

MARKETING FOR HOSPITALITY AND TOURISM 2 – 2 Credits

Objective:

At the end of the course the student shall gain insights into:

Pricing new & existing products, various distribution channels- franchises, alliances, mergers, impact of distribution channel on the organization, promoting products through IMC, managing professional sales staff, destination marketing, implement marketing strategies and build long term relationship between the firm and the tourists.

Contents:

1. **Pricing Products**: Definition Considerations, Approaches, Strategies, and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC).
2. **Distribution Channel**, importance of choice of channel.
3. **Promoting Products**: Communication and promotion policy and advertising, Public Relations & Sales Promotion, Professional Sales, Online & direct Marketing.
4. **Destination Management and Emerging Trends in Marketing Tourism and Hospitality**.

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.
