

Restructured Syllabus (2024 Pattern as per NEP-2020)

Faculty: COMMERCE & MANAGEMENT (Commerce)

Class: S.Y. B.Com. Sem-IV

Title of the Course: Tourism Marketing

Name of the Program	Course Code	Type of Course	Credits	Lectures per Week in Clock Hour
B.Com. in Marketing	TM255T	Major Mandatory	2	2

Course Objectives:

1. To equip students with a comprehensive understanding of marketing concepts and their application in promoting tourism products.
2. To introduce various types of tour packages and explore the use of technology in tourism marketing.
3. To familiarize students with the marketing strategies employed by leading domestic and international tour operators.

Unit	Title and Contents	No. of Lectures
1	Introduction to Tourism Marketing: 1.1 Concept and Scope of Tourism Marketing 1.2 Nature and Characteristics of Tourism Products 1.3 Role of Marketing in Tourism Development 1.4 Stakeholders in Tourism Marketing	10
2	Tourism Marketing Administration: 2.1 Organizational Structure of Tourism Marketing 2.2 Role of National and International Tourism Organizations 2.3 Tourism Policy and Marketing Coordination	10
3	Promotion and Publicity: 3.1 Role of media in promotion of Tourism 3.2 Public Relations in Tourism 3.3 Advertising, Personal selling and Sales Promotion 3.4 Direct Marketing 3.5 Designing and Printing of tour brochures 3.6 Digital marketing, e-brochures	10

Course Outcomes: After Completion of the course, student will be able to:

1. To understand the fundamentals of marketing and its significance in tourism promotion.
2. To identify and analyse different types of tour packages and the role of technology in marketing.
3. To evaluate and apply marketing strategies used by major tour operators to real-world scenarios.

Internship for Students if any: Not applicable
List of Recommended Books and Study Materials
1. Agarwal, Surinder – Travel Agency Management 2. Bhatia, A. K. – Tourism Development: Principles and Policies 3. Foster, Dennis L. – An Introduction to Travel and Tourism

4. Chand, Mohinder – Travel Agency Management: An Introductory Text 5. Jha, S. M. – Tourism Marketing (1998); Service Marketing 6. Kotler, Philip. –Marketing for Hospitality and Tourism 7. Nigel Morgan, Annette Pritchard – Advertising in Tourism and Leisure 8. Simon Hudson and Louise Hudson - Marketing for Tourism, Hospitality & Events: A Global and Digital Approach 9. Devashish. Dasgupta - Tourism Marketing, Pearson Education India	
Scheme of Examination	
Passing Marks: 40% of the Total Marks	
Internal Assessment (15 Marks): Refer Point No. 3(a)	
External Assessment (35 Marks)	
Question Paper Pattern for External Examination	
Instructions:	
1. Question No. 1 is Compulsory. 2. Attempt any three questions from Question No. 2 to 5.	
Q. 1: Fill in the blanks	= 05 Marks
Q. 2: Theory Question on Unit-1	= 10 Marks
Q. 3: Theory Question on Unit-2	= 10 Marks
Q. 4: Theory Question on Unit-3	= 10 Marks
Q. 5: Short Notes on all Units (Any 2 out of 3)	= 10 Marks