

Tourism Services Marketing

Tourism Services Marketing is a 4th year unit, as part of the core curriculum in the Tourism Management pathway. Students have already been taught the basic principles of marketing in the 2nd year, and they are now focusing on the application of marketing principles on services. The unit explores the differences that exist on the application of marketing on conventional goods and (tourism) services. As such, Tourism Services Marketing first explores the differences between goods and services and the features | characteristics that make services so unique in the application of marketing. It then moves on to examine various aspects of marketing operations applied in a tourism services context (i.e., distribution systems, pricing, promotion and communication) as well as branding and internal marketing operations on a tourism setting.