

Programme: MBA Tourism & Travel Management

MBT5301

TOURISM MARKETING

Course Code	MBT5301	Semester	III
Course Title	Tourism Marketing		
Credits	3	Type	Core

Course Description

The course is designed to imbibe marketing and business skills in the travel, tourism, and hospitality industry, thereby providing a platform for exploring contemporary marketing practices.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Gain Knowledge about the marketing concept of tourism
- CO2: Understand marketing techniques used in the tourism industry
- CO3: Familiarise with the contemporary marketing practices
- CO4: Develop an understanding of the marketing mix concept
- CO5: Develop the organizational skills need to succeed in tourism marketing.

Course Structure

The following is a detailed syllabus of Tourism Marketing.

Module I: Evolution of Marketing

Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research – Tourism Marketing Mix.

Module II: Understanding the Market and the Consumer

Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

Module III: Marketing Mix

The 4 P's and 6 P's of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

Module IV: Marketing of Tourism & Related Activities

Global Marketing, Direct Marketing, Social Media & Digital Marketing, Green Marketing, Corporate Social Responsibility, Marketing Ethics & Consumerism - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and products.

Module V: Developing Marketing Skills for Tourism

Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism- International Perspective and Contemporary Trends.

Programme: MBA Tourism & Travel Management

Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

References

- Chaudhary M.(2010). Tourism Marketing, Oxford University Press, New Delhi.
- Fyall, A., & Garrod, B. (2005). Tourism marketing: A collaborative approach (Vol. 18). Channel View Publications.
- Kotler, P (2006), Marketing Management, PHI, Delhi.
- Stanton W. J. (1999), Fundamentals of Marketing, McGraw Hill, New York.
- Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
- Ramasamy VS & Namakumar.S(1990), Marketing Management: Planning & Control, Macmillan, New Delhi.