

COURSE NO: THMC-103

TITLE: TOURISM MARKETING.

TOTAL CONTACT HOURS:

(60 HOURS)

Objectives of the Course: To enable students to develop a critical appreciation of marketing management with an emphasis on creating

- Customer value and building customer relationships towards brand image/loyalty of a product/place.
- Tourism markets and behaviors.
- Environmental images and tourism markets.

Module 1: Introduction to marketing management (12 Hours)

Approaches to the study of marketing- evaluation- modern concepts of marketing – components of hospitality product- demand or market component of tourism and heritage- supply or product component of tourism environments.

Module 2: Product: Planning & Life cycle (12 Hours)

Product meaning and role- process-product life cycle- steps in product development – test marketing- why new product fail- consumer adoption process- Product decisions: Branding, brand strategies, packing decisions.

Module 3 : The Product Market Integration

Positioning and Diversification: Meaning- product positioning- steps in product positioning- Product Pricing: meaning, price and pricing, pricing objectives- methods of price determination.

Module 4: Marketing research (12 Hours)

Marketing Research: Nature, need, objective- defining the problem- developing the plan- collecting the information- analysis of information- presenting the finding – characteristics of good marketing research.

Module 5: Consumer Relation Management (12 Hours)

Creating customer values- Customer satisfaction- building customer loyalty- Customer service in building of a brand- Measuring Customer Satisfaction- Common pitfalls in implementing customer satisfaction- Building Customer Trust- Relationship Manager- Loyalty Programmes

Recommended Reading List:

1. Kotler, Philip: *Marketing Management - Analysis, Planning and Control*, Prentice Hall India, N. Delhi.
2. Ramaswamy, V. S. and Namakumari, S.(2010): *Marketing Management*, 4th ed., MacMillan India, Delhi.

3. Varshney , R. L. & Gupta, S. L.(2011): *Marketing Management: an Indian Perspective 3rd rev.ed*, Sultan Chand Publishers, New Delhi.
4. Still, Richard R., Edward, Cindiff W. and Govoni, Norman A. P.(2011): *Sales Management Decisions Strategies and Cases*, Prentice Hall India, New Delhi.
5. Indian Journal of Marketing