

AC –
Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: - Tourism Marketing

Programme: Bachelor of Management Studies Semester -V

Syllabus for 4 Credits

Course from the Academic Year – 2025-2026

Name of the Course: Tourism Marketing

Sr. No.	Heading	Particulars
1	Description the course :	Tourism marketing is the process of creating and delivering messages to influence a consumer's travel decisions. It involves understanding the needs of potential customers and offering a suitable product or service.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To educate about the basic concepts and strategies of Tourism Marketing. 2. To know about the types of tourism. 3. To help learners to understand segmentation and Marketing mix in the context of Tourism Marketing. 4. To familiarize learners with trends and challenges in Tourism Marketing. 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Learners will be educated about the basic concepts and strategies of Tourism Marketing 2. Learners will be able to know about the types of tourism. 3. Learners will be able to understand the segmentation and Marketing mix in the context of Tourism Marketing. 4. Learners will be familiarized with the trends and challenges in Tourism Marketing. 	

Module 1: Introduction to Tourism Marketing (15 Hours)

- Meaning of Tourism & Tourist, Features of Tourism, Purpose of Tourism, Adverse Effects of Tourism, Factors Influencing growth of Tourism, Classification of Tourism; Types of Tourism: Health, adventure, rural, cultural, religious, eco-Tourism, wedding Tourism, cruise Tourism.
- **Tourism Marketing** Meaning, Objectives of Tourism Marketing, Importance of Tourism Marketing, Problems of Tourism Marketing.
- **Phases of Tourism:** Economic Approach, Environmental Approach, Cost Benefit Approach.
- **Tourism Planning:** Process, Study of market, Levels of tourism planning, Organization of a tour. Tour Operators and Travel Agents: functions, types, distribution network, Travel agency operations.
- **Travel Organization**-Individual and group, travel itinerary. Travel Formalities and Documentation.

Module 2: Tourism Market Segmentation & Product Mix of Tourism Marketing (15 Hours)

- **Tourism Market Segmentation:**
Meaning, Need for Market Segmentation in Tourism
Importance of Market Segmentation in Tourism
Bases for Segmentation in Tourism
Tourist Typology: Cohens Typology, Plog's Typology
- **4 'A's of Tourism**
Attraction: Meaning, Typology of Attraction, Natural, Artificial, Cultural, Social,
Managed Attraction for Tourist, Peter's Inventory of Tourist
Accommodation: Meaning, Typology of Accommodation
Accessibility: Meaning, Transportation System for Tourism, Surface Transport, Railways and its contribution to tourism, Sea & Waterways, Airways Amenities: Meaning, Amenities & Facilities at the destination.
- **Marketing Strategy:** Hard v/s Soft Tourism Strategy.
- **Product Mix of Tourism Marketing:** Meaning, Tourism Destination Life Cycle,
- Factors for tourism destination selection, launching a new tourism product, Tourism Product and Package Tour, Itinerary meaning, Types of Itinerary, Drawing a Itinerary for Tourist, Reservation meaning, Sources of reservation, Modes of Reservation, Ticketing Procedure

Module 3: Concept of Pricing, Place, Promotion and Expanded marketing mix for tourism marketing (15 Hours)

	<ul style="list-style-type: none"> • Price: Meaning, Factors Influencing Tourism Pricing, Tourism Pricing Objectives, Tourism Pricing Policies • Place: Meaning, Factors Influencing Tourism Distribution, Tourism Distribution System, Middlemen in Tourism Industry, Functions of Middlemen, Travel Guide Meaning, Essential of an ideal travel guide.
	<ul style="list-style-type: none"> • Promotion: Tourism Advertising, Tourism Publicity, Tourism Public Relation, Tourism Sales promotion Technique, Personal Selling in Tourism, Skills required for Selling Tourism Product, Electronics Channel of Tourism • People: Moment of Truth in Tourism, Employee as an element of people mix, Internal Marketing, Objectives of Internal Marketing, Internal marketing Process. • Process: Meaning, Factors to be considered while designing the service process, Tourism Service Blueprinting: Meaning, Steps, Benefits of Blueprinting • Physical Evidence for Tourism
	Module 4: Global Tourism, Tourism Organizations and Challenges for Indian Tourism Industry (15 Hours)
	<ul style="list-style-type: none"> • Global Tourism Market: Overview of Tourism Market of America, Mauritius, Asia Pacific, Thailand, Vietnam, China, Singapore, Middle East and Gulf, UK and other European Countries. • India as a Tourist Destination: A conceptual framework, Destination Image, Building Brand India; Incredible India Campaign □ Challenges for Indian Tourism Industry • Tourism Organizations: World Trade Organization (WTO), International Civil Aviation Organization (ICAO), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), Universal Federation of Travel Agents Association (UFTAA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Ministry of Tourism, Government of India, India Tourism Development Corporation. • Maharashtra Tourism Policy 2016: Vision, Mission, Objectives and Targets; Public Private Partnership Model for growth in tourism sector.

10 Reference Books:

- Kotler, Philip T., John T. Bowen, James C. Makens, and Seyhmus Baloglu. *Marketing for Hospitality and Tourism*. 8th ed., Pearson, 2020.
- Bowen, John T., and James C. Makens. *Tourism Marketing*. Cengage Learning, 2009.
- Bowie, David, and Mary Clarke. *Destination Marketing and Management: Principles and Practice*. 2nd ed., Routledge, 2020.
- Chen, Chuck Y. E. K., and James C. Makens. *The Travel Industry*. Wiley, 2004.
- Goeldner, Charles R., and J. R. Brent Ritchie. *Tourism: Principles, Practices, Philosophies*. 13th ed., Wiley, 2012.
- Shukla, C. P. K. *Digital Marketing for the Travel and Tourism Industry*. Himalaya Publishing House, 2018.
- Hudson, Simon, and Louise Hudson. *Tourism Branding: Communities in Action*. Emerald Publishing, 2017.
- Barazova, Valentina T., and Tatyana N. Khodyakova. *Service Marketing in the Tourism Industry*. Springer, 2020.
- Burnett, Carol J. *Sustainable Tourism: Business Development, Operations, and Strategy*. Goodfellow Publishers, 2019.
- Ritchie, J. R. Brent, and Charles R. Goeldner. *The Business of Tourism*. 10th ed., Pearson, 2014.

1

Evaluation Pattern

Continuous Evaluation: 40%

Semester End Examination: 60%

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10
Total	40

A learner must be present for each of the sub-components.

Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	Attempt any Two of the following: (Module – 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	Attempt any Two of the following: (Module – 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Attempt any Two of the following: (Module – 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Q-4	Attempt any Two of the following: (Module – 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
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Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Sadhana Venkatesh	
2	Mr. Kaustubh Bhagat	
3	Ms. Shalini Clayton	
4	Ms. Ashiyana Shaikh	
5	Ms. Vinita Kumari	

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