

**PRE-REQUISITE**

THM-103: Introduction to Tourism and Hospitality Management

**LEARNING OUTCOMES:**

Knowledge and understanding of:

- The role of marketing in tourism strategy development.
- Destination marketing management: demand and supply issues, attractiveness and competitiveness.
- Theory, formulation and implementation of market driven strategies and plans for a tourism organizations.
- Marketing mix strategies and tactics for tourism.
- Understanding of strategic marketing frameworks, concepts, and methods to different types of tourism organizations.
- To evaluate customer-life time value and assist tourism organizations to deliver excellent tourism experiences.
- To discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

**CONTENTS**

This course will provide knowledge of models, concepts, tools and techniques necessary to undertake strategic marketing and management decisions in the field of tourism. The objective of the course is to focus on developing analytical skills in the formulation and implementation of market driven strategies and plans for an organization. Strategic marketing is the process of creating satisfied customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through innovation. Therefore the course will cover current developments in marketing and management theory and practice. After having successfully completed the course, students will be able to master the following skills: provide insight into the role of marketing in tourism strategy development at the highest levels of an organization; apply strategic marketing frameworks, concepts, and methods to different types of tourism organizations; evaluate customer-life time value; assist tourism organizations to deliver excellent tourism experiences; discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

**Module-I Marketing:**

What is marketing, The Core Concepts, Needs, Wants & Demands, Products (Goods, Services, & Ideas), Exchange & Transactions, Relationship network, Markets, Marketers & Prospects, Marketing Management, Company orientation toward marketplace.

**Winning Markets through Market- Oriented Strategic Planning:**

The Nature of High Performance Business, Organization & Organizational Culture , Corporate & Division Level Strategic Planning – Defining the Corporate Mission – Establishing Strategic Business Units – Assigning Resources to each SBU.

**Scanning Marketing Environment:**

Analyzing Needs & Trends in the Macro Environment, Identifying & Responding to the Major Macro environment Forces, Macro Forces - Demographic - Economic - Natural - Political - Legal Social - Cultural.

**Module-II Market Segments, selecting market targets and Developing marketing strategies:**

Market segmentation, Levels of market segmentation, Pattern of market segmentation, Market segmentation procedure, Bases for segmentation consumer markets, Bases for segmenting business markets, Requirements for effect segmentation, Evaluating target markets.

**Developing New Products:**

Challenges in new product development, Effective organizational arrangements, Managing the new product development process - Idea generation - Idea screening - Concept development and testing - Marketing

strategy development - Business analysis - Product development - Market testing - Commercialization The Consumer Adoption Process

**Managing life Cycle Strategies:**

The Product life cycle - Demand/ Technology life cycle - Stages in the product life cycle - Product Category, Product form, Product and branding life cycle, Marketing strategies throughout the plc, Market evaluation.

**Module-III Managing service businesses and product support services:**

The nature and classification of services, Characteristics of services and their marketing implications - Intangibility - Inseparability - Variability - Perishability.

**Managing Advertisement, Sale Promotion and Public Relations:**

Designing the sales forces - sale force objectives - Sale force strategy - Sale force structure - Sale force size - Sale force compensation, Managing the sales force - Recruiting and selecting sales representatives - Training sales representatives - Motivating sales Representatives - Evaluating sales Representatives, Principles of personal selling - Sales Professionalism - Negotiation - Relationship marketing.

**ASSIGNMENTS - TYPE AND NUMBER WITH CALENDAR**

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

## ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

## RECOMMENDED BOOKS:

1. The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 2nd Edition by David Meerman Scot
2. Marketing for Tourism by J. Christopher Holloway
3. Tourism marketing and management handbook Stephen F. Witt, LuizMoutinho
4. Marketing For Hospitality And Tourism By Kotler
5. Sales and Marketing for Travel and Tourism (2nd Edition) by Doris S. Davidoff and Philip G. Davidoff (Jan 14, 1994)
6. Hospitality Sales and Marketing by James R. Abbey (Jun 1, 2008)
7. Marketing for Hospitality & Tourism (5th Edition) by Philip R Kotler, John T. Bowen and James Makens.
8. Marketing Essentials in Hospitality and Tourism: Foundations and Practices by Stowe Shoemaker and Margaret Shaw.