

Government Degree College, Baramulla (Autonomous)

Semester 7th

Minor Course

Subject: Tourism

Course Title: Tourism Marketing

Course Code: TOUC1725N

Credits: 6 (4Th + 2 Tu)

Contact Hours (64 Th + 32 Tu)

Course Objectives:

The students would acquire a foundational understanding of marketing principles, investigate the appropriateness of various promotional strategies, and create marketing plans and promotional strategies for travel and other associated businesses.

Unit: 1

Introduction: Marketing: Definition and meaning - Core Marketing concepts. Issues and challenges in tourism marketing, Marketing environment: macro and micro environmental factors affecting tourism, Concept of Marketing Mix. Application of Technology in Marketing

Unit: 2

MIS and Market Segmentation: MIS concept, salient features, components, and functions; Market research and its steps, Market segmentation: meaning and bases of segmentation, Market Targeting and Market Positioning.

Unit: 3

Marketing Strategies: Product Mix concept, components, and characteristics - Brand: definition (brand name, logos, and symbols, trademark, copyright), Branding, Branding Strategies New Product Development. Tourism Promotion: Concept, Promotion mix, and its components, Product lifecycle. Factors to be considered in pricing, General Pricing approaches, pricing policies and strategies.

Unit: 4

5th P in Tourism: People: Service encounter quality, Managing people and encounters in tourist experience, Process: Elements, Managing process in tourism, Capacity and demand management. Physical evidence: Concept, role & components, Internal Marketing and its process, Customer loyalty.

Tutorial: 2 credits

Interactive discussions on specific case studies should be conducted about natural, architectural, cultural, and heritage sites of India focusing on the attractiveness of a resource, accessibility

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factors, facilities required, availability of amenities, conservation efforts, and responsible tourism practices.

Suggested Readings:

1. Chaudhary Manjula, Tourism Marketing, Oxford University Press, New Delhi.
2. Hollowacy J.C. and Plant R.V. Marketing for Tourism Pitman, London.
3. Jha S.M.- Tourism Marketing, Himalaya Publications, India.
4. Middleton, V. T. C., Marketing in Travel and Tourism, Heinemann