

SRI VENKATESWARA UNIVERSITY - TIRUPATI  
 Program: B.A. Honours in TOURISM AND TRAVEL MANAGEMENT (MAJOR)  
 III SEMESTER  
 (W.e.f. Academic Year 2024 - 25)  
**COURSE 5: 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>	

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**COURSE 6: TOURISM POLICY AND PLANNING**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To learn about policy making and planning in tourism.
<b>CO 2</b>	To aware them on national and state tourism policies.
<b>CO 3</b>	To familiarize them with the investments in tourism industry.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Tourism policy:</b> Definition – Need for Tourism policy – Initiatives – National Committee on Tourism (NCT-1988) – First Tourism Policy – Objectives (1982) Recommendations – National Action Plan 1992 – Objectives
<b>II</b>	<b>National and State Tourism Policies:</b> Tourism Policy 1997 – Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Andhra Pradesh State Tourism Policy – General Features
<b>III</b>	<b>Tourism Planning:</b> Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level
<b>IV</b>	<b>Role of Public and Private Sector in tourism planning:</b> Govt. Sector – Reasons of planning – Economic, Social and Cultural, Environmental Political – Private Sector Investment in Tourism Industry ( Travel Agency, Airlines, Hotels)
<b>V</b>	<b>Tourism &amp; Five Year Plans:</b> 5 year plans from 10th plan onwards, Introduction of Neethi ayog in India
	<b>References:</b> 1. Rattandeep Singh (2004) ; Hand Book of Environmental Guide Lines for Indian Tourism; ; Kanishka Publishers, New Delhi 2. Pran Nath Seth (2006) ; Successful Tourism Management; Sterling Publishers, New Delhi 3. J.K. Sharma (2004); Tourism Planning and Development a new perspective; Kanishka Publishers, New Delhi

	4. Dr. M.R. Dileep ; Tourism Concepts & Practices; KITTS Publication.	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would procure cognizance of the policies and planning of tourism.</li> <li>• They will possess knowledge of the problems of sustainable development in tourism destinations and form capacity to identify appropriate solutions.</li> <li>• Learners will be familiarized with various approaches and practices for tourism development.</li> </ul>	

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**COURSE 7: TOURISM PRODUCTS OF INDIA**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To understand the vast tourism resources of India.
<b>CO 2</b>	To know the competitiveness of India as a tourist destination.
<b>CO 3</b>	To identify and manage emerging tourist destinations and circuits.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Cultural Background of India:</b> Types and features of tourism products- Ancient Indian Civilizations - Pre and Post Vedic Periods, Medical Science of Ancient India: Ayurveda, Yoga and Meditation, Major Religious Centers of India – Holy Places Connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other Religious Sects
<b>II</b>	<b>Historical Monuments of India</b> – Jain and Buddhist Caves, Pillars - Stupas, Monasteries, Ancient, Hindu Temple Art, Architecture, Islamic Art and Architecture, Colonial Art and Architecture, Major Fairs and Festivals, Classical Dances, Indian Music - Different Schools, , Indian Museums, Indian Cuisines, Handicrafts of India
<b>III</b>	<b>National Parks, Wildlife Sanctuaries and Biosphere Reserves of India:</b> Locations, Accessibility, Facilities, Amenities of Dachigam, Corbett, Ranthambore, Similipal, Kanha, Bandhavagarh, Mudumalli, Periyar, Gir, Sunderbans, Manas, Valley of Flowers- Hill Stations: Locations, Accessibility, Facilities, Amenities of Gulmarg, Kullu & Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Kodiakanal, Arakku, Darjeeling, Gangtok, etc., Tourist Attractions of Himalayas
<b>IV</b>	<b>Adventure Tourism:</b> Attractions of Himachal Pradesh, Jammu & Kashmir, Uttarakhand, Leh and Ladakh, Commercial Attractions- Islands, Beaches, Lakes, Rivers, Deserts of India
<b>V</b>	<b>Major Tourism Circuits of India:</b> Inter-State and Intra-State Circuits, Theme-Based Circuits - World Heritage Sites of India – Tourism by Rail- Emerging Tourism Attractions in India

	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Gupta, S.P. (2002). Cultural tourism in India: Museums, Monuments &amp; Arts: Theory and Practice. New Delhi: Indraprastha Museum of Art and Archaeology &amp; D.K. Printworld.</li> <li>2. Jacob, R. (2007). Indian Tourism Products. New Delhi: Abhijeet Publications.</li> <li>3. Dixit, M. (2002). Tourism Products. Lucknow: New Royal Book Co.</li> <li>4. Douglas, N. (Ed.). (2001). Special Interest Tourism. Australia: John Wiley &amp; Sons.</li> <li>5. Singh, S. (2008). Lonely Planet India. Gurugram: Lonely Planet Publications.</li> <li>6. Government of India. (2018). India Year Book 2018. New Delhi: Publication Division.</li> </ol>	
	<p><b>Course Outcomes</b></p>	
	<ul style="list-style-type: none"> <li>• Students will form in-depth understanding of the rich and vibrant tourism resources of India.</li> <li>• Possess all-round knowledge about the competitive positioning and potentials of India as a premier tourism destination.</li> <li>• Learners tend to become adept in identifying and managing emerging destinations and would develop capabilities in designing circuits.</li> </ul>	

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**COURSE 8: DESTINATION PLANNING AND DEVELOPMENT**

Theory

Credits: 4

4 hrs/week

<b>Course Objectives</b>	
<b>CO 1</b>	To facilitate assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques.
<b>CO 2</b>	To familiarize with the destination branding practices.
<b>CO 3</b>	To introduce advanced analyses and researches in the field of destination development endeavours.
<b>SYLLABUS</b>	
<b>UNIT</b>	<b>CONTENT</b>
<b>I</b>	<b>Destination Development: Destination:</b> Types of Destinations- Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism
<b>II</b>	<b>Destination Planning Process and Analysis:</b> Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential- Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural and Environmental considerations; Demand and Supply Match; Design and Innovations
<b>III</b>	<b>Destination Image Development:</b> Attributes of Destinations: Person's Determined Image, Destination Determined Image, Measurement of Destination Image – Destination Branding Perspectives and Challenges- Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image - Product Development and Packaging - Destination Branding and the Web - Case Study of Puducherry as a Brand
<b>IV</b>	<b>Destination Promotion and Publicity:</b> Six 'A's Framework for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies
<b>V</b>	<b>Institutional Support: Public Private Partnership (PPP):</b> National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning -Characteristics

	of Tourism Planning for Alternative Tourism- Rural, Eco, Farm, etc - Environmental Management Systems – Destination Vision- Focus of Tourism Policy: Competitive Sustainable Destination - Destination Mapping (Practical Assignment)	
	<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Butler, R.W. (2006). The Tourism Area Life Cycle: Applications and Modifications. Bristol: Channel View Publications.</li> <li>2. Claire, H.T., &amp; Jones, E.E. (2005). Tourism SMEs, Service Quality and Destination Competitiveness. London: CABI.</li> <li>3. Gunn, C. (2002). Tourism Planning: Basic, Concepts and Cases. New York: Routledge.</li> <li>4. Morgan, N., Pritchard, A., &amp; Pride, R. (2001), Destination Branding: Creating the Unique Proposition. London: Butterworth and Heinemann.</li> <li>5. Ritchie, J. B., &amp; Crouch, G. I. (2003). The Competitive Destination: A Sustainable Tourism Perspective. London: CABI.</li> <li>6. Singh, S., Timothy, D.J. &amp; Dowling, R.S. (2003). Tourism in Destination Communities. London: CABI.</li> </ol>	
	<b>Course Outcomes</b>	
	<ul style="list-style-type: none"> <li>• Students would possess the knowledge to assess the tourism potentials of destinations.</li> <li>• They will for skill-sets to prepare tourism development plans as well as marketing strategies.</li> <li>• While getting familiarized with destination branding, learners would be instilled with the abilities for designing destination development projects.</li> </ul>	