



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316

SYLLABUS FOR VALUE ADDED COURSE

MBTM 503- TOURISM MARKETING

VALUE ADDED COURSE		
Course Nature: Skill Based Course		Course Code: MBTM 503
Course Title: TOURISM MARKETING		Credits: Nil
Internal Marks: 20	External Marks: 30	Total Marks: 50

Essence of the Course:

The course is designed to imbibe marketing and business promotion-related skills in the travel, tourism, and hospitality industry, thereby providing a platform for exploring contemporary marketing practices. These courses are career and market oriented, skill-enhancing courses that empower the students beyond their domain of study.

Expected Course Outcome:

After completing the course, the student will be able to

- Gain Knowledge about the marketing concept of tourism
- Understand marketing techniques used in the tourism industry
- Familiarize with the contemporary marketing practices
- Develop an understanding of the marketing mix concept
- Develop the organizational skills need to succeed in marketing.



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316

Course Content:

Module I:(5 hours)

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

Module II: (6 hours)

Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviors – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

Module III: (7 hours)

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: (7 hours)

Marketing trends for Tourism & Related Activities - Marketing of Tourism Products:- Trends in Tourism Marketing – Global Marketing - Direct Marketing- Social Media & Digital Marketing- Green Marketing, Corporate Social Responsibility - Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and products.

Module V: (5 hours)

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

Learning Activities:

- Group Discussions
- Student Presentations
- Case Studies



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316

Assessment Rubrics:

- Role Plays
- Group Activities
- Mini Tasks of Analysis
- Reporting of Analysis results

Suggested Reading:

- 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.
- Morrison, A.M. Hospitality and Travel Marketing . Delmar Thomson Publishing
- Chaudhary M.(2010). Tourism Marketing, Oxford University Press, New Delhi.
- Dalrymple, J.D. and Parson, J.L. Marketing Management Strategy and Gases, John Wiley and Sons.



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316

**LIST OF STUDENTS – VALUE ADDED COURSE OFFERED BY THE
DEPARTMENT**

SL NO	NAME	DEPARTMENT	E MAIL
1	DR. JOSMY JOSEPH	PUBLIC HEALTH AND COMMUNITY MEDICINE	drjosmyjoseph@gmail.com
2	HARSHITHA S R	MATHEMATICS	harshithaharshi5268@gmail.com
3	SALANA CHALAPATHI RAO	MATHEMATICS	chalapathiraosalana@gmail.com
4	ANUSREE M K	MCOM. INTERNATIONAL BUSINESS	anusreeanilkumar223@gmail.com
5	FATHIMA SHABNAM M S	TOURISM STUDIES	fathimashabnamms@gmail.com
6	ACHARI MEENAKSHI MURALIDHARAN	TOURISM STUDIES	meenakshiachari325@gmail.com
7	SHADIYA V P M	TOURISM STUDIES	shaadhi418@gmail.com
8	RESHMI P	TOURISM STUDIES	reshmipmini97@gmail.com
9	BALUGURI NAGASHAILAJA	MATHEMATICS	balugurinagashailaja@gmail.com
10	SWATHI M	TOURISM STUDIES	krishnaswathi307@gmail.com
11	K V VISHNU	MANAGEMENT STUDIES	vishnuviswanathan93@gmail.com
12	SHRIDHAR	MANAGEMENT STUDIES	shridhar068@gmail.com
13	FAHISA AC	M COM. INTERNATIONAL BUSINESS	fahizashareef@gmail.com
14	AHMED SUNIL MOHAMMED	MANAGEMENT STUDIES	ahmedsunil20@gmail.com
15	ASHWATHI P	MANAGEMENT STUDIES	ashwathi772@gmail.com
16	SHYAMHARI R	MANAGEMENT STUDIES	shyamharir@gmail.com
17	RIJOSH DANTIS	MANAGEMENT STUDIES	rijoshdantis95@gmail.com
18	BHAGYALAKSHMI K	COMMERCE AND INTERNATIONAL BUSINESS	bhagyalakshmik14@gmail.com
19	PRIYATHA VIJAYAGOPALAN	DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS	priyathavijayan@gmail.com
20	VISHNU R K	M COM. INTERNATIONAL BUSINESS	rkvishnu361@gmail.com



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316

21	JOSE ROY	M COM. INTERNATIONAL BUSINESS	joseroy23@gmail.com
22	MUHAMMED MUSTHAFA KP	INTERNATIONAL RELATIONS AND POLITICAL SCIENCE	kpmmusthafa010@gmail.com
23	ANJALI K NAIR	M COM. INTERNATIONAL BUSINESS	anjaliknairakn@gmail.com
24	MOIDEEN NAVAZ	M COM. INTERNATIONAL BUSINESS	moideennavaz98@gmail.com
25	ANAND C SEKHAR	M COM. INTERNATIONAL BUSINESS	anandjnv4@gmail.com
26	RATHIKA K	M COM. INTERNATIONAL BUSINESS	krathika1607@gmail.com
27	VOOTKURI RADHIKA	M COM. INTERNATIONAL BUSINESS	vootkuriradhika@gmail.com
28	SRUTHI.K	M COM. INTERNATIONAL BUSINESS	sruthikrishnan199@gmail.com
29	ANIRUDH RAVEENDRAN	TOURISM STUDIES	anirudhraveendran16@gmail.com
30	AISWARYA H M	TOURISM STUDIES	aiswaryahariprasad25@gmail.com
31	AEKU AKHILA	MANAGEMENT STUDIES	akhilaaeku123@gmail.com



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies

Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316

TIME TABLE

VALUE ADDED COURSE- MBTM503- TOURISM MARKETING			
TIME TABLE			
DAY	TIME	TOPICS	FACULTY
1 Oct	12:00 PM	Inauguration	
4 Oct	3:00- 04:30 PM	Marketing for Tourism – The Tourism Product	Ms. Dannya Sadhanandan
6 Oct	3:00- 04:30 PM	Features of Tourism Marketing – Marketing Functions	Ms. Dannya Sadhanandan
8 Oct	3:00- 04:30 PM	Market Research – Tourism Marketing Mix	Ms. Dannya Sadhanandan
11 Oct	3:00- 04:30 PM	Marketing Environment – Consumer Behaviors	Ms. Reshma Sandeep Kumar Dey
12 Oct	3:00- 04:30 PM	Buyer Decision Process – Demand Forecasting	Ms. Reshma Sandeep Kumar Dey
13 Oct	3:00- 04:30 PM	Market Segmentation – Targeting – Market Positioning	Ms. Reshma Sandeep Kumar Dey
18 Oct	3:00- 04:30 PM	The 4 P's and 6 P's of Marketing: Product Designing – Branding and Packaging – New Product Development	Ms. Aida Augustine
20 Oct	3:00- 04:30 PM	Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution	Ms. Aida Augustine
22 Oct	3:00- 04:30 PM	Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process	Ms. Aida Augustine
27 Oct	3:00- 04:30 PM	Marketing of Tourism Products:- Trends in Tourism Marketing – Global Marketing - Direct Marketing- Packaging – New Product Development.	Mr. Unnikrishnan
28 Oct	3:00- 04:30 PM	Social Media & Digital Marketing- Green Marketing, Corporate Social Responsibility	Mr. Unnikrishnan



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies
Tejaswini Hills, Periya PO, Kasaragod Dist– 671 316

TIME TABLE

29 Oct	3:00- 04:30 PM	Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and products.	Mr. Unnikrishnan
01 Nov	3:00- 04:30 PM	Self Motivation – Team Building	Mr. Nagaraja Sharma
03 Nov	3:00- 04:30 PM	Personality Development - Creativity & Innovation	Mr. Nagaraja Sharma
5 Nov	3:00- 04:30 PM	Innovative Products in Tourism- International Perspective and Contemporary Trends	Mr. Nagaraja Sharma



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies

Department of Tourism Studies

Tejaswini Hills, Periya PO, Kasaragod Dist- 671 316

Attendance for Value Added Course

SL NO	NAME OF THE STUDENT	04/10/2021	06/10/2021	08/10/2021
1	DR. JOSMY JOSEPH	P	P	P
2	HARSHITHA S R	P	P	A
3	SALANA CHALAPATHI RAO	P	P	P
4	ANUSREE M K	P	P	P
5	FATHIMA SHABNAM M S	A	P	A
6	ACHARI MEENAKSHI MURALIDHARAN	P	P	P
7	SHADIYA V P M	P	P	P
8	RESHMI P	A	A	A
9	BALUGURI NAGASHAILAJA	A	P	P
10	SWATHI M	P	A	A
11	K V VISHNU	P	A	P
12	SHRIDHAR	A	A	P
13	FAHISA AC	P	A	A
14	AHMED SUNIL MOHAMMED	P	P	A
15	ASHWATHI P	P	P	P
16	SHYAMHARI R	P	P	P
17	RIJOSH DANTIS	P	P	A
18	BHAGYALAKSHMI K	P	P	A
19	PRIYATHA VIJAYAGOPALAN	P	P	A
20	VISHNU R K	P	A	P
21	JOSE ROY	P	A	A
22	MUHAMMED MUSTHAFA KP	P	P	P



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies

Tejaswini Hills, Periya PO, Kasaragod Dist- 671 316

SL NO	NAME OF THE STUDENT	04/10/2021	06/10/2021	08/10/2021
23	ANJALI K NAIR	P	A	P
24	MOIDEEN NAVAZ	P	A	P
25	ANAND C SEKHAR	P	P	P
26	RATHIKA K	P	P	P
27	VOOTKURI RADHIKA	P	P	A
28	SRUTHI.K	P	P	P
29	ANIRUDH RAVEENDRAN	P	P	A
30	AISWARYA H M	P	A	A
31	AEKU AKHILA	P	P	A

P - PRESENT

A - ABSENT

Dannya Sadanandhan

Name and Signature of the faculty member



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies

Tejaswini Hills, Periya PO, Kasaragod Dist- 671 316

Attendance for Value Added Course

SL NO	NAME OF THE STUDENT	11/10/2021	12/10/2021	13/10/2021
1	DR. JOSMY JOSEPH	P	P	P
2	HARSHITHA S R	P	A	P
3	SALANA CHALAPATHI RAO	P	P	P
4	ANUSREE M K	P	P	P
5	FATHIMA SHABNAM M S	P	A	P
6	ACHARI MEENAKSHI MURALIDHARAN	P	P	P
7	SHADIYA V P M	P	P	P
8	RESHMI P	A	A	A
9	BALUGURI NAGASHAILAJA	P	P	P
10	SWATHI M	A	A	A
11	K V VISHNU	P	P	P
12	SHRIDHAR	P	P	P
13	FAHISA AC	P	A	P
14	AHMED SUNIL MOHAMMED	P	A	P
15	ASHWATHI P	P	P	P
16	SHYAMHARI R	P	P	P
17	RIJOSH DANTIS	P	A	P
18	BHAGYALAKSHMI K	P	A	P
19	PRIYATHA VIJAYAGOPALAN	P	A	P
20	VISHNU R K	P	P	P
21	JOSE ROY	P	A	P
22	MUHAMMED MUSTHAFA KP	P	P	P



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies
Department of Tourism Studies

Tejaswini Hills, Periya PO, Kasaragod Dist- 671 316

SL NO	NAME OF THE STUDENT	11/10/2021	12/10/2021	13/10/2021
23	ANJALI K NAIR	P	P	P
24	MOIDEEN NAVAZ	P	P	P
25	ANAND C SEKHAR	P	P	P
26	RATHIKA K	P	P	P
27	VOOTKURI RADHIKA	P	A	P
28	SRUTHI.K	P	P	P
29	ANIRUDH RAVEENDRAN	A	A	A
30	AISWARYA H M	A	A	A
31	AEKU AKHILA	P	A	P

P - PRESENT

A - ABSENT

Reshma Sandeep Kumar Dey

Name and Signature of the faculty member



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies

Department of Tourism Studies

Tejaswini Hills, Periya PO, Kasaragod Dist- 671 316

Attendance for Value Added Course

SL NO	NAME OF THE STUDENT	18/10/2021	20/10/2021	22/10/2021
1	DR. JOSMY JOSEPH	P	P	P
2	HARSHITHA S R	A	P	P
3	SALANA CHALAPATHI RAO	P	P	P
4	ANUSREE M K	P	P	P
5	FATHIMA SHABNAM M S	A	P	P
6	ACHARI MEENAKSHI MURALIDHARAN	P	P	P
7	SHADIYA V P M	P	P	P
8	RESHMI P	A	A	A
9	BALUGURI NAGASHAILAJA	P	P	P
10	SWATHI M	P	A	A
11	K V VISHNU	P	P	P
12	SHRIDHAR	P	P	P
13	FAHISA AC	A	P	P
14	AHMED SUNIL MOHAMMED	A	P	P
15	ASHWATHI P	P	P	P
16	SHYAMHARI R	P	P	P
17	RIJOSH DANTIS	A	P	P
18	BHAGYALAKSHMI K	A	P	P
19	PRIYATHA VIJAYAGOPALAN	A	P	P
20	VISHNU R K	P	P	P
21	JOSE ROY	A	P	P
22	MUHAMMED MUSTHAFA KP			



केरल केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF KERALA
School of Business Studies

Department of Tourism Studies

Tejaswini Hills, Periya PO, Kasaragod Dist- 671 316

SL NO	NAME OF THE STUDENT	18/10/2021	20/10/2021	22/10/2021
23	ANJALI K NAIR	P	P	P
24	MOIDEEN NAVAZ	P	P	P
25	ANAND C SEKHAR	P	P	P
26	RATHIKA K	P	P	P
27	VOOTKURI RADHIKA	A	P	P
28	SRUTHI.K	P	P	P
29	ANIRUDH RAVEENDRAN	A	A	A
30	AISWARYA H M	A	P	A
31	AEKU AKHILA	A	P	P

P - PRESENT

A - ABSENT

Aida Augustine

Name and Signature of the faculty member