

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: BTCB003

Number of Credits: 4

Title of the Course: MARKETING TOURISM AND HOSPITALITY.

Objective:

At the end of the subject, the student will have the ability to Identify consumption needs of tourists, Segment tourists, Design the marketing Ps to meet the needs, Implement marketing strategies and Build long term relationship between the firm and the tourists

Contents:

Service Characteristics of Hospitality and Tourism Marketing, Understanding of Marketing. Marketing: Concept and definition and its significance in the tourism industry. Basic concept of need and want; demand, product, service, market and sales. Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing. Defining marketing mix, the 8 P's of marketing mix. Marketing in Strategic Planning. Marketing Environment. Marketing Information Systems and Marketing Research. Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function. Consumer Markets and Consumer Buying Behaviour. Factors influencing the buying behaviour of consumers. Organizational Buyer Behaviour of Group Markets. Market Segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies. Designing and Managing Products and Services. Product: Definition and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC). Branding concept and need of branding of a product for a tourism company. Pricing: Definition and influencing factors; Major pricing strategies for products of tourism industry. Internal Marketing. Building Customer Loyalty. Distribution Channels. Promoting Products and Services. Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing, Electronic Marketing. Professional Sales Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry. Destination Marketing and Emerging Trends in Marketing Tourism and Hospitality.

Pedagogy: The subject will be handled through hospitality case studies and industry based assignments.

Minimum depth of coverage will be at the level of the following books.

1. Kotler, Philip; John R. Bowen and James C. Makens, 'Marketing for Hospitality and Tourism', Prentice Hall, 2003
2. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
3. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.