

## **MARKETING FOR HOSPITALITY AND TOURISM 1 – 2 Credits**

### **Objective:**

At the end of the course, the student shall have competence in:

Developing marketing concepts, Identifying, analyzing service characteristics that affect the marketing of a hospitality or travel product, describing the service package, conducting market feasibility study, explaining how accessibility, atmosphere, customer interaction with the service delivery system, customer interaction with other customers, Importance of marketing environment.

### **Contents:**

1. **Introduction**: Marketing for Hospitality and Tourism, Concept and definition and its significance in tourism industry. Basic concept of need and want; demand, product, service, market and sales.
2. **Service Characteristics of Hospitality and Tourism**, Defining marketing mix, the 8 P's of marketing mix.
3. **The Role of Marketing in Strategic Planning**.
4. **The Marketing Environment, Marketing Information Systems and Marketing Research**. Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function.
5. **Consumer Markets and Consumer Buying Behaviour, Organizational Buyer Behaviour of Group Market**.
6. **Market Segmentation, Targeting, Positioning, Designing and Managing Products, Internal Marketing**.

### **Pedagogy:**

The concept clarity will be developed through interactive sessions, comprehensive case studies, presentations, debates, projects and industry based assignments.

### **Suggested Reading:**

Kotler, Philip, John R. and James C. Makens, 'Marketing for Hospitality and Tourism', Prentice Hall, 2003 or latest edition.

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