

**Type/Status : Core**

**Course Code : TCRM 41434**

**Title : Tourism Promotion**

**Learning Outcome:**

At the end of this course unit students will be able to demonstrate a comprehensive and analytical knowledge of the importance and methods tourism promotion.

**Course Content:**

The application of promotion and marketing concepts to the tourism industry, methods of establishing promotion as a central orientation and philosophy of the planning of tourism sector etc.

**Method of teaching and learning:** Lectures, seminars, tutorials, assignments and field studies

**Scheme of Assessment:** End of Semester written examination, assignment, tutorials and presentations

**Recommended Reading:**

Kotler, Philip; John Bowen; James Makens (2007) *Marketing for Hospitality and Tourism* Pearson Education, Inc. Dorling Kindersley (India) Pvt Ltd.

Kob, Bonita M. (2006) *Tourism marketing for cities and towns: using branding and events to attract tourists*, Butterworth Heinemann, UK

Pizam, Abraham and Yoel Mansfeld (Eds.) (1999) *Consumer Behaviour in Travel and Tourism*, Haworth Hospitality Press, New York

Sweeny, Susan (2006) *Internet marketing for your tourism business: proven techniques for promoting tourist based businesses over the internet*, Maximum Press, Florida, USA

Tribe, John (2001) *The economics of leisure and tourism* (2<sup>nd</sup> Edition), Butterworth-Heinmann, UK