

### Objectives:

- To understand the various marketing functions and techniques related hospitality and tourism and their applications to real life situations
- To focus on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stakeholders of tourism industry.

**Pedagogy:** Assignments, seminars, case study.

### UNIT I

Introduction-Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural.

### UNIT II

Product Mix – salient features of Tourism Products – New Product Development – Product Life Cycle – Strategies – Brand decision – Ps of Marketing.

### UNIT III

Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning – Marketing Strategies – Alternative Strategies by Market Focus- Advantages- Disadvantages- Types of segmentation

### UNIT IV

Pricing: Pricing Considerations – Internal and External Factors – Pricing Approaches: Cost based – Break Even Analysis – Value based Pricing – Competition based Pricing – Pricing Strategies – New Product Pricing Strategies – Existing Product Pricing Strategies – Psychological Pricing – Promotional Pricing.

### UNIT V

Packaging and Programming – Reason for the Popularity of Packaging and Programming – The distribution Mix – Nature and Importance in Travel Trade – Distribution Channels – Marketing of Tourist Destinations.

### UNIT VI

Designing marketing strategies for market leaders, challenger's followers and nichers- designing strategies for global market place.

### References:

1. Chaudhary Manjula, Tourism Marketing, 1st edition, Oxford Higher Education University Press, New Delhi.
2. Christian Gronroos, Service Management and Marketing Management, 3rd edition, Rowman & Littlefield Publishing Group, Lanham, Maryland.
3. G. L. Gupta, Tourism Marketing Management, Pearl Books, New Delhi.
4. Keller & Kotler, A Framework for Marketing Management, 3rd edition, Dorling Kindersley India Private Ltd, New Delhi.
5. Kotler, Philip, Bowen John, Makens James, Marketing for Hospitality and Tourism, 4<sup>th</sup> edition, Pearson Education, Bengaluru.
6. Kotler, Philip, Bowen John, Makens James, Marketing for Hospitality and Tourism: 6th edition, Pearson Publishers, New Delhi.
7. Morrison Alistair. M, Hospitality and Travel Marketing, 2<sup>nd</sup> edition, Delmar Thomson Publications, Florence.
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9. Petter M. Berge & Sondre B. Eliassen, Hospitality and Tourism Management, 3rd Edition, Nova Science Publishers, Newyork.
10. Russell S Winer & Ravi Dhar, Management Marketing, 4th edition, Prentice Hall Publishers, New Delhi