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. Olusegun Atanda 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:


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