

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Description: Pricing in Tourism

### 1- Basic Information:

<b>Course Name</b>	Pricing in Tourism
<b>Course ID</b>	TMK502
<b>Contact Hours (Registered Sessions)</b>	24
<b>Contact Hours (Synchronized Sessions)</b>	18
<b>Mid Term Exam</b>	-
<b>Exam</b>	75 Min
<b>Registered Sessions Work Load</b>	48
<b>Synchronized Session Work Load</b>	18
<b>Credit Hours</b>	5
<b>Course Level</b>	5

### 2- Pre-Requisites: Non

<b>Course</b>	<b>ID</b>
Services Marketing	BMK501

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### 3- Course General Objectives:

The course aims to introduce student to the concept of the pricing process for the establishment and the importance of price for consumer and customer As well as the four principles of pricing: cost, value, competitors, demand, and the factors affecting pricing and international pricing decisions, electronic pricing and distribution channels appropriate for each establishment and different pricing strategies and selection of the most appropriate for the establishment, Miscellaneous pricing policies where pricing is based on one or more of these policies, and it can be exchanged according to conditions of establishment and market.

### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
<b>ILO1</b>	Introducing the importance and nature of price from the point of view of the establishment and the tourist.
<b>ILO2</b>	Learn how to determine prices in establishments and marketing decisions.
<b>ILO3</b>	Identify the factors affecting pricing and the conditions for making pricing decisions in establishments.
<b>ILO4</b>	Learn about integrated tourism service pricing and its appropriate strategies.
<b>ILO5</b>	Understand the basics of pricing in terms of demand and cost.
<b>ILO6</b>	Understand the basics of pricing in terms of value and competitors.
<b>ILO7</b>	Determine appropriate pricing policies and strategies for the service.

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<b>ILO8</b>	Introducing international marketing as an external activity for the organization.
<b>ILO9</b>	Introducing international pricing for tourism services.
<b>IL10</b>	Distribution channels for services: design and management.
<b>IL11</b>	Identify the factors affecting international pricing and its variables.
<b>IL12</b>	Approved Pricing Strategies and Policies.

**5- Course Syllabus** (24 hours of total Recorded Sessions, 18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

<b>ILO</b>	<b>Course Syllabus</b>	<b>RS</b>	<b>SS</b>	<b>Type</b>	<b>Additional Notes</b>
<b>ILO1</b>	<ul style="list-style-type: none"> <li>• The importance of price.</li> <li>• Definition of price and its role.</li> <li>• Determining the price by the establishment.</li> </ul>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO2</b>	<ul style="list-style-type: none"> <li>• How determine the prices of tourist services.</li> <li>• Responding and interacting with competitors' price changes.</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	

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	<ul style="list-style-type: none"> <li>Factors affecting pricing.</li> </ul>			<input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO3</b>	<ul style="list-style-type: none"> <li>Determine the factors affecting pricing decisions.</li> <li>Internal factors.</li> <li>External factors.</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> Assignments <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO4</b>	<ul style="list-style-type: none"> <li>The different types of tourism services, their characteristics and classification.</li> <li>Develop a vision for the pricing strategy of tourism services.</li> </ul>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO5</b>	<ul style="list-style-type: none"> <li>Determining the types of demand and their concept, and taking note of the pricing based on them.</li> <li>Linking the total costs to the pricing of the service.</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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<b>ILO6</b>	<ul style="list-style-type: none"> <li>Determine the types of competitors and take note of pricing based on the leader in them.</li> <li>Linking the total costs to the value of the service.</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> Assignments <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO7</b>	<ul style="list-style-type: none"> <li>The concept of price adjustment.</li> <li>The principle of changes in price and response to it.</li> <li>market share.</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO8</b>	<ul style="list-style-type: none"> <li>The concept of international marketing and its elements.</li> <li>The importance of international marketing.</li> <li>Designing the facility's work outside the country.</li> </ul>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> <b>Practices</b> <input type="checkbox"/> Others	
<b>ILO9</b>	<ul style="list-style-type: none"> <li>The concept of international pricing.</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> Assignments	

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	<ul style="list-style-type: none"> <li>The importance of international pricing.</li> <li>Design out-of-country pricing.</li> </ul>			<input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO10</b>	<ul style="list-style-type: none"> <li>Familiarization with the concept of distribution channel.</li> <li>Defining the functions of distribution channels.</li> <li>Designing distribution channel decisions.</li> </ul>	2	1.5	<input type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> <b>Practices</b> <input type="checkbox"/> Others	
<b>ILO11</b>	<ul style="list-style-type: none"> <li>Price entries in international tourism.</li> <li>Price entries in local tourism.</li> <li>Distinguishing the different pricing entries.</li> <li>E-tourism marketing.</li> </ul>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> <b>Practices</b> <input type="checkbox"/> Others	
<b>ILO12</b>	<ul style="list-style-type: none"> <li>Distinguish pricing decisions and strategies.</li> <li>Price tactic.</li> <li>Types of pricing (promotional - psychological)</li> </ul>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> <b>Seminars</b> <input type="checkbox"/> Projects <input type="checkbox"/> <b>Practices</b> <input type="checkbox"/> Others	

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## 6- Assessment Criteria (Related to ILOs)

<b>ISC</b>	Interactive Synchronized Collaboration	<b>Ex</b>	Exams	<b>Rpt</b>	Reports
<b>PF2F</b>	Presentations and Face-to-Face Assessments	<b>PW</b>	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF 2F	Rpt
<b>ILO1</b>	Introducing the importance and nature of price from the point of view of the establishment and the tourist.	<ul style="list-style-type: none"> <li>Indicate the importance of price.</li> <li>Definition of price and its role.</li> <li>How the price is determined by the facility.</li> </ul>	×				
<b>ILO2</b>	Learn how to determine prices in establishments and marketing decisions.	<ul style="list-style-type: none"> <li>How to determine the prices of tourist services.</li> <li>Statement of response and interaction with competitors' price variables.</li> <li>Mention the factors affecting pricing.</li> </ul>	×	×			

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<b>ILO3</b>	Identify the factors affecting pricing and the conditions for making pricing decisions in establishments.	<ul style="list-style-type: none"> <li>Determine the factors affecting pricing decisions.</li> <li>Recognize the internal factors.</li> <li>Mention the external factors.</li> </ul>	×				×
<b>ILO4</b>	Learn about integrated tourism service pricing and its appropriate strategies.	<ul style="list-style-type: none"> <li>The different types of tourism services, their characteristics and classification.</li> <li>Develop a vision for the pricing strategy of tourism services.</li> </ul>	×	×			
<b>ILO5</b>	Understand the basics of pricing in terms of demand and cost.	<ul style="list-style-type: none"> <li>Determining the types of demand and their concept, and taking note of the pricing based on them.</li> <li>Linking the total costs to the pricing of the service.</li> </ul>	×	×			



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<b>ILO6</b>	Identify the basis of pricing in terms of value and competitors.	<ul style="list-style-type: none"> <li>Determine the types of competitors and take note of pricing based on the leader in them.</li> <li>Linking the total costs to the value of the service.</li> </ul>	×	×			
<b>ILO7</b>	Determining appropriate pricing policies and strategies for the service.	<ul style="list-style-type: none"> <li>The concept of price adjustment.</li> <li>The principle of changes in price and response to it.</li> <li>market share.</li> </ul>	×	×			
<b>ILO8</b>	Introducing international marketing as an external activity for the organization.	<ul style="list-style-type: none"> <li>The concept of international marketing and its elements.</li> <li>The importance of international marketing.</li> <li>Designing the work of the facility outside the country.</li> </ul>	×	×			

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<b>ILO9</b>	Introducing international pricing for tourism services.	<ul style="list-style-type: none"> <li>The concept of international pricing.</li> <li>The importance of international pricing.</li> <li>Design out-of-country pricing.</li> </ul>	×	×			
<b>ILO10</b>	Distribution channels for services, their design and management.	<ul style="list-style-type: none"> <li>Familiarization with the concept of distribution channel.</li> <li>Defining the functions of distribution channels.</li> <li>Designing distribution channel decisions.</li> </ul>	×	×			
<b>ILO11</b>	Identify the factors affecting international pricing and its variables.	<ul style="list-style-type: none"> <li>Price entries in international tourism.</li> <li>Price entries in local tourism.</li> <li>Distinguishing the different pricing entries.</li> <li>Learn about e-tourism marketing.</li> </ul>	×	×			

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<b>ILO12</b>	Approved pricing strategies and policies.	• Approved pricing strategies and policies.	×	×			
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## 7- Practice Tools:

Tool Name	Description
NON	-----

## 8- Main References

1. Abu Qahf, Abdel Salam (2002), "International Marketing", University House, Alexandria.
2. Hanna, Naseem (1985), Principles of Marketing, Riyadh, Dar Al-Marikh.
3. Damour, Hani (2002), "Marketing of Services", Wael Publishing House, Amman, Jordan.
4. Al-Diwaji, Abi Saeed, Al-Ajarmah, Tayseer Muhammad (2001), International Marketing, Dar Al-Hamid, Amman, Jordan.
- 5- Kotler, Philip, Armstrong, Cary, Sanders, John and Wong Veronica (1999), "Principles of Marketing", Prentice Hall, London.
5. Kotler, Philip, (2000), ), "Marketing Management" Prentice Hall, USA, The Millennium Ed.
6. Lovelock, Christopher (2001), "Services Marketing: People, Technology, Strategy", Prentice Hall, USA, 4th Ed.