

SRI VENKATESWARA UNIVERSITY - TIRUPATI  
 Program: B.A. Honours in TOURISM AND TRAVEL MANAGEMENT (MINOR)  
 III SEMESTER  
 (W.e.f. Academic Year 2024 - 25)

**COURSE 2: TOURISM MARKETING**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To expose the students to concepts and components of marketing.
<b>CO 2</b>	To acquaint them with tourism specific marketing skills.
<b>CO 3</b>	To familiarize them with the contemporary marketing practices.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Origin of Marketing:</b> 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
<b>II</b>	<b>The relationship between market and Consumer:</b> 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
<b>III</b>	<b>P's of Tourism Marketing:</b> 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
<b>IV</b>	<b>Marketing of Tourism Products:</b> Trends in Tourism Marketing – Marketing of Known and Lesser-Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans
<b>V</b>	<b>Marketing Skills for Tourism Business:</b> Self-Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism, Five –Gap Model of Service Quality, Marketing Control

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.</li> <li>2. Fyall, A., &amp; Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.</li> <li>3. Kotler, P. (2006). Marketing Management. Delhi: PHI.</li> <li>4. Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.</li> <li>5. Neelamegham, S. (1998). Marketing in India: Cases &amp; Readings. New Delhi: Vikas.</li> <li>6. Ramasamy, V.S., &amp; Namakumar, S. (1990). Marketing Management: Planning &amp; Control. New Delhi: Macmillan.</li> </ol>	
	<p><b>Course Outcomes</b></p> <ul style="list-style-type: none"> <li>• Learners tend to be proficient with the concepts, components, and functions of marketing.</li> <li>• Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.</li> <li>• They would gather wholesome idea of the impacts of ICT on tourism and related activities.</li> </ul>	