

Course Outline – NRRT 655

Course Number:	NRRT 655
Course Title:	Tourism Marketing Concepts and Applications
Credits:	2
Terms:	Fall
Prerequisite:	None
Grading:	Traditional

Course Description: This course will provide students with an understanding of the marketing process as it applies to travel and tourism. While general concepts of marketing for travel and tourism are similar to the marketing of other products and services, the travel and tourism industry has unique characteristics that create a variety of problems and opportunities specific to and important for tourism marketing professionals.

Main Topics: This course provides an overview of marketing activities in the provision of tourism products and services. This course will address marketing concepts applied to the travel and tourism industry; apply learned marketing concepts to the primary sectors of the travel and tourism industry; and examine the modification of marketing strategy within a changing environment. The course will also address the application of marketing in the primary sectors of travel and tourism; including tourism destinations, accommodations, passenger transport, visitor attractions, and inclusive tours and product packages

Course Objectives: Students will gain an understanding of...

- Traditional marketing terminology and concepts
- Unique application of marketing principles to the travel and tourism industry
- Marketing strategy and planning in the travel and tourism industry

Course Outline:

- The meaning of marketing as it applies to travel and tourism
 - Marketing as a systematic thought process
 - The special characteristics of travel and tourism marketing
 - The external business environment and factors that influence tourism demand
- The consumer and the marketing mix in travel and tourism
 - Tourism motivations and buyer behavior
 - Segmentation for travel and tourism markets
 - The marketing mix applied to travel and tourism services
- Planning for marketing strategy applied to travel and tourism
 - Marketing research in travel and tourism
 - The marketing planning process
 - Budgeting and evaluating marketing performance for tourism services
- Marketing communication and its influence on travel and tourism consumers
 - E-marketing and the use of information and communications technology
 - Distribution channels in travel and tourism
 - The promotional and communications mix