

17BB316-TOURISM MARKETING

Course Objective:

To make students familiar with the concepts and marketing of tourism

Course Outcomes:

At the end of the course student is expected to understand

- Nature of tourism marketing
- Tourist buying process
- STP of tourism marketing
- Tourism marketing management information system
- Survey and research of trends in tourism marketing

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; P's of marketing.

UNIT - IV

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

UNIT - V

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.

TEXT BOOKS:

1. Kotler P. Marketing Management C. Delhi – Prentice Hall India 1986
2. Katler Philip – Marketing for non-profit organization – Prentice Hall, New Jersey 1975

REFERENCE BOOKS:

3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. Gavens: Marketing Management (Delhi – Himalaya)
5. Holloway I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
6. Limsden: Les (1992) Marketing for Tourism case study assignments Macmillan
7. Hoyk Darb and Jones (1995) Managing Conventions, Group Business – Educational Institute of AATM.
8. Chaudhary Manjula, 2010, Oxford University Press, New Delhi, Tourism Marketing
9. Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism