

Tourism Marketing Concepts and Applications

PEIMS Code: N1302270

Abbreviation: TOURMRKT

Grade Level(s): 10–12

Award of Credit: 1.0

Approved Innovative Course

Districts must have local board approval to implement innovative courses.

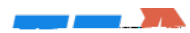
In accordance with Texas Administrative Code (TAC) §74.27, school districts must provide instruction in all essential knowledge and skills identified in this innovative course.

Innovative courses may only satisfy elective credit toward graduation requirements.

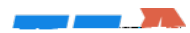
Please refer to [TAC §74.13](#) for guidance on endorsements.

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



- (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



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- (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 tourism industry.

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