

**Model Syllabus for 4-Year UG Honors in
Tourism and Travel Management
As Major in consonance with Curriculum framework
w.e.f. AY 2026-27**

COURSESTRUCTURE

Year	Semester	Course	TitleoftheCourse	No.of Hrs /Week	No. of Credits
II	IV	8	E-Tourism	4	4
		9	TourGuidingandEscorting	4	4
		10	ItineraryPreparationandTour Packaging	4	4

SEMESTER-IV**COURSE8:E-TOURISM****Theory****Credits:4****4hrs/week**

SEMESTER-IV	CourseNo.8	CREDITS-4
E-TOURISM		
Theory		4 hrs/week
	CourseObjectives	
CO1	Tointroducetheconceptofdigitaltourismenterprises.	
CO2	Tostudyonlineconsumerbehavioranddigitalcustomerjourney.	
CO3	Togainknowledgeofsearchenginemarketinganddigitaladvertising.	
CO4	Tounderstandtheroleofsocialmediaintourismmarketing.	
CO5	Toprovideinsightsintodigitalanalyticsfortourismbusinesses.	
SYLLABUS		
UNIT	CONTENT	HOURS
I	Digital Tourism Enterprise: Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital TourismBusinessModels–Opportunities&ChallengesofDigital Business	12
II	Digital Tourist: Online Consumer Behavior: Consumer decision journey and Marketingfunnel – Value of online communities, user-generated content (UGC) – Online reviews andreputation management –Uniquefeaturesofonlinemarketresearch–Sentimentanalysisfor decision-making	12
III	Digital Marketing: Characteristics: Process for Products & Services – Online Segmentation – Targeting – Positioning–Inbound Vs Outbound Marketing–Searchenginemarketing:searchengineoptimizationand searchengineadvertising	12
IV	Social Media Marketing:Social Media Campaign Process - Social Media Marketing –Development of Social Media Content and Communities-DeliverSocialMediaPromotions-MeasureSocial MediaPerformance-ManageSocialMediaActivities	12
V	DigitalMarketingAnalytics:OrganizationalMaturity-Digital	12

	Analytics, Maturity Model-Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration	
	Prescribed Text Book: - Buhalis, D. <i>eTourism: Information Technology for Strategic Tourism Management</i> (2003), by Pearson. References: - Xiang, Z., et al. <i>Handbook of e-Tourism</i> (2022), by Springer. - Navarro-Meneses, F. <i>Managing the Smart Revolution in Tourism Firms</i> (2023), by CABI. - Reinhold, S., et al. <i>E-Business Models in Tourism</i> (2022), by Springer International Publishing. - Gajdošík, T. <i>Smart Tourism Destination Governance: Technology and Design-Based Approach</i> (2022), by Routledge. - Chaffey, D. <i>Digital Business and E-Commerce Management</i> (2014), by Pearson Education. - Öztürk, A. B. & Hancer, M. <i>Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations</i> (2022), by Goodfellow Publishers Limited	
	Course Outcomes	
	- Students will understand e-tourism business models and challenges. - Learners will analyze online consumer behavior in tourism. - Students will implement SEO and SEM strategies for tourism marketing. - Learners will design and evaluate social media campaigns. - Students will apply digital analytic tools for performance measurement.	
	Assignments: - Prepare a case study on the role of TripAdvisor in digital tourism. - Assignment on SEO strategy for a tourism website. - Create a sample social media campaign for a tourist destination. - Write a report on the importance of online reviews in travel decisions. - Collect examples of 5e-tourism platforms and compare their business models.	

4- Year UG Honours, Major
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