

COURSE CODE *FSM 305*

COURSE TITLE: *Principles of Tourism Development*

NUMBER OF UNITS: *2 Units*

COURSE DURATION: *Two hours per week*

COURSE DETAILS

Course Coordinator: Dr. OlusegunAtanda B.Sc., M.Sc., MBA., Ph.D.

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Office Location: COLFHEC

Other Lecturers: None

COURSE CONTENT:

This course is designed to enable students acquire necessary knowledge, skills and techniques for effective marketing of services. It includes market research and assessment for hotel products. Products concept planning development, pricing policy and system for hotel establishment., market promotion. It also explains general accounting techniques and concepts as they relate to foodservice. It includes cost, profit volume relationships, costing technique, hotel accounting and budgetary control.

COURSE REQUIREMENTS:

Students are expected to participate in all the course activities and have minimum of 75% attendance to be able to write the final examination.

READING LIST:

1. Kotler, P. J.T. Bowen and J.C. Makens. Marketing for Hospitality and Tourism. 5thed. Pearson Prentice Hall. New Jersey: USA. 2010.

2. McIntosh, R.W. and C.R. Goeldner. Tourism: Principles, Practices and Philosophies. 6th ed. John Wiley and Sons Inc, USA. 1990

3. Sampad, K.S. and M.S. Jitendra. Oxford University Press, USA 2011.

LECTURE NOTES:

Introduction

Definition of Hospitality and Tourism Marketing

Importance of Marketing

Tourism Marketing

Definition of Marketing and Marketing Process

Understanding the Market Place and Customer needs, Wants and Demands

Tangible Products, Services and Experiences
Customer Value and Satisfaction
Exchanges and Relationships
Definition of a Market Place

Marketing Management Orientations

- Production Concept
- Product Concept
- Selling Concept
- Marketing Concept
- Societal Marketing Concept

Concept of Integrated Marketing Plan
Customer relationship Management

Role of Marketing in Strategic Planning

Marketing Information Systems and Marketing Research

Marketing Information Systems

Marketing Analysis

Marketing Research

- Defining the Problems and Research Objectives
- Developing Research Plan for Collecting Information
- Implementing Research Plan, collecting and Analysing Data
- Interpreting and Reporting the Findings.
- International Marketing Research

Product Development

- Test Marketing
- Product Life- Cycle Strategies

Pricing Considerations, Approaches and Strategy

Price

Internal and External Factors affecting Pricing Decisions

Professional Sales

Nature of Hospitality Sales including Sales Volume

Key Accounts

Combination- Structured Sales Force

Team Sales