
TOUR MARKETING, SALES AND PROMOTIONS

HMT 209**Tour Marketing, Sales and Promotions****3.0 UNITS**

This course introduces Hospitality Management students to the dynamic and diverse tourism industry. This course views the industry from a business perspective - examining the management, marketing, and finance issues most important to industry members. Students learn the basics of marketing, selling and promoting to the traveling public, how to connect with tourism service suppliers, and the steps to putting together a tour for a specific market segment. This course offers a view of today's tourism industry that is as interesting and multi-faceted as the field itself. Prerequisites: HMT 112 and HMT 128