

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.A.

Semester: III

**TOURISM AND TRAVEL MANAGEMENT - PAPER III
TOURISM MARKETING**

Course Code: 18IITT3 / 18BT303

No. of Hours: 60

COURSE OBJECTIVES:

- To enhance the students with the concept of marketing and its role in the promotion of tourism products
- To make the students aware of various tour packages and the use of technology in marketing
- Familiarize the students with the various marketing strategies adopted by major tour operators

LEARNING OUTCOME

- Students get an overview of the concept of marketing and its role in the promotion of tourism products
- Students are exposed to various tour packages and the use of technology in marketing
- Students obtain knowledge about various marketing strategies adopted by major tour operators

UNIT 1: INTRODUCTION TO MARKETING

10 HRS

Marketing: Definition and meaning – Core Marketing concepts- Marketing for goods and Services, highlighting the differences- Marketing Management Philosophies, Characteristics of services and their implications- 8Ps of Service Marketing – Application of Technology in Marketing.

UNIT 2: MARKETING INFORMATION SYSTEMS AND MARKET SEGMENTATION

12 HRS

MIS concept, salient features, components and functions-Market research and its steps- Market segmentation: meaning and bases of segmentation, Market Targeting and Market Positioning

UNIT 3: PRODUCT DEVELOPMENT AND PRICING IN MARKETING

12 HRS

Product Mix concept, components and characteristics - Brand: definition (brand name, logos and symbols, trade mark, copy right), Branding, Branding Strategies - New Product Development- Product levels- Stages of PLC, Factors to be considered in pricing, General Pricing approaches, pricing policies and strategies.

UNIT 4: PROMOTION AND PUBLICITY

10 HRS

- Role of media in promotion
- Public Relations
- Advertising, Personal selling and Sales Promotion
- Direct Marketing
- Designing and Printing of tour brochures
- Digital marketing, e-brochures

UNIT 5: DISTRIBUTION CHANNELS

08 HRS

Nature, importance of distribution systems, intermediaries in tours, linkages - CRS, Internet, GDS and virtual travel

UNIT 6: MARKETING STRATEGY

08 HRS

Destination Marketing, Marketing strategy adopted by major tour operators (segmentation, targeting and positioning).

REFERENCE:

- Agarwal, Surinder, Travel Agency Management [1983)
Bhatia, A.K., Tourism Development- Principles and Policies (New Delhi, 1991).
Foster, Dennis L. An Introduction to Travel and Tourism (1994)
Chand, Mohinder, Travel Agency Management- An Introductory Text (New Delhi, 2003)
Jha, S.M., Tourism Marketing (Mumbai, 1998)
Jha, S.M., Service Marketing (Mumbai, 2000)
Kotler, P., et.al., Marketing Places (USA, 1993)
Kotler, P., et.al., Marketing for Hospitality and Tourism (Singapore, 1996)
Morgan.M.,et.al., Advertising in Tourism and Leisure (UK, 2000)

PRACTICAL FOR SKILL DEVELOPMENT

1. Product/service analysis of Travel and Tour Operators (Domestic and international – one each)
2. Visiting a tourism organization and identifying its marketing Philosophy
3. Product Life Cycle stages of a Tourist destination
4. Report on Marketing Strategy to promote a tourism product
5. Newspaper clippings with source, synopsis and date
6. Case study on promotional campaigns.
