Stockholm. Overnight cruise from Stockholm to Helsinki.
Tuesday, August 7 (Day 8):

Business casual attire. We meet with Visit Finland or Visit Helsinki to learn more about destination marketing efforts. Evening food tour and discussion of gastronomic tourism marketing.

Wednesday, August 8 (Day 9):

City tour of Helsinki and visit to the National Museum. Afternoon design tour of Helsinki, a city famous for its midcentury modern architecture and design, glassworks, and furniture to learn the role of art-and-architecture tourism in destination marketing. 1 hour class meeting.

Thursday, August 9 (Day 10):

Morning boat tour to Suomenlinna Fortress, cultural tourism attraction near Helsinki harbor. Students tour selected cultural tourism attractions in teams. Discussion of promotion plans and preparation for project. 2 hour class meeting.

Friday, August 10 (Day 11):

2 hour class meeting. Student presentation of tourism marketing plans. Visit to selected cultural tourism attraction selected by group. Sports/adventure tourism outing to Seikkailupuisto Huippu outdoor adventure course in suburban Helsinki. Farewell dinner.

Saturday, August 11 (Day 12):

Departure. Airport transportation included on Finnair Bus.

Please note that syllabus & itinerary is subject to change. However, all learning objectives will be achieved.

Included in Program:

Housing in twin rooms in 3-star or higher hotels
Complimentary WiFi access at hotels
Airport bus transportation from airport to city center
Transportation from Stockholm to Helsinki
All transportation within cities
Travel pass valid for unlimited use on the buses and subways in Stockholm and Helsinki

Meals include:
Full buffet breakfast daily
Welcome dinner in Stockholm
Welcome dinner in Helsinki
Farewell dinner in Helsinki
Skyline view buffet meal in Stockholm
Afternoon fika (coffee break) in Stockholm
Travel pass with admission to museums and cultural attractions in Stockholm and Helsinki
Guided tours of selected museums and cultural attractions.
Guided walking tours in Stockholm: Gamla Stan (Old Town) tour & food tour of Stockholm
Guided walking tours in Helsinki: food tour and architecture/design tour
Introduction to the Swedish language