

Tourism Marketing Concepts and Applications

PEIMS Code: N1302270

Abbreviation: TOURMRKT

Grade Level(s): 10–12

Award of Credit: 1.0

State Approved Innovative Course

- Districts must have local board approval to implement innovative courses.
- In accordance with Texas Administrative Code (TAC) §74.27, school districts must provide instruction in all essential knowledge and skills identified in this innovative course.
- Innovative courses may only satisfy elective credit toward graduation requirements.
- Please refer to [TAC §74.13](#) for guidance on endorsements.

Course Description:

Tourism Marketing Concepts and Applications will provide students with a thorough understanding of marketing concepts and theories that apply to the travel and tourism industry to include lodging, food and beverage operations, recreation, amusements, attractions, convention and visitors' bureaus and tourism companies. 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 challenges and opportunities specific to and important for tourism marketing professionals. Students will learn broad tourism marketing concepts such as understanding a product/service, pricing out a product/service, promoting a product/service with a focus on direct sales and the placement or distribution channels for a product. They will also be introduced to the concepts of markets, market segmentation, and customer needs related to the tourism industry.

Essential Knowledge and Skills:

- (a) General Requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Hospitality and Tourism. Students shall be awarded one credit for successful completion of this course.
- (b) Introduction.
 - (1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
 - (2) The Hospitality and Tourism Career Cluster focuses on the management, marketing, and operations of restaurants and other food/beverage services, lodging, attractions, recreation events, and travel-related services.
 - (3) Tourism Marketing Concepts and Applications will provide students with a thorough understanding of marketing concepts and theories that apply to the travel and tourism industry to include lodging, food and beverage operations, recreation,

amusements, attractions, convention and visitors' bureaus and tourism companies. Students will learn broad tourism marketing concepts such as understanding a product/service, pricing out a product/service, promoting a product/service with a focus on direct sales and the placement or distribution channels for a product. They will also be introduced to the concepts of markets, market segmentation, and customer needs related to the tourism industry.

- (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.
- (5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.

(c) Knowledge and Skills.

- (1) The student demonstrates professional standards/employability skills as required by tourism business and industry. The student is expected to:
 - (A) communicate effectively with others using speaking, listening, and writing skills;
 - (B) demonstrate professional dress in a manner as required by the industry; and
 - (C) determine good ethical decisions that follow procedure and policy of the industry organization.
- (2) The student can evaluate occupational opportunities related to the tourism industry. The student is expected to:
 - (A) describe the tourism professional organizations and their missions;
 - (B) explain the organizational structure and occupational opportunities of various tourism industries such as transportation, hotels and resorts, amusements, recreation, fairs and festivals sporting events and retail;
 - (C) develop a career plan to guide postsecondary activity; and
 - (D) create a professional portfolio.
- (3) The student understands the importance of and basic elements of marketing as well as the functions of marketing as they relate to building the tourism industry. The student is expected to:
 - (A) describe and discuss the 4Ps of marketing, including product, price, promotion, and place, as they relate to the tourism industry;
 - (B) identify the differences of service industries as compared to consumer products;
 - (C) identify competitors in the marketplace;
 - (D) disaggregate a market into appropriate market segments including target markets;
 - (E) differentiate between the features and benefits of the tourism service/product; and
 - (F) explain the goal of marketing a tourism service/product.

- (4) The student can apply the principles of marketing to various segment if the tourism industry such as transportation, hotels and resorts, amusements, recreation, fairs and festivals sporting events and retail. The student is expected to:
 - (A) relate each tourism segment to a target market;
 - (B) identify and evaluate how local segments market to the target market; and
 - (C) develop a marketing plan to increase profitability for a local tourism segment.
- (5) The student distinguishes how the tourism industry is impacted by the local and national economy and how tourism also impacts the local and national economy. The student is expected to:
 - (A) describe the effects of the economy on tourism;
 - (B) describe the effects of tourism on the local and national economy; and
 - (C) formulate strategic plans to affect the tourism business and local economy in a positive manner.
- (6) The student understands the value of strategic planning for profitability in the tourism industry. The student is expected to:
 - (A) develop a strong mission statement for a tourism business;
 - (B) conduct a Strength, Weakness, Opportunity and Threat (SWOT) analysis for a business in the tourism industry;
 - (C) analyze factors in the external environment and how they impact the marketing objective of the tourism service/product;
 - (D) apply the Specific, Measurable Attainable, Realistic and Timely (SMART) principle when setting business goals;
 - (E) describe how to develop sustainable tourism; and
 - (F) evaluate a tourism business' competitive advantage in the marketplace;
- (7) The student understands distribution channels and the role they play in the marketing function of a tourism business. The student is expected to:
 - (A) describe examples of existing distribution channels for service industries;
 - (B) identify potential distribution channels for a new tourism business; and
 - (C) assess the pros and cons of distribution channels options.
- (8) The student understands the importance of pricing as a marketing function in the tourism industry. The student is expected to:
 - (A) analyze pricing and pricing strategies from a profitability standpoint;
 - (B) examine the relationship between supply and demand on pricing; and
 - (C) justify pricing decisions based on yield management principles.
- (9) The student describes consumer behavior as it relates to tourism services/products buying decisions. The student is expected to:
 - (A) discuss the factors and steps in the consumer decision-making process related to tourism services/products; and

- (B) analyze the external and internal forces that impact buying decisions related to tourism services/products.
- (10) The student analyzes the benefit of marketing research in the strategic marketing process. The student is expected to:
 - (A) identify various research methods used in the tourism industry including; and
 - (B) create a simple market research plan for a tourism business.
- (11) The student understands the role that advertising and public relations play in marketing promotion. The student is expected to:
 - (A) describe and discuss various advertising methods used to promote a tourism business;
 - (B) explain how public relations can enhance marketing efforts for a tourism business; and
 - (C) analyze how sales management is used in the industry to drive business.
- (12) The student demonstrates an understanding of effective sales management in the promotion of a tourism business. The student is expected to:
 - (A) explain how direct sales is used in the tourism industry;
 - (B) identify potential customers for a tourism business;
 - (C) conduct a professional presentation to potential tourism customers;
 - (D) identify and describe the steps of a sales call in the selling process related to the tourism industry;
 - (E) explain the importance of data management and maintaining detailed call accounting records and account details;
 - (F) conduct and close a tourism sales call; and
 - (G) compare and contrast relationship and transactional tourism selling.

Recommended Resources and Materials:

Kotler, P.T., Bowen, J. T., Makens, J.C. , Baloglu, S.(2017). Marketing for Hospitality and Tourism (7th Ed). Boston: Pearson.

Goeldner, C.R., Brent Ritchie, J.R. (2012). Tourism: Principles, Practices, Philosophies (12th Ed). Hoboken, NJ: John Wiley & Sons.

Vinod, B. (2004). Unlocking the value of revenue management in the hotel industry. Journal of Revenue and Pricing Management, 3(2), 178-190.

Recommended Course Activities:

- Develop a marketing strategy for a local tourism event/business
- Print marketing materials promoting an attraction
- Marketing research survey
- Student oral presentations
- Mock client interviews
- Guest Speakers (Convention and visitors' bureau, tourism marketing executives, local event organizers)

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- Analyzing the effects of current events on tourism

Suggested methods for evaluating student outcomes:

- Tests/quizzes
- Role play rubrics
- Oral presentation rubrics
- Research projects
- Evaluation of print marketing materials

Teacher qualifications:

An assignment for Tourism Marketing Concepts and Applications is allowed with one of the following certificates.

- Any home economics or homemaking certificate.
- Any marketing or distributive education certificate.
- Family and Consumer Sciences, Composite: Grades 6-12.
- Hospitality, Nutrition, and Food Sciences: Grades 8-12.
- Marketing: Grades 6-12.
- Marketing Education: Grades 8-12.
- Trade and Industrial Education: Grades 6-12. This assignment requires appropriate work approval.
- Trade and Industrial Education: Grades 8-12. This assignment requires appropriate work approval.
- Vocational Trades and Industry. This assignment requires appropriate work approval.

Additional information: