



केरल केन्द्रीय विश्वविद्यालय  
CENTRAL UNIVERSITY OF KERALA  
School of Business Studies  
Department of Tourism Studies  
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316



Brief report on Marketing of Service Industry with Special Reference to  
Hospitality.

The department of Tourism Studies organised a special lecture on 11<sup>th</sup> September 2020 on “Marketing of Services” after inviting Mr. Dileep P.I CEO Intimice Hospitalities Pvt.Ltd through online platform Google meet as per of the skill development programme.

Prof.(Dr.)Balachandran ,Dean School of Business Studies & I/C of Head,Dept of Tourism Studies started the session with an introductory speech about the profile Mr.Dileep.

In his introductory remarks Prof.(Dr.)Balachandran pointed out that Mr.Dileep is a person with a bundle of experience with International Hotel chains like Leela,Taj etc. He mentions that the session will be useful for the students who wish to being part of the largest service industry Hospitality.

Mr.Dileep started the session with an introduction about importance of marketing in service industry .He elaborates the various innovations in marketing and its updating in industries.

Mr.Dileep interacted with students and explained in detailed about social media marketing, internet marketing and its applicability in Hospitality.

Students and faculty members raised various questions related to the topic and session was concluded with Vote of Thanks by Ms. Rezmiya Fida, Student Representative 2<sup>nd</sup> Year MBA TTM.

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Central University of Kerala  
School of Business Studies



## Department of Tourism Studies

Organizing

a special lecture

*As part of Skill Development Programme*  
on



# Tourism Marketing: Special Reference to Hospitality Industry



Mr. Dileep Kumar P.I., CEO,  
Intimice Hospitality Pvt. Ltd. &  
Former G M of Leela Group of  
Hotels

11th September 2020 03:30 PM

[meet.google.com/pht-caxr-hip](https://meet.google.com/pht-caxr-hip)

