**HOSPITALITY AND TOURISM MARKETING**

8 credits

1 credit = 13 Class hours

Weightage: Practical 60% Teaching 40%

[Marks: 100]

**COURSE DESCRIPTION**

This course will help the students appreciate, develop, and manage marketing in the hospitality and travel industry sectors. The course will introduce basic concepts and skills in tourism marketing, and will address differences between tourism and other industries. Students will learn how marketing managers can position their products or destinations to capture customers. This course will further focus on applying marketing principles, theories and concepts in developing marketing strategies in the hospitality and tourism organizations.

**COURSE OBJECTIVE**

After completion of this course, the student should be able to:

* Understand the concept of marketing, and its importance in the hospitality and tourism industry
* Understand the marketing mix and its application in developing marketing strategies and decisions
* Understand strategic planning and the role of marketing in strategic planning
* Implement different market-product strategies and understand the process involved in new product development
* Analyse the market environment and identify favourable and unfavourable conditions using various marketing tools
* Understand target marketing, and the process involved
* Describe the stages of product life cycle
* Understand the promotion mix
* Appreciate internal marketing and its importance in in the service industry

1. **Understanding the Hospitality and Tourism Marketing Process (10 Marks)**
   1. Introduction: Marketing for hospitality and tourism
   2. Service characteristics of hospitality and tourism marketing
   3. The role of marketing in strategic planning
2. **Developing Hospitality and Tourism Marketing Opportunities and Strategies (10 Marks)** 
   1. The marketing environment
   2. Marketing information systems and marketing research
   3. Consumer Markets and consumer buying behaviour
   4. Organizational buying behaviour of group markets
   5. Market segmentation, targeting and positioning
3. **Developing the Hospitality and Tourism Marketing Mix (10 Marks)**
   1. Designing and managing products
   2. Internal marketing
   3. Pricing products: pricing considerations, approaches and strategies
   4. Distribution channels
   5. Promoting products: communication and promotion policy & advertising
   6. Promoting products: Public relations and sales promotion
   7. Professional sales
4. **Managing Hospitality and Tourism Marketing (10 Marks)**
   1. Electronic marketing
   2. Internet marketing
   3. Database marketing and Direct marketing
   4. Destination marketing

***Suggested Reading:***

Marketing for Hospitality & Tourism- *John T Bowen, James C. Makens& Philip Kotler* (06th Edition recommended but 05th Edition will also do)

**Grading System**

As per instruction received from UGC, each module will carry a total of 100 marks. The module will consist of both theory and practical, and the marking/grading system will be as follows:

***Theory (40 Marks)***

Students will be given a choice of 06 questions each carrying 10 marks, out of which, they will be required to answer 04 questions as per the lessons taught in the class.

***Practical (60 Marks)***

The practical assessment will be further divided into 02 parts:

* ***Internship:*** Students will have to go for an internship for a minimum of 30 days in any hospitality & tourism related organization and critically analyse the marketing mix of the chosen organization: based on their research, they will have to prepare a recommended marketing plan. Upon completion of their internship, the students will have to submit a project report. This assessment form will carry a weightage of 40 marks. Students will be graded based on their ability and content of research, their understanding of the issues, and their recommendation. (40 marks)
* ***Group Presentation***: After completion of their internship, the students will have to give a classroom presentation of their 30 days (or more) of internship as per the lessons taught in the class. The objective of this presentation is to evaluate if the students have understood the module, and at the same time make them understand the practical aspects of the module. This assessment will also carry a weightage of 20 marks based on their ability to demonstrate positive results from the module. (20 marks)