

## **Tourism and Food Marketing**

### **Introduction**

This course will be divided in two parts. In the first half, this course will allow students to acquire precise knowledge of Tourism Marketing. Importantly, tourism is one of the largest and most complex service systems not only in the world but also in Pakistan offering unique marketing challenges particularly for holiday tourism and event marketer. In this module, we apply tourist behaviour and marketing theory to practical issues. We will try to understand, analyze, and design tourism's core product: the tourism experience, and discuss problems and solutions for new and traditional challenges.

In the second half, the focus will be entirely on the food. Importantly, the material and concepts that it delivers in the second part are also highly relevant to the Master students of Marketing that are interested in consumer food product innovation and development. Additionally, this half will provide precise introduction to the marketing environment, customer types, buyer behaviour, market segmentation and product, pricing, distribution, and promotion issues in the context of domestic and international food markets.

### **Course Objectives**

- a. To understand the history of tourism, discuss its cycles and challenges
- b. To understand event tourism and contemporary issues in the industry
- c. To understand tourism facilitator networks such as destination marketing organizations
- d. To understand opportunities within local and international markets
- e. To understand nature of food consumer needs
- f. To understand traditional food markets
- g. To understand various types of food brands and how to position in a competitive food market.

### **Learning Outcomes**

This Upon successful completion of this year, you should be able to understand:

- a. Discuss and evaluate tourism marketing theory, including brand-consumption, and tourism experience theory
- b. Debate contemporary issues relevant to tourism, event management and marketing, strategy building, destination branding and the consumption of places.

- c. Apply tourism-marketing theory to a practical tourism issue, including event and branding research or service design problems
- d. What marketing is. What its position within a commercial organization is and the nature of its relationship with other functions, including food science and technology.
- e. What products are, what brands are, and what categories are, as these are the primary strategic units of food marketing.
- f. The various types of brands, their nature and how they are used in a competitive food.
- g. What channels are, and how they are used by food marketers to access their markets.

### **Course Content**

- a. Tourism marketing theories
- b. Tourism branding and research consumption
- c. Structures and Organizations in Tourism
- d. Wellbeing through tourism
- e. Tourism networks
- f. Tourism service design
- g. Food consumer choice
- h. Retail food markets
- i. Food service markets
- j. Food product introduction and deletion

### **Recommended Books**

***Creating New Food Products: The product developer's guide.*** By Richard and Mary Earle.

***Tourism Marketing: A Collaborative Approach.*** By Alan Fyall and Brian Garrod