

Semester VII  
Generic Elective-GE -7.1  
Service marketing for Tourism and Hospitality  
Offered by Tourism Management Department, College of Vocational Studies  
Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
			Lecture	Tutorial	Practical		
Service marketing for Tourism and Hospitality	GE 7.1	4	3	1	0	Pass in Class XII	NIL

**Learning Objectives:**

This course explores the unique nature of service marketing within the tourism and hospitality industries. Students will learn the core principles of services marketing, understand consumer behavior in service settings, and develop strategies for creating value, enhancing customer experience, and building long-term relationships in service-based businesses. The course blends theory with practical insights through case studies, discussions, and real-world examples.

## Learning Outcomes:

After completing this course, the learners would be able to:

1. explain the distinctive characteristics of service marketing in tourism and hospitality.
2. apply the 7 Ps framework to design and manage effective service marketing strategies.
3. analyze service encounters and customer expectations in various hospitality contexts.
4. evaluate service quality using models like SERVQUAL and propose improvements.
5. use digital and relationship marketing tools to enhance customer engagement and retention.

## Unit I

### ~~(11Hours)~~ Introduction to Service Marketing

Definition and characteristics of services, Difference between goods and services, Role of services in tourism and hospitality, The service marketing triangle, Customer expectation from Hospitality services, The expanded marketing mix (7 Ps) in tourism and hospitality,

## Unit II

### Understanding Customer Expectations and Perceptions (11Hours)

Customer expectations and perceptions of service, The concept of service encounters and moments of truth, Service quality models: SERVQUAL and GAP Model, Managing demand and capacity in services, Customer satisfaction and complaint management.

## Unit III

### Designing Service Marketing Strategies (11Hours)

Market segmentation, targeting, and positioning for service offerings, Service product design and innovation, Branding services and destination marketing, Pricing strategies for services, Promotion and communication in service businesses.

## Unit IV

### Modern Marketing (12Hours)

Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Buzz marketing, Relationship marketing in hospitality: loyalty programs, CRM, personalization, Role of technology in service marketing, Social media and online reviews as marketing tools.

## Exercises

The learners are required to:

1. analyze and present examples of the 7 Ps in a hotel/resort of their choice.
2. develop a customer feedback questionnaire for a hotel or travel agency.
3. develop a promotional campaign for a tourism destination
4. design a loyalty program for a hotel or travel firm.

**Suggested Readings:**

- Hoffman, K. D., & Bateson, J. E. G. (2017). *Services Marketing: Concepts, Strategies, and Cases* (5th ed.). Cengage Learning.
- Hudson, S. (2020). *Marketing for tourism, hospitality & events: A global & digital approach*. SAGE Publications.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism* (7th ed.). Pearson Education.
- Lovelock, C., Wirtz, J., & Chatterjee, J. (2019). *Services Marketing: People, Technology, Strategy* (8th ed.). Pearson.
- Mariani, M. M., Baggio, R., Della Corte, V., & Buhalis, D. (2021). *Smart tourism: Foundations and developments*. Springer.
- Morrison, A. M. (2022). *Marketing and managing tourism destinations* (2nd ed.). Routledge.
- Solomon, M. R. (2022). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
- Wirtz, J. (2022). *Services marketing: People, technology, strategy* (9th ed.). World Scientific Publishing.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.

**Notes:**

- 1.** Suggested Readings will be updated and uploaded on college website from time to time.
- 2.** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.