

## Market Studies (Marketing Research)



### SCHOOL

Esthua National Institute of  
Tourism (INNTO France)



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

- > **Degree course:** International Hospitality Management
- > **Teaching unit:** UE3 Hospitality Experience Design and Implementation
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 2
- > **Teacher(s):** Karim KHELIFI

#### > Assessment:

- Continuous assessment
- Final exam

#### > Teaching methods:

- Lecture course 16 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

## COURSE DESCRIPTION

Marketing Managers in the tourism and hospitality sector need to translate data into relevant information to make appropriate decisions. This course will enable students to learn and apply fundamental concepts in Marketing Research (MR). The programme will teach students how to conduct research on visitor trends, tourist experience and satisfaction, preferences and lifestyles. It also illustrates how online and social media data can be used to predict visitor preferences by analysing online data and conversations. Overall, this course will provide students with the necessary skills to select a relevant methodology, design and plan Marketing research, collect, and analyse data to help managers make key decisions.

## OBJECTIVES

On successful completion of this course, students will be able to:

1. Translate management problems into research questions in a tourism and hospitality setting
2. Compare the strengths and weaknesses of alternative research designs and methods
3. Understand the marketing research process and its role in helping managers make appropriate decisions
4. Understand the basic methods of tourism market research
5. Differentiate between the pros and cons of qualitative and quantitative research methods
6. Design questionnaires and use a variety of measurement scales
7. Differentiate between primary and secondary data, exploratory research, descriptive research and causal research
8. Understand how scales are constructed, selected and use relevant scales
9. Assess marketing research challenges in an international context (languages, cultures, Hofstede's theory)

## PREREQUISITES

Marketing knowledge

## SELECTIVE BIBLIOGRAPHY

Kolb, B. (2018). Marketing research for the tourism, hospitality and events industries. Routledge. Page, S. J. (2019). Tourism management. 6th Edition. Routledge.  
Journals: Journal of Travel & Tourism Marketing