

TOURISM MARKETING

Learning Objective: The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study the suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

Course Contents:

Unit I

Lectures: 12

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases. Market Research-methods, research problem areas, marketing research in the tourism industry. Tourism life cycle.

Unit II

Lectures: 10

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit III

Lectures: 12

Destination Planning and Product Diversification. Destination marketing. Marketing strategy in the new digital age ; E-Business, E-Commerce and E-Marketing. Complementary Marketing.

Unit IV

Lectures: 10

Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

Unit V

Lectures: 12

Tourism promotion: Advertising, Public relations, sales promotion and personal selling. Role of Media in promotion of Tourism: TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers

Text Books:

1. Kotler Philip. *Marketing Management Analysis, Planning Implementation, and Control*. Prentice Hall of India. New Delhi.
2. Brigs, Susan (1997). *Successful Tourism Marketing*. A Practical Handbook. Kogan Page, London.

References:

1. Middleton- Victor T.C.(1994). *Marketing in Travel and Tourism*. Oxford.
2. Brunt, Paul- (1997). *Market Research in Travel and Tourism*, Butterworth. Heinemaun.
3. Hollway, J.C. *Marketing for Tourism*. (Harlow: Longman)