Course	**Boosting Sales in Tourism, 3 ECTS**
Course period	04.02.2019 – 31.03.2019
Enrolment	02.10.2018 – 01.12.2018 http://www.projectboosted.eu/student-corner/courses/boosting-sales-in-tourism/ A notice of acceptance will be sent by 15.12.2018.
Host university and faculty	University of Latvia, Faculty of Business, Management and Economics
Implementation mode	This course is a 100 % online course. Participating Hill-sessions is optional, but recommendable. Session are found recorded on Moodle study platform.
Language of instruction	English (intermediate level is required)
Min/Maxim. participants	15/ 35
Purpose, content, learning outcome	**Purpose** The purpose of the course is to gain knowledge of successful sales planning, process organization and selling techniques in tourism and to develop skills required in selling destinations, hospitality or event products and services proactively and in identifying specific customer needs. **Content** Principles of selling in tourism; customer needs applied to selling tourism products for different target groups; planning and organization of a sales process; sales channels in tourism (traditional and new); digitalisation of sales channels; personal selling in tourism; selling techniques and instruments applied in tourism; new tendencies in destination selling **Learning outcome** Student • identifies and meets customer needs • analyzes and chooses appropriate sales channels • develops new selling ideas and techniques in a creative, proactive and goal orientated way • boosts fundamental communication techniques, in particular, questioning and active listening of the customers • communicates with the customer, chooses the right selling technique and correctly interprets the customer's requirements, applies sales techniques in response to a range of customer situations based on product knowledge • uses new technological applications in selling processes
Student's workload	3 ECTS means approx. 80 hours of student work. This includes all the course activities (assignments, online lectures, independent studying, group work with presentation, assessment and feedback).
Course implementation	This course includes online lectures and presentations (recorded), assignments and presentations. All the course material and details are in Moodle (key and further instructions will be sent to accepted students). **Assignments:** 1) Group work based on case study on Moodle platform (group work) 2) Development of multichannel sales concept for different target markets for company "X" (Group work: presentation and written report based on materials in Moodle, independent studies and field work) 3) Knowledge tests (individual work)

Internationality	Study material, lectures and assignments include international examples from different countries and different target markets. The work in international groups will stimulate intercultural communication and learning different cultures.
Co-operation with tourism industry	Study materials and group work is based on real cases from tourism industry. For assignment #1 students will study real case from tourism industry; for assignment #2 students will develop sales concept for real company of tourism industry.
Prerequisites and assessment	Basic skills in IT and marketing are required. **Assessment:** Course assignments are evaluated by teachers and by student's self-evaluation (for group work). The course and all assignments are evaluated on scale 1 -10. Assessment criteria is in the Moodle. All assignments are checked through a plagiarism system to ensure original work with proper referencing. 1) Group work based on case study on Moodle platform (group work) 30% from the total course grade. 2) Development of multichannel sales concept for company "X" (group work) 40% from the total course grade. 3) Knowledge tests (individual work) 30% from the total course grade. All assignments must be approved in order to get a course grade. Due dates are to be followed strictly because of the project schedule, and failing in this will means removing the student from the course. In real emergency student must contact immediately the course teacher for extra arrangements. In case of illness, official sick leave certificate is needed.
Resources	**Online learning infrastructure:** Student needs a computer with camera, microphone and Internet access. **Recommended literature:** • Kotler P.T., Bowen J.T., & Makens J. (2016) .Marketing for Hospitality and Tourism/ 7 Global Edition. Pearson. • Scott D.M. (2016). The New Rules of Sales Service: how to use agile selling, real-time customer engagement, big data, content, and storytelling to grow your business. Wiley. Links to web materials are in Moodle.
Lecturer and contact during the course	**Lecturer** Kristine Berzina • Moodle public conversation forum: "Questions and answers about this course" (course-related questions) • Course teacher is available in Hill (kristine.berzina) every Friday at 12 - 13 during weeks 44-49. • In other matters, Kristine.berzina@lu.lv