

# M.B.A. - Specialization - III Sem.

## Tourism and Hospitality Management

### MANB-501T : TOURISM MARKETING

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite :

Assignments: 20 Marks

Semester Exam: 80 Marks

#### THEMES AND TOPICS

##### Unit I :

Introduction to tourism marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges : Marketing mix

##### Unit II :

**Tourism Markets:** Types, world tourism markets, inbound and outbound markets for India & Domestic markets : Tourist behavior. Travel purchase and tourist buying process. Tourist discussion making models

##### Unit III :

Market segmentation, Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process

##### Unit IV :

###### P's of marketing.

Product – Product management, development, product lifecycle and branding

Pricing – Factors influencing pricing, methods of price fixation and strategies

Promotion – Promotion mix and tools,

People – encounters, managing tourism experience through people and important practices to manage people

Process – Elements, managing process, developments in service processes in tourism,

Physical evidence – Concept, role & components

##### Unit V :

Marketing management information system and demand forecasting. Introduction, structure of marketing management, information support system, demand forecasting.

##### Unit VI :

**Market Research:** Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing.

#### Reference Books/ Research reports / article / Study material :

1. P. Kotler, Tourism marketing
2. P. Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. M. Chaudhary, Tourism Marketing 2010, Oxford University Press, New Delhi,
5. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
6. Tourism Marketing - Lumsdon.
7. Marketing for Tourism. - J. Christophe Holloway & Chris Robinson.
8. Morrison A., Marketing and Management of Tourism destination
9. D Gupta, Tourism Marketing
10. S Pike, Destination Marketing Organisations

#### Online Reference Link:

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.incredibleindia.com](http://www.incredibleindia.com)
3. All websites of State DMOs