



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Tourism Management
COURSE NAME	PRINCIPLES OF TOURISM MARKETING (DTT 3013)
COURSE CODE	DTT 3013
CREDIT HOUR	3
SYNOPSIS	Provide knowledge on theories, concepts and strategies applied in marketing tourism and hospitality products and/or services. The course focuses on the application of marketing system in the tourism and hospitality industry, the use of eight marketing mix (8Ps) strategies, consumer behavior, market segmentation and marketing plan.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Introduction to Tourism Marketing 1.1 Explain what is tourism marketing 1.2 Explain the definition of tourism marketing 1.3 Describe the nature of tourism marketing 1.4 Explain the process of tourism marketing 1.5 Understanding needs, drives, wants and demands of tourists 1.6 Describe service and their marketing 1.7 Explain types of services
2	Marketing Mix Strategies (8'Ps) 2.1 Product, Place, Promotion, Price, People, Package, Programs, Partnership 2.2 Clarify the nature and characteristics of tourism offer 2.2.1 Tangibility and intangibility 2.2.2 Non-perishability and perishability 2.2.3 Homogeneity and heterogeneity 2.2.4 Separability and inseparability 2.2.5 Ownership and non-ownership 2.3 Issue of tangibility and Intangibility Mix
3	Consumer Behavior 3.1 Describe the model of consumer behavior 3.2 Explain factors influencing consumer behavior 3.3 Describe buyer decision process



4	Market Information System and Marketing Research 4.1 Explain marketing information system 4.2 Explain marketing intelligence 4.3 Explain marketing research
5	Designing and Managing Products 5.1 Explain what product level is 5.2 Describe how to make brand decision 5.3 Explain new product development process 5.4 Explain product life cycle
6	Marketing Strategy 6.1 Explain the definition of marketing strategy 6.2 Explain the differences between strategic and functional marketing 6.3 Describe corporate hierarchy 6.4 Explain what is positioning 6.5 Describe marketing strategy in small firm
7	Market Segmentation 7.1 Explain the market segmentation 7.2 Describe the requirement for effective segmentation 7.3 Explain market targeting 7.4 Explain market positioning 7.5 Explain competitive advantage
8	Marketing Plan 8.1 Explain marketing plan 8.2 Describe the importance of marketing plan 8.3 Explain marketing plan development 8.4 Explain marketing plan for tourism products and/or services
References:	1. Yusniza Kamarulzaman, Aslinda Mohd Shahril, Mazlina Mahdzar & Nor'Ain Othman. "Marketing for Hospitality and Tourism" Oxford Fajar (2017)