



CAVITE STATE
UNIVERSITY
IMUS CAMPUS



Module 1

Introduction to Tourism and Hospitality Marketing

DEPARTMENT OF HOSPITALITY MANAGEMENT

Learning Objectives

At the end of the discussion, the student should...

- Define tourism marketing and its functions;
- Differentiate tourism products from consumer products;
- Explain marketing as a management process, and;
- Discuss the evolution of marketing and the integrated marketing approach.

Introduction to Tourism and Hospitality Marketing

Mini-Activity of the Day



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Module Hospitality Marketing

Karin Nielsen-Saines

A decorative graphic element consisting of a light blue horizontal bar with a rounded right end, and a red-to-white gradient semi-circle on the right side.

Module Hospitality Marketing:

Eventually, you will utterly discover a additional experience and talent by spending more cash. nevertheless when? pull off you endure that you require to acquire those all needs taking into consideration having significantly cash? Why dont you try to acquire something basic in the beginning? Thats something that will lead you to comprehend even more approximately the globe, experience, some places, following history, amusement, and a lot more?

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