



COURSE DESCRIPTION		
Course instructor	Marina Laškarić Ažić, Ph.D., Assistant Professor, Faculty of Tourism and Hospitality Management	
Name of the course	Customer Relationship and Sales Management	
Study programme	Master in Sustainable Outdoor Hospitality Management	
Status of the course	Obligatory	
Year of study	Year 1, Semester 2	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60(30+0+30)
1. Course objectives		
<ul style="list-style-type: none">- To introduce students with sales planning, segmentation, positioning, budgeting, contracting, analysing, reporting and organisation;- To train students for using different sales channels including OTA and different camping tour operators- To train students for direct Sales tools and digital activities- To introduce students with omni channel communication and use of social media tools in camping sales <p>To introduce students with key European camping sales players</p> <p>To introduce revenue management in camping</p> <p>To introduce students with management of guest relations</p> <p>To introduce students with CRM software and to prepare students for managing guest data in accordance with GDPR requirements</p>		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
<p>After successfully mastering the programme of the course Sales and Customer Relationship Management, students will be able to:</p> <ul style="list-style-type: none">- discuss about new trends in different camping sales channels;- create examples of price distribution, activity plan for budget realisation according to sales channels, ability to read and explain different reports in camping sales;- use Channel management techniques tools (software Phobs) for price and inventory distribution;- implement digital tools in sales by understanding guest needs and guest		



rights;

- explain and demonstrate modern techniques for direct sales
- differentiate guests according to their religious, cultural, national, socio-economic, temperament and other characteristics;
- identify guest touch points and opportunities for collecting guest opinion;
- apply procedure for managing guest dissatisfaction in online and onsite environment;
- reconsider own communication and negotiation skills while managing guest relations.

4. Course content

Course content is:

- Sales today in Campsites.
- Sales: planning, segmentation, pricing, budgeting, contracting, analysing and reporting;
- Organisation of camping Sales
- Sales channels /Allotment, Groups, Flash Sales, B2B)
- OTA importance for camping Sales (Booking.com, Airbnb and others)
- Important European camping tour operators
- Direct Sales /Call centre, camping digital tools, self-everything)
- Sales strategies in sales channels (Phobs)
- Digital tools and activities for camping Sales (Google, Metasearch, SEO, SEM...)
- Digitalisation in camping (Pass-scanning, automatization of entrance, Chat boot, Mailbot,)
- Web app (pre. -stay information, during stay-push notifications, check-in, checkout, bill control, payment, digital key, cross selling, etc)
- Omni channel communication (Viber, WhatsApp, Facebook massanger, SMS)
- Social media tools and importance in Sales
- Introduction to application Amenity recommender
- European players in camping sales: PINCAMP, ACSI & CAMPING INFO, ANWB
- Revenue Management in camping /yield techniques, Yield levels, analysing and monitoring/
- Managing guest (di)satisfaction & Psychological aspects of managing guest relations
- Managing guest relations /CRM, Loyalty Programmes, Questionnaires- paper, online, pre -sty, post- stay, in- stay)



- Guest data protection							
5. Manner of instruction	<input checked="" type="checkbox"/> lectures			<input checked="" type="checkbox"/> individual assignments			
	<input type="checkbox"/> seminars and workshops			<input type="checkbox"/> multimedia and network			
	<input type="checkbox"/> exercises			<input type="checkbox"/> laboratories			
	<input type="checkbox"/> distance learning			<input type="checkbox"/> mentorship			
	<input type="checkbox"/> fieldwork			<input type="checkbox"/> other Case study			
6. Comments		-					
7. Student responsibilities							
Class attendance, individual assignments and final exam.							
8. Monitoring of student work							
Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam	2	Oral exam		Essay		Research	
Project		Continuous assessment	1	Report		Practical work	
Portfolio		Case study	2				
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ul style="list-style-type: none"> • Jobber, D., Lancaster, G., Le Meunier-FitzHugh, K. (2018). <i>Selling and Sales Management</i>. Pearson Education Limited (e-book & print) • Ingram, T.N, LaForge, R.W., Avila, R.A., Schwepker, C.H., Williams, M.R. (2020). <i>Sales management</i> (10th edition). Routledge, New York (e-book & print) 							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ul style="list-style-type: none"> • Guenzi, P.; Geiger, S. (2011). <i>Sales Management: a multinational perspective</i>, Palgrave Macmillan, London • Doorley, J., Garcia H.F. (2020). <i>Reputation management</i> (4th edition). Routledge, New York (e-book & print) 							
12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number	Number



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	<i>of copies</i>	<i>of students</i>
<ul style="list-style-type: none">• Jobber, D., Lancaster, G., Le Meunier-FitzHugh, K. (2018). <i>Selling and Sales Management</i>. Pearson Education Limited (e-book & print)	<i>Available online</i>	30
<ul style="list-style-type: none">• Ingram, T.N, LaForge, R.W., Avila, R.A., Schwepker, C.H., Williams, M.R. (2020). <i>Sales management</i> (10th edition). Routledge, New York (e-book & print)	<i>Available online</i>	30
13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences		
The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of Faculty of Tourism and Hospitality Management and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management.		