

TOURISM MARKETING

1. Analysis of Tourism Service Systems:
 - Introduction
 - Models of the tourism industry
 - The basic tourism model
 - The tourism system
 - Tourism services
 - Tourism marketing
 - Consequences and elements of tourism

2. The Demand for Tourism
 - International patterns in tourism demand
 - Allocating time for tourism
 - Financial factors influencing tourism
 - Distribution of tourism activity

3. Strategic Tourism Marketing:
 - Contribution of marketing to organization
 - Strategic decision and gaps
 - Tourism service development
 - Market segmentation
 - Tourism branding
 - Advertising and competition
 - Pricing strategies for tourism services

4. The consequences of Tourism:
 - Tourists behavior and residents, attitudes, assessing, impact of tourism
 - Economic consequence of tourism
 - Resort development
 - Development of expertise
 - Resident attitude towards tourism
 - Regulations and competition in tourism
 - Government role in tourism planning
 - Tourism as a strategic tool for national development
 - Government roles in tourism promotion
 - Regional tourism promotion
 - Predicting the demand for tourism services.

Reference:

1. Tourism marketing by Eric Laws.
2. Tourism Principles And Practices – A.K. Bhatia
3. Marketing Management – Philip Kotler