

Cluster University Srinagar, Kashmir

Syllabus for

MA Integrated Economics

Semester II, Year I

Title of the Paper:	<i>Hospitality and Tourism Marketing</i>
No. of Credits:	04 + 02 = 06 (Theory:04, Practical:02)
Maximum Marks Allotted:	90 (Theory 56; Practical: 30. Attendance: 04)

Module Aims:

This module aims at assisting students to understand the principle, philosophy and applications of tourism marketing. Tourism marketing is based on general marketing principles and practices but at an operational level it is adjusted to the needs of the tourism industry as well as to the special characteristics of tourism products; tourism marketing is examined both at a macro-level (or tourism destination level) and at micro-level (tourism enterprise level). The practical component of the module will bring students to the working environment of the tourism industry, providing them learning through analysis of best practice case studies and on-the-site ethnographic studies of marketing techniques.

Learning Outcomes: At the end of this module, students should be able to:

- Discuss marketing concepts, theories and applications
- Differentiate between different types of tourists and discuss the various factors which can influence tourists' decisions
- Explain the importance of the internal and external marketing environment in the development of marketing strategy
- Demonstrate an ability to use a variety of marketing techniques in a range of contexts effectively.

Module Content (Syllabus)

UNIT I Overview of Tourism Marketing

Definition and Principles of Marketing
Various Marketing Concepts and Theories.
Philosophy and process of tourism marketing.
Theories of Marketing
Service Characteristics of Tourism marketing
The Marketing Environment
Tourism and Social Marketing

UNIT II Consumer Behaviour in Tourism

Defining and understanding Consumer in Tourism
Buying decision process and consumer behaviour.
Consumer psychology. Consumer needs, Demands and Wants (Maslow, Herzberg, and others).
Organisational Buyer Behaviour
Market Segmentation, Targeting and Positioning

UNIT III The Tourism Product

The nature of tourism Product
Designing and managing tourism product
Product image, branding, brand loyalty, differentiation, product analysis
New Product Development (N.P.D.), Product life cycle (P.L.C.),
Unique characteristics of the tourism product.
Price: Elasticity of demand, Price flexibility, Forces influencing the pricing decisions, Price differentiation, Pricing methods.

UNIT IV The Promotion in Tourism Marketing

Creating and implementing the Promotion
Distribution channels in Tourism marketing
Promoting Products: Communication and promotion policy and Advertising
Promoting Products: Public relations and Sales Promotions
Direct and Online Marketing: Building Customer Relationships

PRACTICAL (02 Credits)

The practical component of the module will bring students to the working environment of the tourism industry, providing them learning through analysis of best practice case studies and on-the-site ethnographic studies of marketing techniques. The students are required to visit various tourism agencies involved in the marketing of tourism and do ethnographic studies of various marketing programmes practices at destinations in Kashmir. A minimum of two field visits of two/three-day duration each shall be mandatory to learn and assess this component of the module. The students shall submit a report at the end of the semester for internal assessment.

UNIT V Tourism Crises and Marketing Recovering Strategies

Analysing the various tourism Crises in Kashmir

Critically analyzing various marketing recovering strategies from the government of India and the Govt. of Jammu and Kashmir.

UNIT VI Best Practices Case Studies in Tourism Marketing

Critically analyzing the marketing, development and role of Homestays in Ladakh

Analysing Rural Livelihood and Sustainable Tourism through homestays in Korzok Ladakh.

Recommended Readings:

- Phillip, Kotler et al *Marketing for Hospitality and Tourism* (7th Edition) Pearson
- Christopher Holloway, *Marketing for Tourism* (4th Edition), FT Management
- Michael Hall, *Tourism and Social Marketing* (2014) Routledge
- Karen O'Reilly (2nd Edition) 2012, *Ethnographic Methods*, Routledge
- Noel, Scott, Eric Laws & Bruce Prideux (Eds.) *Safety and Security in Tourism*, Routledge.