

SECOND YEAR: IV SEMESTER
401- TOURISM MARKETING

Theory: 4 hrs/week
Practicals : 3 hrs/week

THEORY:

Unit-I

Definition, Concept of Tourism Marketing – Marketing Tourism Products – Marketing Mix – Consumer Behaviour – Product life cycle – Pricing a Product – TQM – Integrating TQM in marketing and programmes.

Unit - II

Tourism marketing related to 5 A's (Attraction – Accessibility – Accommodation – Amenities – Activities). New trends in tourism - Health tourism, co-tourism and MICE – Principles in hospitality selling – AIDA model.

Unit - III

Advertising – Sales promotion publicity – market segment action (Demographic, Psychological and Behavioural segmentation) marketing strategies – Methods of marketing segments – Target Market – Selecting and Marketing for target market.

Unit - IV

Marketing skills for tourism – Development creativity – communication SMMR Model Communication – self motivation personality development – Team building – Need for market research and information system.

Unit - V

Economics of Tourism – Impact on National Income – Multiplier Effect Foreign exchange as revenue earner for government – factors effecting Tourism earnings.

REFERENCES:

1. Tourism Marketing – GPH panel of Experts – Gully Baba Publishing House (P) Ltd. 2009.
2. Tourism marketing – Roth Field CW.
3. Marketing Management – Philip Kotter
4. Tourism and Travel Marketing – Jag Mohan Nagi
5. Airlines and Ticketing for Tourism – Jag Mohan Nagi
6. Francis Buttle (1995) Hotel and Food Service Marketing – A Managerial Approach – Cassell Education Ltd. London

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