



AIAL



HOTEL MARKETING AND SALES certification



Panama International
Tourism Association
and KHDA UAE Ministry

HOTEL MARKETING AND SALES

COURSE OVERVIEW:

Hotel marketing is more than a few standard, tried and true sales techniques. We begin by taking the time to understand the unique environment in which each hotel operates. Specific marketing strategies are devised and then translated into a detailed plan of action. The thoroughness of our marketing plan process translates into an efficient and effective marketing effort.

We understand that implementing a hotel's marketing strategy means much more than telling salespeople what to do. It also means impressing upon the entire staff the importance of customer service because a satisfied customer is the best marketing tool available.

COURSE PARTS:

- Introduction to Marketing
- Service Characteristics
- The Role of Marketing in Strategic Planning
- The Marketing Environment
- Marketing Information Systems & Marketing Research
- Consumer Markets & Consumer Buying Behaviour
- Organisational Behaviour of Group Market
- Promoting Products: Public Relations & Sales Promotion
- Professional Sales
- Destination Marketing



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