

**SRI VENKATESHWARA UNIVERSITY
TIRUPATHI**

**Model Syllabus for Tourism and Travel Management (Minor) in
consonance with Curriculum framework w.e.f. AY 2026-27**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	IV	2	Tourism Marketing	4	4

SEMESTER-IV**COURSE 2: TOURISM MARKETING****Theory****Credits: 4****4 hrs/week**

SEMESTER – IV		Course No. 2	CREDITS – 4
TOURISM MARKETING			
Theory		4 hrs/week	
	Course Objectives		
CO 1	To expose students to the fundamental concepts and principles of marketing.		
CO 2	To acquaint them with tourism-specific marketing techniques and applications.		
CO 3	To develop insights into consumer behaviour and tourism demand.		
CO 4	To familiarize students with role of travel agencies in tourism marketing.		
CO 5	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 8 P'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 (8 P's) for a travel agency. - Prepare a marketing plan for a lesser-known tourist spot.	

4- Year UG Honours MINOR

Syllabus

(2026-27)

Semester- IV

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