

Marketing and Selling Tourist Services



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OBJETIVOS

By the end of this course, students will be able to: Understand the basic concepts of marketing and how they apply to tourism. Identify different types of tourist services and how they are promoted and sold. Recognize what motivates people to travel and how to meet customer needs. Use simple marketing tools to promote destinations, tours, and travel services. Apply key sales techniques for building trust and closing sales. Explore how websites and social media are used to attract and retain customers. Develop a simple promotional plan for a tourism product or service.

CONTENIDOS

Unit 1.- Introduction to tourism and marketing

Getting started

- Welcome to "Marketing and Selling Tourist Services"! In this lesson, you'll discover what tourism really means, what makes it unique, and why marketing is the engine that brings travel dreams to life. We'll introduce the big ideas and excitement of the tourism world, setting the stage for this unit's deeper dives into key sectors, the marketer's role, and how unforgettable experiences get designed.
- Let's get started by exploring why tourism is more than just an industry—and why understanding travelers and experiences is the heart of success.

What is tourism and its key sectors

- In this lesson, you'll dive deep into what tourism really means, learning how experts formally define it and why it is much more than simply going on vacation. You'll discover how the global tourism ecosystem is structured, exploring the ten characteristic industries that power travel worldwide—from hotels and airlines to museums and adventure activities. We'll also examine the cross-cutting themes every sector now faces, including sustainability and digitalization.

- You'll get the language, concepts, and context you need to map any journey across the full tourism value chain, preparing you for a career in this dynamic field.

The role of marketing in tourism

- Discover why marketing is at the center of every memorable travel experience. In this lesson, you will explore how tourism marketing shapes desire, builds trust, and delivers value before a journey even begins. We trace the evolution of tourism marketing from Victorian railway posters to AI-powered itinerary builders, explore classic and modern frameworks (such as the 7 Ps and STP), and examine the latest strategies that transform inspiration into bookings.
- You'll also learn how branding, digital channels, reviews, and ethical concerns like sustainability and accessibility all play into the big picture of selling experiences, not just services. Real-world case studies and practical tools will ground theory in reality, preparing you to design, evaluate, and manage effective marketing in any tourism context.

Designing the tourism experience

- What truly sets a tourism experience apart? In this lesson, you'll discover how thoughtful design turns service into unforgettable memory—from the moment guests book, to emotional peaks and lasting impact. We'll explore the layers that make an experience succeed, practical frameworks for mapping journeys and staging "peak-end" moments, principles for inclusivity and sustainability, and how data and narrative feedback fuel continuous improvement.
- By the end, you'll be able to analyze, design, and improve experiences that delight guests and benefit communities, setting your tourism offer ahead in a crowded market.

Practical free-writing assignment

- This lesson invites you to dive into creative reflection using the ideas from Unit 1. By exploring real or imaginary travel experiences, you'll connect tourism theory with practice, analyze how marketing works in the real world, and flex your originality by designing your own tourism micro-brand. These written exercises are designed to help you internalize core concepts and express your understanding in your own words.
- Expect to map industry sectors to actual journeys, examine the gap between advertising and reality, and craft a compelling brand story—all vital skills for future tourism professionals and marketers.

Role-play and progress review

- This review lesson will help you reinforce the fundamental concepts from Unit 1: Introduction to Tourism and Marketing. You will first use flashcards to refresh your knowledge of key definitions, frameworks, examples, and industry terms. Next, you will take on a practical, interactive role-play to apply your understanding to a real-world scenario, building confidence in connecting marketing strategy with operational realities in tourism.

- By completing these activities, you'll solidify your grasp of tourism as an ecosystem, review the marketer's tools and roles, and get ready for the unit test and real-life professional situations.

Unit test

- Test your mastery of the key concepts in "Introduction to tourism and marketing". This assessment covers the definition and structure of tourism, the tourism ecosystem, service characteristics, marketing frameworks, experience design, and ethical and cross-cutting themes. Make sure you have reviewed all main lessons and glossaries before starting.

Unit 2.- Understanding tourists and markets

Getting started

- Welcome to the foundational unit of "Understanding tourists and markets." In this short lesson, you'll get a glimpse of why people travel, how tourism markets are mapped, and what all sectors need to know before launching products or services for travelers.
- By the end of this introductory lesson, you'll be able to recognize push and pull motives, identify key segmentation concepts, and appreciate the importance of matching travel promises to real guest expectations. Let's get started!

Travel motivations and needs

- Why do people travel? This lesson explores the deep motivations behind tourism, from emotional needs and social identity, to practical constraints and cultural shifts. You'll learn how to analyze and predict what moves different tourists, examine classic and modern theories, and recognize the multi-layered motives driving travel choices—from adventure seekers to comfort lovers and everything in between.
- Discover how push and pull factors, situational triggers, and megatrends all shape who travels, where, and why. Equip yourself with practical frameworks and real-world examples to design, market, and adapt tourism services for today's travellers.

Tourist types and segments

- This lesson explores how to group tourists into useful categories for marketing and service design. You'll learn about classic typologies like Plog's allocentric-psychocentric spectrum, Cohen's tourist roles, and the Travel Career Ladder. We'll dive into demographic, geographic, psychographic, behavioral segmentation, and explain why multidimensional segmentation is essential. You'll also examine new and emerging segments—like Digital Nomads and Silver Digitals—and how tourism professionals can discover, design for, and measure the success of market segments.
- By the end, you will be able to identify, describe, and target tourist segments with precision—creating relevant experiences and avoiding ethical pitfalls.

Matching products to expectations

- This lesson explores the critical relationship between tourism products and the expectations of travelers. You will learn how expectations are formed, what drives guests to book, and how promise management can shape satisfaction, loyalty, and reputation. We break down the cognitive and service-quality theories at play, give you practical frameworks like SERVQUAL and Kano, and share real-world strategies for designing, communicating, and delivering tourism products that truly match what guests hope for—without over-promising.
- Through examples, infographics, and hands-on activities, you'll develop the analytical and creative skills needed to keep every promise within the guest's "Zone of Tolerance."

Practical free-writing assignment

- This lesson gives you the chance to apply your learning about tourist motivations, market segmentation, and expectation management in a creative, reflective way. Through these writing activities, you will connect major concepts from the unit to your own experiences or observations, develop realistic customer personas, and critically examine the messaging that shapes tourism decisions.
- Use this opportunity to demonstrate both your understanding and originality—there are no perfect answers, but strong arguments, evidence, and creativity are all encouraged!

Role-play and progress review

- This lesson will help you review and reinforce the core concepts explored in Unit 2: Motivation, segmentation, tourist typologies, and expectation management. First, test your recall with interactive flashcards. Then, practice applying these concepts in a realistic AI-assisted role-play scenario tailored to real-world tourism marketing situations.
- By the end, you'll be better prepared to analyze traveler motivations, segment markets, and manage customer expectations effectively.

Unit test

- Test your understanding of the key concepts from Unit 2: Understanding tourists and markets. This test covers motivations to travel, market segmentation, tourist typologies, expectation management, ethical considerations, and practical tools used in tourism marketing. Read each question carefully, choose the most appropriate answer, and reflect on what you learned in the unit.

Unit 3.- The tourism marketing mix

Getting started

- Welcome to "The tourism marketing mix" unit! In this lesson, you'll discover why every trip, from a simple balloon ride to a multi-day package, is powered by invisible marketing decisions. We'll explore the basic building blocks—the 4 Ps—of tourism marketing, see real examples, and set the stage for the exciting stories, strategies and practical assignments ahead.

- Whether you're new to marketing or an industry pro, get ready to see how smart choices in Product, Price, Place and Promotion shape traveler experiences all over the world.

The 4 Ps in tourism

- Discover the core concept of the marketing mix, known as the 4 Ps: Product, Price, Place, and Promotion. In this lesson, you'll explore how these four levers shape traveler decisions and business success in tourism, how to apply them to real-world scenarios, and why they matter even more in a people-powered industry. You'll dive into practical frameworks, best-practice examples, and visit the world of pricing tactics, distribution channels, and effective promotion—all through a tourism lens.
- Get ready to transform how you see every travel offer, package, and campaign by mastering the most fundamental tools of travel marketing.

Designing tourism packages

- In this lesson, you'll dive deep into the art and science of designing tourism packages that deliver value for travelers, suppliers, and destinations alike. We explore why packages matter, the essential terminology, and every step of the package design process—segment selection, pricing, contract negotiation, compliance, sensory engineering, digital tools, risk management, and more.
- You'll learn how to integrate the marketing mix (4 Ps) inside packages, compare typologies, avoid common pitfalls, and embrace future-ready, inclusive, and sustainable design approaches. This practical module is packed with examples, checklists, metrics, and creative insights to enable you to create tourism packages that win in a competitive, fast-evolving marketplace.

Branding and storytelling

- In this lesson, you'll discover how successful destinations and tourism providers build powerful brands and use storytelling to connect with travelers' emotions and values. We'll explore the anatomy of a tourism brand, the science behind effective storytelling, practical steps to create your own brand story, and why branding is essential in tourism. You'll unlock the secrets behind world-famous campaigns, learn best practices for multisensory branding, and finish with hands-on techniques to audit or elevate your own, or your organization's, brand narrative.
- By the end, you'll understand how the right blend of distinctive assets, meaningful stories, and ethical strategy can help tourism businesses stand out and earn loyalty in a crowded global market.

Practical free-writing assignment

- This lesson invites you to bring the tourism marketing mix to life by completing a creative writing assignment. You will have the opportunity to analyze real or imagined tourism services, invent your own packages, or design ethical pricing strategies—connecting theory with real-world application. Use your personal insight, vivid examples, and originality to demonstrate your understanding of Product, Price,

Place, and Promotion in action.

Role-play and progress review

- This lesson helps you consolidate your understanding of the tourism marketing mix by reviewing key concepts and practicing real-world application. First, test your recall and recognition of essential terms, tools, and examples using interactive flashcards. Next, participate in a guided AI role-play scenario, where you'll apply what you've learned to a practical situation, making decisions around the 4 Ps and seeing their impact in action.
- Completing this lesson will boost your readiness for unit tests and future projects.

Unit test

- Check what you have learned in this unit about the tourism marketing mix, including the 4 Ps, pricing strategies, the creation of tourism packages, branding, distribution channels, and more. The test covers key concepts, terminology, and practical scenarios you explored in the lessons.

Unit 4.- Selling tourist services

Getting started

- Welcome to "Selling Tourist Services"! In this short intro, you'll discover why selling travel is unlike selling other products, explore the key steps of a successful tourism sales process, and preview the essential skills you'll build in this unit. Get ready for real-world examples, practical frameworks, and interactive activities to sharpen your ability to turn travelers' dreams into bookings and five-star reviews.

The tourism sales process

- This lesson gives you a complete, practical guide to the modern tourism sales process—step-by-step, from finding potential customers through to turning them into loyal advocates for your business. You'll learn why a formal process increases your success, gain tools for prospecting and qualifying travelers, master how to uncover true needs, tell vivid stories that sell, resolve objections without just offering discounts, close deals securely, and create memorable post-sale experiences that drive reviews and repeat business.
- Every step is brought to life with industry examples, technology tips, and best practices to help you build sustainable, ethical, and effective sales skills in tourism.

Communication and persuasion skills

- This lesson explores the art and science of communication and persuasion in tourism sales. You'll discover why clear, inclusive language is your most profitable asset. Learn to master verbal, paraverbal, and non-verbal techniques, apply world-class persuasion frameworks like AIDA and SPIN, and harness digital and on-site strategies to transform 'maybe' into 'magic.'

- Through hands-on examples, infographics, and practice exercises, you'll sharpen your ability to engage, reassure, and inspire travelers, building trust and long-term loyalty—while also growing your bottom line.

Customer service and follow-up

- Exceptional customer service is the backbone of thriving tourism businesses. This lesson explores the full journey of customer service in tourism—from pre-trip engagement and on-site delight to recovery when things go wrong and strategies for building lifelong loyalty. You will dive deep into essential frameworks like SERVQUAL's RATER model, Net Promoter Score (NPS), service blueprinting, the LEARN recovery method, and the tech tools that underpin "wow" experiences.
- By the end of this lesson, you'll understand how world-class follow-up, inclusive service, and community-focused actions not only increase guest satisfaction, but also fuel repeat bookings and genuine advocacy that drive your business forward.

Practical free-writing assignment

- In this lesson, you'll apply what you've learned about selling tourist services by engaging in hands-on writing activities inspired by real-world scenarios. These exercises are designed to ignite your creativity and deepen your confidence in using sales and service frameworks authentically—with your own voice.
- You'll have the chance to role-play sales conversations, craft follow-up messages, and reflect on challenging situations, all while demonstrating empathy, professionalism, and originality.

Role-play and progress review

- Refresh and apply everything you've learned in the 'Selling Tourist Services' unit with an interactive review lesson. First, test your recall and understanding using dynamic flashcards covering essential concepts, frameworks, formulas, and practical tips from the unit. Next, put your learning into practice in a real-world sales scenario with an AI-assisted roleplay exercise, simulating a live client conversation to hone your skills before moving on to the unit test.
- This lesson is designed to solidify your memory, boost your confidence, and help you transfer knowledge from theory to practice.

Unit test

- This unit test will help you check your understanding of key concepts, frameworks, and skills from the unit 'Selling tourist services.' You'll answer a series of multiple-choice questions based on practical scenarios, models, and definitions from the lessons. Complete all questions to test your readiness and reinforce your learning.
- You can return to previous questions if needed. Read each question carefully and choose the best answer based on your learning in this unit.

Unit 5.- Digital marketing for tourism

Getting started

- Welcome to "Digital Marketing for Tourism"! In this unit, you'll discover how tour operators, destinations, guides, and travel entrepreneurs turn scrolls, clicks, and reviews into real-world bookings and loyal guests. In the following chapters, we'll preview the big picture, introduce key digital marketing terms, and show you how digital strategies can be both effective and ethical in the fast-changing tourism industry.
- This short introduction will help you understand the essentials and get ready to dive deeper into each topic throughout the unit.

Websites and social media for tourism

- Explore the critical role of websites and social media in attracting, engaging, and converting today's travel-hungry audiences. Learn best-practice foundations for designing lightning-fast and accessible tourism websites, connecting your web presence with social platforms, integrating seamless booking and payment, and protecting reputation and guest trust. You'll discover concrete steps from technical optimization to inclusive design, while mastering strategies to turn swipes and searches into lasting bookings.
- By the end of this lesson, you'll know how to build and integrate digital touchpoints that move travelers from daydream to decision—while future-proofing your tourism business for a changing digital ecosystem.

Online reviews and reputation management

- In today's tourism marketplace, online reviews and reputation management can make or break a business. This lesson explores the platforms, psychology, economics, and workflows behind reviews—covering everything from guest motivation and ethical review requests to rapid, effective response strategies and legal compliance. You'll learn how to handle negative and fake reviews, use feedback for both operational improvement and marketing, and build an inclusive, multilingual reputation presence that boosts bookings and trust.
- Case studies and hands-on activities will consolidate your skills, preparing you to treat reputation as a core digital asset, not an afterthought.

Creating simple online campaigns

- Learn how to design, launch, and analyze digital campaigns that fill seats and build loyalty in modern tourism. This lesson guides you from random posting to strategic, measurable marketing—covering goal setting, ethical offers, creative and inclusive content, pixel tracking, budget controls, and rapid optimization. Each section is packed with practical examples, case studies, and tools that empower even solo operators to compete with the big brands, ethically and efficiently.
- Ideal for anyone looking to transform their online presence into a reliable engine for bookings and guest engagement.

Practical free-writing assignment

- This lesson gives you the opportunity to apply your creativity, critical thinking, and practical marketing know-how to real-world tourism scenarios. You will explore digital storytelling, reputation management, and privacy-first tracking in your own words, using examples and strategies inspired by the latest industry practices and ethical standards.
- Whether you have direct experience or not, you can work with either real examples or well-imagined fictional cases. Completing these activities will help you consolidate core concepts from the unit and prepare you to design effective, ethical, and measurable digital marketing initiatives for the tourism sector.

Role-play and progress review

- Review and reinforce your knowledge of digital marketing for tourism with interactive flashcards and a hands-on AI role-play. Challenge yourself to recall key ideas, terminology, and real-world best practices from the unit. Then, apply them in a simulated scenario where you take the lead on diagnosing and improving a tourism digital-marketing operation.
- This lesson is designed to prepare you for the test and real-life implementation.

Unit test

- Check your understanding of the essential concepts, strategies, and best practices for digital marketing in tourism. This unit test covers everything from website speed and accessibility, to managing online reviews, tracking campaigns, and creating ethical, high-impact online campaigns. Apply what you learned to answer each question. Good luck!

Unit 6.- Applying what you've learned

Getting started

- Welcome to Unit 6: Applying What You've Learned — Building a Plan That Sells Itself. In this unit, you'll discover how to turn insight into action by creating a real-world tourism marketing and sales plan. We'll highlight why structured planning, evidence-based strategies, and storytelling are crucial in today's competitive landscape. Get ready to explore frameworks, industry vocabulary, and award-winning case studies that will inspire your own blueprint for success!
- This introduction will give you a clear map of what to expect and set you up to dive deeper into practical tools and methods in the lessons ahead.

Steps to build a marketing plan

- In this lesson, you will learn how to craft a complete tourism marketing and sales plan, transforming scattered ideas into a structured, data-driven roadmap for real-world results. We break down the process into nine actionable steps, guiding you through everything from goal setting and market analysis to value proposition design, channel choice, budgeting, and measurement.

- Rich with examples, quick wins, and practical tools, this lesson equips you to plan, pitch, execute, and continuously improve a tourism marketing strategy—whether for a destination, tour, or hospitality business. You'll discover frameworks like SWOT, OKR, and the full 4+3 Ps marketing mix, plus hands-on guidance for real campaigns, inclusive design, and crisis planning.

Case study: destination promotion

- In this lesson, you'll take a deep dive into award-winning destination marketing campaigns and learn how real-world destinations—large and small—build global buzz, generate revenue, and create lasting value for both visitors and local communities. You will study the creative strategies, challenges, KPIs, and hidden pitfalls of campaigns from Iceland, Jackson (Mississippi), and New Zealand.
- Through engaging stories, tailored frameworks, and visual analysis, you'll sharpen your ability to critique, benchmark, and adapt best-in-class tactics to your own tourism projects. Key tools include the E-M-L-E scorecard, KPI mapping, and a ten-point campaign evaluation checklist.

Case study: tour operator sales strategy

- Explore how real-world tour operators—from global adventure brands to micro-entrepreneurs—boost sales, cut costs, and deliver value in an ever-changing tourism landscape. This lesson dissects practical sales strategies using award-winning and high-performance cases, applying the S-A-L-E-S scorecard to help you analyze and create your own sales playbooks.
- You'll see how segmentation, trust building, channel selection, and operational efficiency are crucial for sustained success, and discover actionable tactics for any scale or budget.

Practical free-writing assignment

- In this lesson, you'll transform your understanding of tourism marketing frameworks into practical, creative outputs. You'll tackle open-ended prompts that challenge you to diagnose, strategize, and critique real-world tourism scenarios. These exercises are designed to let your originality shine while practicing the skills that top marketers and destination strategists use every day.
- You'll select or invent a tourism product or destination, apply tools like SWOT, PEST, OKR, and the marketing mix, and then critique case-study campaigns using the lesson's frameworks. By the end, you'll have tangible experience in turning insights into action—an essential skill for effective tourism professionals.

Role-play and progress review

- This lesson helps you consolidate everything learned in Unit 6—from analyzing situations with SWOT and PEST, to building actionable marketing and sales plans, budgeting and pitching strategies. Start by reviewing vital terms and frameworks with interactive flashcards. Then, practice your skills in a realistic role-play scenario where you pitch a tourism marketing plan and respond to stakeholder questions.

- Use this session to reinforce your understanding before tackling the unit test and final exam.

Unit test

- This test checks your understanding of key concepts, frameworks, terms, and practical applications covered in Unit 6: "Applying what you've learned" in the Marketing and Selling Tourist Services course. Topics include diagnosing tourism scenarios, planning strategy, interpreting industry case studies, measuring results, and applying campaign best practices. Complete all questions to assess your readiness for real-world planning.

Course wrap-up

Final exam

- This final exam assesses your knowledge and skills from the entire "Marketing and Selling Tourist Services" course. You will answer a selection of multiple-choice questions covering the key concepts, strategies, case studies, and planning tools discussed throughout the lessons. The exam also includes a writing assignment where you will apply your understanding to real-world tourism scenarios.
- Read each question carefully, select the best answers based on what you've learned, and complete the written activity thoughtfully. Good luck!