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3.4. HOSPITALITY AND TOURISM MARKETING

UNIT I

Definition of Marketing, Evaluation, Introduction to Hospitality Marketing, Concept of need, demand, wants, Difference between selling and marketing, structure of hospitality industry.

UNIT II

Marketing planning, Stages involved in marketing, Buyer's behavior, Market segmentation Targeting & positioning relevance in hospitality.

UNIT III

Marketing Research and methods, Marketing Mix, Pricing and pricing strategies, Channels of Marketing, Product ,new product development, Product life cycle, Placements of channels of marketing, Promotion, advertising , sales promotion, Public relation &publicity.

UNIT IV

Internal Marketing, Destination Merchandising, Sales force training, Marketing Control

UNIT V

Marketing information system, Retailing – Definition, concept, opportunities, Marketing Environment.

Reference:

Marketing for hospitality industry – John Roberts

Hospitality Marketing Management – Robert D Reid

Marketing for Hospitality and Tourism – Philip Kotler & John Bowen & James Makens

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