

COURSE TITLE	Sales Management in Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 2 (semester 3)	
Credits and mode of delivery	ECTS workload	5
	Number of hours (L+P+S)	60 (30L + 30P + 0S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
To master theoretical and practical knowledge in the field of sales management in tourism, with particular emphasis on the psychology of selling, and current trends in the use of modern information technology.		
<i>Course enrolment requirements</i>		
Basic knowledge of marketing acquired at the undergraduate level through the course “Introduction to Marketing” or another related course providing equivalent prior knowledge.		
<i>Expected learning outcomes</i>		
LO1: Critically reassess the key components of the sales process in tourism. LO2: Evaluate consumer and buyer behaviour using a given example. LO3: Analyse the purchasing decision-making process based on a specific case. LO4: Assess the role of the sales function in tourism business entities. LO5: Recommend an optimal sales policy for services. LO6: Compare negotiation strategies and tactics. LO7: Critically explain and analyse the significance of the marketing information system in sales.		
<i>Course content</i>		
Theoretical approach to sales. Managing the sales process in tourism. Marketing information systems for sales relations. Sales market research. Classification of consumer and business products. Nature, characteristics, and classification of tourism services. Influence of the product life cycle on sales policy. Psychology in sales processes. Customer decision-making and behavioural models. Consumer behaviour in the purchase of tourism and hospitality products. Selection and training of sales personnel. Sales staff management. Sales organization in tourism. Special cases of sales policy in business markets. Sales and negotiation skills. Sales in the tourism market within a digital environment.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		