

**SRI VENKATESHWARA UNIVERSITY
TIRUPATHI**

**Model Syllabus for 4-Year UG Honors in
Tourism and Travel Management
As Major in consonance with Curriculum framework w.e.f.
AY2025-26**

COURSESTRUCTURE

Year	Semester	Course	TitleoftheCourse	No.of Hrs /Week	No. of Credits
I	I	1	PrinciplesAndPracticeofTourism	4	4
		2	TourismGeography	4	4
	II	3	TourismMarketing	4	4
		4	TourismPolicyandPlanning	4	4
II	III	5	TourismProductsofIndia	4	4
		6	DestinationPlanningand Development	4	4
		7	Information Technologyfor Tourism	4	4
	IV	8	E-Tourism	4	4
		9	TourGuidingandEscorting	4	4
		10	ItineraryPreparationandTour Packaging	4	4
III	V	11	HospitalityManagement	4	4
		12A	TravelAgencyandTour OperationsManagement	4	4
		OR			
Year	Semester	Course	TitleoftheCourse	No.of Hrs /Week	No. of Credits
		12B	TourismEntrepreneurship	4	4
		13A	ManagementofTouristTransport	4	4
		OR			

		13B	TourLeadership	4	4
		14A	EventManagerment	4	4
		OR			
		14B	SpecialInterestTourism	4	4
		15A	TravelMediaandJournalism	4	4
		OR			
		15B	DigitalMediaPlanningforTourism Business	4	4
IV	VII	16	ManagementFunctionsand BehaviorinTourism	4	4
		17	BusinessCommunication	4	4
		18	TourismResearchMethodology	4	4
	VIII	19	TourismImpacts	4	4
		20	AirTravelTicketingandFare Construction	4	4
		21	ForeignExchangeManagement	4	4

Note: Inthe IIIYear(duringtheV andVISemesters),students arerequiredtoselect apair of electives from oneof the Two specified domains. **For example:if set‘A’is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

SEMESTER-II**COURSE3: TOURISM MARKETING****Theory****Credits:4****4hrs/week**

SEMESTER-II		CourseNo.3	CREDITS-4
TOURISM MARKETING			
Theory		4 hrs/week	
	Course Objectives		
CO1	To expose students to the fundamental concepts and principles of marketing.		
CO2	To acquaint them with tourism-specific marketing techniques and applications.		
CO3	To develop insights into consumer behaviour and tourism demand.		
CO4	To familiarize students with role of travel agencies in tourism marketing.		
CO5	To enable students to design marketing plans and evaluate marketing effectiveness.		
SYLLABUS			
UNIT	CONTENT		HOURS
I	Origin of Marketing: Evolution of Marketing and understanding the Markets, Tourism Marketing –Tourism Product – Features of Tourism Product & design and mapping the products –Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand		12
II	The relationship between market and Consumer: Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision making Process – Market Research- Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management		12
III	P's of Tourism Marketing: 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging - Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising–Sales Promotion–Publicity–Personal Selling		12
IV	Marketing of Tourism Products: Trends in Tourism Marketing–		12

	Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans	
V	Marketing Skills for Tourism Business: Self-Motivation – Team Building – Personality Development - Creativity & Innovation – Innovative Products in Tourism, Five–Gap Model of Service Quality, Marketing Control	12
	Prescribed Text Book: - Kotler, P., Bowen, J. & Baloglu, S. <i>Marketing for Hospitality and Tourism</i> (8th ed.) (2021 update), by Pearson References: - Morrison, A.M. <i>Tourism Marketing: In the Age of the Consumer</i> (2022), by Routledge - Morrison, A.M. <i>Marketing and Managing Tourism Destinations</i> (3rd ed.) (2024), by Routledge, Taylor & Francis Group - Hinson, R. E., et al. <i>Hospitality and Tourism Marketing: Building Customer Driven Hospitality and Tourism Organizations</i> (2024), by Productivity Press - Lalitha Krishnamurthy, et al. <i>Tourism Marketing</i> (1st ed.) (2021), by D.P.S Publishing House - Middleton, V. T. C., et al. <i>Marketing in Travel and Tourism</i> (4th ed.) (2009), by Routledge	
	Course Outcomes	
	- Students will gain proficiency in tourism marketing concepts and practices. - Learners will apply consumer behavior theories in tourism business strategies. - Students will understand and use the 8P's of tourism marketing. - Learners will design tourism product branding and promotion strategies. - Students will prepare marketing plans for destinations and tourism businesses.	
	Assignments: - Prepare a branding plan for an emerging tourism destination. - Write an essay on the role of travel agencies in tourism marketing. - Conduct a survey on consumer behavior for travel choices. - Design a marketing mix (8P's) for a travel agency. - Prepare a marketing plan for a lesser-known tourist spot.	

**4- Year UG Honours, Major
Syllabus
(2025-26)
Semester-II**

Model Question Paper

Time : 3hrs

Marks:75

Part-A

Answer any Five Questions. Each Question carries 3 Marks.

5x3=15

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Answer the following questions. Each question carries 12 Marks

5x12=60

11. a) Unit-I
(Or)
b) Unit-I

12. a) Unit-II
(Or)
b) Unit-II

13. a) Unit-III
(Or)
b) Unit-III

14. a) Unit-IV
(Or)
b) Unit-IV

15. a) Unit-V
(Or)
b) Unit-V