

Learning Objectives:

1. To understand the core concepts of marketing
2. To focus on different marketing environments
3. To understand how market segmentation, targeting and segmentation done in tourism industry
4. To understand the importance of destination branding
5. To review the factors influencing consumer buying behaviour in tourism industry
6. To learn the importance and elements of marketing mix
7. To learn the process of new product development in tourism sector

Learning Outcome:

- CO1:** Students should be prepared to develop their own tourism products and services.
- CO2:** Students should be prepared to price their own tourism products and services
- CO3:** Students should be prepared to promote their own tourism products and services.
- CO4:** Students are able to brand their products
- CO5:** Students are able to evaluate changes in consumer buying behavior
- CO6:** Students are able to prepare suitable strategies at different product life cycle stages
- CO7:** Students are prepared to segment and target their products and services.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

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 Market Segmentation, Targeting and Positioning - Market Segmentation: Segmentation bases – Criteria to effective segmentation – **Market Targeting – Market Positioning. Branding- Destination branding. Destination Marketing Strategies – Designing marketing strategies for market leaders, challengers, followers and nichers - designing strategies for global market place.**

UNIT III Consumer Buying Behavior - Consumer buying behavior - Types of consumers, buying motives, Customer satisfaction and related strategies in internal and external marketing, Factors affecting consumer buying behaviour. Marketing Mix - Meaning, importance and elements.

UNIT IV Product Mix and Pricing - Product Mix – Salient features of Tourism Products, 7 P's in tourism marketing, Product mix and product line, New Product Development – Product Life Cycle – Strategies for different stages of life cycle. Pricing: Pricing Considerations – Internal and External Factors – **Pricing Approaches: Cost based– Break Even Analysis – Value based Pricing – Competition based Pricing – Pricing Strategies/types.**

UNIT V Promotion and Packaging - Promotion: Introduction, Different tools of Promotion (Advertising, Sales promotion, Publicity, Personal selling, Direct marketing, Public relations, Digital communications) Emerging trends in promotion, promotion of tourism products. Packaging and Programming – Reason for the Popularity of Packaging and Programming – The distribution Mix – Distribution Channels used in tourism industry

UNIT VI Marketing for Tourism Services - Marketing for Airlines, Hotels, Resorts, Travel Agencies and other tourism related services - Challenges and Strategies, Marketing skills for Tourism: Creativity-Communication-Self Motivation - Team building. Internet marketing, social Media, Interactive and relationship marketing,

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