

REVISED UG SYLLABUS UNDER CBCS
(To Be Implemented from Academic Year, 2020-21)

PROGRAMME: FOUR YEAR B.A. (Hons)

Domain Subject: **TOURISM BUSINESS MARKETING**

Skill Enhancement Courses for Semester V

(Syllabus with Learning Outcomes, References, Co-curricular Activities & Model Q.P. Pattern)

Structure of SECs for 5th Semester

(To Choose any One Pair from the Four Alternative Pairs of SECs)

Uni Code	Course No 6&7	Name of the Course	Hours/Week	Credits	Marks	
					Internal Assmt: 20 Field Work/ Project Work: 5	Semester End
	6A	Service Marketing of Tourism	5	4	25	75
	7A	Consumer Behaviour and Customer Relationship Management.	5	4	25	75
OR						
	6B	Sales & Distribution Management	5	4	25	75
	7B	Selling & Negotiation Management	5	4	25	75
OR						
	6C	Tourism Destination Marketing	5	4	25	75
	7C	Itinerary Preparation and Tour Packaging	5	4	25	75
OR						
	6D	Digital Marketing for Tourism Business	5	4	25	75
	7D	Advertising and Brand Management for Tourism	5	4	25	75

Note-1: For Semester-V for the Subject **Tourism Business Marketing** any one of the Four Pairs of SECs shall be chosen as Courses 6 and 7, i.e., 6A & 7A or 6B & 7B or 6C & 7C or 6D & 7D. The Pair shall not be broken (ABCD allotment is random, not on any priority basis).

Note-2: One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate skills related to the domain subject in students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skills embedded in syllabus citing related real field situations.

Domain Subject: TOURISM BUSINESS MARKETING
Paper: 6A- SERVICE MARKETING OF TOURISM

Course outcomes:

Students at the successful completion of the course will be able to

1. Understand the Services Marketing in Tourism Industry.
2. Aware of the services marketing system in Tourism
3. Demonstrate the marketing services in building and managing customer relationship.
4. Familiarize with the issues of Services Marketing in Tourism and related sectors.
5. Design strategies to deliver greater service quality in Tourism sector.

Unit 1

Marketing of Tourism Services:

Concept of Tourism marketing -Need -Importance of Tourism marketing

Types of Tourism marketing- Characteristics of Tourism Services

Classification of Tourism Services

Unit 2:

Service Marketing System: Importance of Services in Marketing

Services Marketing Mix in Tourism & Hospitality – Service Product Planning

Service Pricing Strategy – Services Distributions

Employees and Staff Roles in Service Delivery-Services Promotions – Physical Evidence

Role of Technology in Services Marketing

Sales force automation in services marketing.

Unit 3

Customer Relationship in Tourism:

Need for customer relationship

Strategic Goals of CRM in the Tourism Industry

Role of CRM – Techniques to Manage Relations

Present CRM Practices in Tourism and Hospitality Industry.

Unit 4

Customer Experience in Service Quality:

Tourism Service Delivery –Causes of Service Quality gaps in Tourism

Types of gaps - Measuring and improving service Quality in Tourism and hospitality industry

Strategies to resolve the gaps.

Unit 5:

Services from Sectoral Perspective: Travel & Tourism services – Hospitality

Airlines – Event Management – MICE

Healthcare & Medical- Retail Services.

References:

1. Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, Pearson.
2. Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml & Mary Jo Bitner: TMH.
3. Services Marketing – Concepts planning and implementation, Bhattacharjee, excel, 2009
4. Services Marketing, Srinivasan, PHI.
5. Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford.
6. Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.
7. Marketing of Services, Hoffman, Bateson, Cengage.
8. Service sector Management, C. Bhattacharjee, Jaico.

Service Marketing for Tourism

Co-curricular activities:

- a) Mandatory (Training of the students by the teacher in field related skills: 10 hrs.)
 1. **For Teacher** : Training of students by a class teacher or by the executive at different tourism organizations /Tour operation companies for a total of 10 hrs on the need and importance of Service quality & Service Marketing in tourism business, making the students to understand the process involved in Service Marketing by doing some mock interaction sessions between service providers & students and showing them different types of services involved in tourism activity by displaying some diagrams and flow charts related to the Service Marketing and preparation of customer database and service quality flow charts in a proper way.
 2. **For students**: Individual field work on any of the tourism business operating units like travel agency or tour operations or allied sectors of tourism industry and submission of a hand written report on Service Marketing in Tourism in a given method of format. Example: Identifying the Various services rendered at star hotel i.e., Novatel, Vijayawada. Another example: Various services being offered to the tourists while purchasing a group tour package at southern travels, Vijayawada
 3. Max marks for field work report :05
 4. Suggested format for field work: Title page, student details, content page, introduction, content of work done, findings and conclusions.
 5. Unit test
- b) **Suggested Co-Curricular activities :**
 - 1 Training of the students on tourism business by tourism Marketing & Sales experts.
 - 2 Mock role plays on Tourism Service Marketing
 - 3 Assignments on the Service Marketing in Travel and Tourism, Hospitality, event management, shopping at tourists spots.
 - 4 Attend to the events & MICE programmes at local town, in and around your college premises.

- 5 Assignments on customer experiences on service quality in tourism industry in the context of AP.
- 6 Attend to the seminars, Workshops, Conferences regarding tourism & allied activities services
7. Invited lectures by marketing experts in the field of tourism and hospitality.
- 8.

Suggested question paper patterns:

Max marks: 75

Section -A

Time: 3 hrs

(Total: 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Section –B (Total : 3 *15 =45 Marks)

(Answer any three questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Domain Subject: TOURISM BUSINESS MARKETING

Paper:7A - Consumer Behaviour and Customer Relationship Management

Course outcomes

Students at the successful completion of the course will be able to-

- Cognize the foundations of consumer behavior.
- Understand consumer decision making process and develop appropriate marketing strategies to enhance customer value in Tourism sector.
- apply the effective CRM in services sector and e-business
- Implement various technological tools for data mining and also successful implementation of CRM
- able to measure and evaluate the CRM practices in the organization

Unit-I

Introduction to Consumer Behavior

Evolution of consumer behavior-Interdisciplinary dimensions of consumer behavior

Understanding consumers and market segments in Tourism

Factors Influencing Tourist Behavior

Strategic Applications of Consumer Behavior Models - Howard Model, Howard Sheth Model

Unit-II

Foundations of Consumer Behavior in Tourism

Consumer Motivation, Perception, Personality and Behavior

Attitude Formation and Attitude Change

Social and Cultural Environment, Economic, Demographic

Cross Cultural Influences, Reference Groups, Family, and Personal influence.

Unit-III

Consumer Decision Processes in Tourism:

Pre-purchase & Post Purchase processes

Consumption and evaluation- Brand Loyalty

Repeat Purchase Behavior in Tourism service

Consumerism in Tourism- Consumer information, environmental concerns

Consumer privacy and safety with reference to Tourism- Consumer Protection Act, 2019.

Unit-IV

Introduction to CRM:

Definition- Emergence of CRM practices

Conceptual frame work of CRM-Stages of relationship management

Customer profiling- Issues and Myths in CRM

Types of Customers-Customer Life time Value- Relationship Life Cycle.

Unit-V

Analytical CRM:

Relationship data management -Data analysis and data mining

Customer loyalty-Customer value assessment-Customer Centricity

IT and CRM-Changing patterns of CRM-Operational CRM

CRM in Tourism sector- Measuring the Effectiveness of CRM.

References:

1. Ed Peelen: “Customer Relationship Management” Pearson, Education

2. Roger J Baran, Robert J Galka and Daniel P Strunk: “Customer Relationship Management” Cengage learning
3. S.Shanmugasundaram: “Customer Relationship Management” Prentice Hall of India.

Co-curricular activities:

- c) Mandatory (Training of the students by the teacher in field related skills:10 hrs.)

6.For Teacher : Training of students by teacher or by visiting different tourism organizations /Tour operation companies for a total of 10 hrs on the need and importance of CRM in tourism business, making the students to understand the process involved in CRM by doing some mock customer interaction sessions and showing them different types of consumer behaviors involved in tourism business by displaying some diagrams and flow charts related to the CRM and preparation of tourism customer database flow charts in a systematic way

7.For students: Individual field work on any of the tourism business operating units like travel agency or tour operations or sub sectors of tourism industry and submission of a hand written report on CRM in Tourism and its effects in the given method of format. Example: Identifying the Consumer behaviour while purchasing tourism packages in Thomas Cook.

8.Max marks for field work report :05

9.Suggested format for field work: Title page, student details, content page, introduction, work done, findings and conclusions.

10. Unit Test

d) Suggested Co-Curricular activities :

- 1 Training of the students on tourism business by tourism Marketing & Sales experts.
- 2 Mock tourism business role plays
- 3 Assignments on the Consumer Behavior & CRM in Travel and Tourism, Hospitality, event management, shopping and particularly consumer Behavior of tourists at heritage spots
- 4 Attend a Travel Trade Mart, Tourism Exhibitions & other MICE programmes.
- 5 Assignments on linkage between Tourism & CRM
- 6 Attend the seminars, Workshops, Conferences regarding tourism & allied activities
7. Invited lectures by Industry professionals & psychologists on behavioral studies to the students.

Suggested question paper patterns:

Max marks: 75

Section -A

Time: 3 hrs
(Total : 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks
At least 1 question should be given from each unit)

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Section -B (Total : 3 *15 =45 Marks)

(Answer any three questions. Each answer carries 5 marks
At least 1 question should be given from each unit)

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Domain Subject: TOURISM BUSINESS MARKETING
Paper: 6B- SALES AND DISTRIBUTION MANAGEMENT

I. Learning outcomes:

Students at the successful completion of the course will be able to-

1. Understand the basics of selling process in tourism
2. Acquire the knowledge on process of salesmen recruitment and training
3. Analyze the evaluation of sales personnel and motivating them
4. Identify the marketing channels and tourism business organizational patterns
5. Obtain the skills upon selling and distribution in tourism business

II Syllabus :

Unit – I

Evolution of Sales Management:

Types of Personal Selling, Nature and Scope of Sales Managements;
Setting and Formulating Personal Selling Objectives; Selling Skills and Selling Strategies,
The selling process in tourism industry

Unit – II

Recruiting and Selecting Sales Personnel:

Developing and Conducting Sales Training Programmes for Tourism;
Designing and Administering Compensation Plans in tourism business,
Supervising the Salesmen at travel organizations / fields.

Unit – III

Sales Force Motivation:

Sales Meetings and Sales Contests;
Designing Territories and Allocating Sales Efforts;
Objectives and Quotas for Sales Personnel;
Evaluation of Sales Force;
Performance Appraisal Process in tourism business

Unit – IV

Tourism Marketing Channels:

Structure, Functions and Relationships in Marketing Channels ,
Designing Customer Oriented Marketing Channels,
Logistics Planning, tourism Inventory Management,
Organizational Patterns in Marketing Channels,
Managing tourism business Marketing Channels and Channel Member Behavior;

Unit – V

Tourism Information System and Channel Management:

Assessing Performance of Tourism Marketing Channels;
International Channels of tourism business Distribution.

Assessing the performance of marketing channels
Types of Wholesalers & Retailers in Tourism

References:

1. Anderson, R, *Professional Sales Management: Englewood Cliffs*, New Jersey, Prentice Hall Inc. 1992.
2. Anderson, R, *Professional Personal Selling*. Englewood Cliffs, New Jersey, Prentice Hall Inc 1991.
3. Buskirk R.H. and Stanton. W.J. *Management of Sales Force*, HomewoodIllinois, Richard D. Irwin 1983.
4. S.L. Gupta, M.K. Rampal, *Cases in Sales and Distribution Management*, HPH, 2009.
5. K. Sridhara Bhat, *Sales and Distribution Management*, 1st, HPH, 2011.
6. S.A. Chunawalla, *Sales and Distribution Management*, 3rd edition, HPH. 201
7. Web resources suggested by the concerned teacher and the college librarian including reading material

III Co-curricular activities:

a. Mandatory (Training of the students by the teacher in field related skills :10 hrs.)

11. For Teacher : Training of students by teacher or by visiting a nearby travel agency /Tour operation company for a total of 10 hrs on the need and importance of sales in tourism business , making the students to understand the process involved in recruitment and selection by doing some mock travel recruitment sessions and showing them the different types of marketing channels involved in tourism business by displaying some diagrams and flow charts related to the distribution channels and preparation of tourism sales flow charts in a systematic way

12. For students: Individual field work on any of the tourism business operating units like travel agency or tour operations or sub sectors of tourism industry and submission of a hand written report on sales process sequences and techniques used in the sale in the given method or format. Example : Selling of a domestic golden triangle tour package or selling of an international tourism package .

13. Max marks for field work report :05

14. Suggested format for field work: Title page, student details, content page, introduction, work done, findings and conclusions.

15. Unit test

b) Suggested Co-Curricular activities :

- 1 Training of the students on tourism business by tourism sales expert
2. Mock tourism business role plays using sales techniques
3. Assignments on the recruitment process, Sales Training Programmes; Designing and Administering Compensation Plans, Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Evaluation of Sales Force; Performance Appraisal Process in tourism business
4. Attend a travel trade mart. Tourism corporation exhibitions, Tourism Road shows and present a video on the Tourism business happened in travel mart and their interactions.
5. Arrange a travel exhibition sale and exhibit different travel business models and perform sale

to the visitors

6. Seminars, Group discussions and Quiz on distribution channels in tourism business
7. Preparation of flow charts of sales processes, Distribution channels, Marketing techniques and steps involved in recruitment and selection.
8. Invited lectures and seminar presentations by travel industry experts.

Suggested question paper patterns :

Max marks: 75

Time: 3 hrs

Section -A

(Total : 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Section -B

(Total : 3 *15 =45 Marks)

(Answer any three questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Domain Subject: TOURISM BUSINESS MARKETING

Paper:7B- SELLING AND NEGOTIATION MANAGEMENT

Learning outcomes:

Students at the successful completion of the course will be able to-

- i) Understand the need, scope and importance of selling as career in tourism industry
- ii) Aware of the process of selling in detail
- iii) Prepare the sales reports in tourism industry.
- iv) Identify the types of negotiation skills in tourism industry
- v) Obtain the skills of negotiation management in tourism industry

Unit -I:

Introduction to Personal Selling:

Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Tourism Career opportunities in selling, Measures for making selling an attractive career in tourism industry.

Unit- II

Selling Process:

Buying motives and their uses in personal selling ,
Prospecting and qualifying in tourism industry; Pre-approach; Approach; Presentation and demonstration of tourism products in selling ;
Handling of objections; Closing the sale; Post sales activities

Unit- III

Sales Reports:

Sales reports and documents; sales manual, Order Book, Cash Memo;
Tour Diary, Daily and Periodical Tourism Reports;
Ethical aspects of tourism selling

Unit- IV:

Negotiation Process -Types of Negotiations, negotiation process, factors for successful negotiations, essential skills for negotiations, tricks used in negotiation process for tourism products, psychological advantage of negotiations, Techniques used in the negotiation process, issues in negotiations.

Unit- V:

Negotiation strategies: Strategy and tactics for tourism distributive bargaining, strategy and tactics for integrative negotiation, negotiation strategy and planning. Finding and using negotiation power, sources of power,

Ethics in tourism negotiation.

II References:

1. Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill
3. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,
5. Johnson, Kurtz and Schueing, Sales Management, McGraw Hill
6. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods, Richard, Irvin
7. Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi

III Co-curricular activities:

a. Mandatory (Training of the students by the teacher in field related skills :10 hrs.)

1.For Teacher : Training of students by teacher or by visiting a nearby Andhra Pradesh tourism development corporation marketing office /IRCTC tourism division sales and marketing division for a total of 10 hrs to practically observe and understand the process of selling tourism products , making the students understand the process involved in selling and negotiation by doing some mock tourism products sales sessions and showing them the different types of selling skills and negotiation techniques involved in tourism business by showing some diagrams and flow charts related to the sales channels and preparation of sales reports in a systematic way

2.For students: Individual field work on any of the tourism business operating units like travel agency / tour operations/Arts and handicrafts center/Activities at Tourist destinations and submission of a hand written report on selling process involved and negotiation techniques used in buying the product in a given method or format. Example: Selling of a arts and handicrafts items to tourists at destinations/ Tourists engaging in adventure activities at the destination and the selling process involved in it.

3.Max marks for field work report :05

4.Suggested format for field work: Title page, student details, content page, introduction, work done, findings and conclusions.

5.Unit test

b) Suggested Co-Curricular activities:

1.Training of the students of tourism business by Tourism product Sales and marketing experts from APTDC/IRCTC/Private tourism players.

2.Mock tourism business role plays using live selling and negotiation of tourism products in the classrooms.

3.Assignments on the Buying motives, personal selling Presentation and demonstration; handling of objections; Closing the sale, Post sales activities and negotiation techniques. sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports

4.Attend APTDC /IRCTC marketing office, arts and handicrafts center, private travel agencies and present a video on the selling and negotiation activities happened in buying the product and their interactions.

5. Conduct a tourism products sale day in the college premises and exhibit different travel business models and perform sale to the other students in the college of another department.

6. Seminars, Group discussions and Quiz on distribution channels in tourism business

7. Preparation of flow charts of sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports

8. Invited lectures and seminar presentation from travel industry's sales & marketing experts.

Suggested question paper patterns:

Max marks: 75

Section -A

Time: 3 hrs

(Total : 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks At least 1 question should be given from each unit)

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Section -B

(Total : 3 *15 =45

Marks)(Answer any three questions. Each answer carries 5 marks At least 1 question should be given from each unit)

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Domain Subject: TOURISM BUSINESS MARKETING

Paper: 6C-TOURISM DESTINATION MARKETING

Course outcomes:

Students at the successful completion of the course will be able to-

1. Understand the typology of destinations in Tourism.
2. Analyze the Market environment of Tourism Destinations.
3. Learn about the planning and strategies of Destination Marketing.
4. Understand the different components of the Destination Marketing Mix.
5. Apply the destination promotional strategies in the Tourism Industry.

Course Contents:

Unit I

Destination development:

Introduction, types of destinations

Characteristics, destination selection process

5 A's in Destination management

Destination Mapping - Destinations Analysis.- Tourism Vs Attractions .

Unit II

Destination Planning & Development:

Importance of Destination Planning, Destination Planning Process

Destination Planning Guidelines – National, State, & Regional Tourism Planning

Economic, Social, Cultural, and Environmental considerations in Tourism planning

Destination Development.

Unit III

Destination Marketing–

Introduction of Destination Marketing, Marketing environment

Destination Marketing Mix: Product, Price, Place, and Promotion

Product Strategies, Managing existing Tourism Products,

New Product development in Tourism.

Pricing Strategies–Tourists Perception on Pricing –Doxey’s irritation index.

Unit IV

Destination Distribution and Image of Destination –

Destination Distribution: Strategies, Channels

Developing a Destination Promotional strategies

Destination Image: Image Formation Process- Image strategies

Tourism Destination Cycle – Destination competitiveness .

Unit V

Destination Publicity:

Advertising - Sales Promotion, sales promotion techniques

Publicity: Role of AP Tourism & Ministry of Tourism,GOI, for the promotion of destinations

Tourism Marketing Communication: Importance, techniques,

Barriers, the process of communication – Trends in the Communication.

References

- The Routledge Handbook of Destination Marketing (Routledge Handbooks) by Dogan Gursoy and Christina G. Chi | 18 April 2018
- Marketing and Managing Tourism Destinations by Alastair M. Morrison | 6 September 2018
- Destination Marketing: Essentials by Steven Pike | 19 October 2020
- Destination Marketing Organisations: Bridging Theory and Practice (Advances in Tourism Research) – 13 November 2004 by Steven Pike
- Marketing and Managing Tourism Destinations by Alastair M. Morrison | 6 September 2018
- Advances in Tourism Destination Marketing: Managing Networks by Metin Kozak, Juergen Gnoth, et al. | 26 August 2015
- Tourism Planning and Destination Marketing by Mark Anthony Camilleri | 1 November 2018

Co-curricular activities:

a. Mandatory (Training or the students by the teacher in field-related skills:10 hrs.)

1. **For Teacher:** The teacher will train students for a total of 10 hours on the need and importance of destination marketing in the tourism industry, as well as how to understand the national, state, and regional destination planning and development by showing them the Destination marketing mix and explaining the importance of the 5A's for the development of destination marketing through the use of strategies and advertisements provided by government organizations such as the APTDC and the Ministry of Tourism. Give the subject presentations through Power-Point Presentations and conduct Group discussions and quiz programs.
2. **For students:** Prepare destination marketing steps for the development of any destination in Andhra Pradesh, as well as research the government's publicity materials. Submission of a handwritten report on the role of destination marketing and the strategies implemented.
3. Max marks for the report: 05 Marks.
4. The suggested format for report: Title page, student details, content page, introduction, work done, findings, and conclusions.
5. Students have to give seminars based on destination marketing and write the subject assignments.

b. Suggested Co-curricular Activities

1. Training to the students by a related field expert i.e., local tour operator & travel agent and tour guide etc, on the development of new destination.
2. Assignment given by the teacher on destination marketing
3. Seminars, Group discussions, quiz , presentations on destination marketing
4. Preparation of brochures on package tour destinations
5. Photo exhibition & Report writing on any given topic in the syllabus.

Suggested question paper patterns :

Max marks: 75

Time: 3 hrs

Section -A

(Total : 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Section –B (Total : 3 *15 =45 Marks)

(Answer any three questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Domain Subject: TOURISM BUSINESS MARKETING
Paper: 7C- Itinerary Preparation and Tour Packaging

Learning Outcomes:

Students at the successful completion of the course will be able to-

1. Understand concepts of travel itineraries and can able to prepare itinerary planning.
2. Able to prepare tour formulation and designing various types of tour packages.
3. Estimate the cost of the package tour& analyze the various companies pricing strategies.
4. Evaluate the tourist's feedback and change the services accordingly.
5. Understand the different online payment gateways for present business .

Unit I

Itinerary Planning & Development:

Meaning, Importance, Concept of Itinerary Planning

Resources and Steps for Itinerary Planning - Types of Itinerary

Do's and Don'ts of Itinerary Preparation

components of Itinerary, Relevance & scope.

Unit II

Developing & Innovating Package Tour:

Formulation and Designing Process of Tour: Free Independent Tours (FITs)

Group– Special Interest Tours (SITs),

Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages, Components of Package tour- Pre designed & Tailor made packages.

Unit III

The concept of Costing:

Types of Costs, Components of Tour Cost - Preparation of Cost Sheet

Tour Pricing - estimation of Tour Price – Pricing Strategies

Negotiations & contract with the suppliers

Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit IV

Operation of Package Tour:

Confirmation of Tour, Issue of Tour Vouchers

Reconfirmation with Airlines, Hotel & Ground Service Providers

Distributing Customized Itinerary to Tour Leader, Tour Escort, Tour Guide,

Transportation, Standard Procedures for Pickup and Drop

Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet.

Unit V

Travel Documentation:

Familiarization with TIM (Travel Information Manual)

Passport & VISA- Meaning, Types, Procedures, Validity

Necessary Information to fill the Passport and VISA Form for Issuance

Health Certificates, Currency, Travel Insurance

Types of payment methods: credit card, debit card, UPI, e-wallet, net- banking, mobile

banking etc.

Suggested Textbooks

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, NewDelhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd.,New Delhi.

Reference Books:

1. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
2. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
3. Roday S., Biwal A.& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press,New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons,London.

Co-curricular Activities:

- a) **Mandatory:** (Training of the Students by the teacher in filed related Skills 10 hours)
 2. For Teacher: Training of the students by the teacher in the classroom or in the field for total of 10 hrs on identifying the local/city/district package tours and make practice such tour itineraries by focusing on individual student.
 3. For Student: Individual filed work on the local package tour and itineraries and submission of hand written package tour and itinerary at their local area tours individually. And prepare Cost sheet of the present package tour & Indentify the different package tours of their own like pilgrimage package tours, heritage tours, cultural package tours and natural/eco tourism package tours etc.
 4. Max Marks of the filed work report 05.
 5. Suggested format for field work: Title page, student details, content page, introduction, work done, finding s and conclusions.
 6. Unit Tests.
- b) **Suggested Co curricular Activities:**
 1. Training of the students by a related field expert i.e., local tour operator & travel agent and tour guide etc.
 2. Assignment given by the teacher by selected package tours and their itineraries of individual student.
 3. Seminars, Group discussions, quiz , presentations on selected package tours.
 4. Preparation of brochures on package tours & package tour cost sheets.
 5. Photo exhibition & Report writing on any given topic.

Suggested question paper patterns :

Max marks: 75

Time: 3 hrs

Section -A

(Total : 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Section –B (Total : 3 *15 =45 Marks)

(Answer any three questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Domain Subject: TOURISM BUSINESS MARKETING

Paper:6 D-Digital Marketing for Tourism Business

Learning Outcomes:

Students at the successful completion of the course will be able to-

1. Understand concepts of digital marketing in present tourism business.
2. understand various applications of digital marketing in tourism and hospitality sector.
3. Familiarize with online marketing intermediaries and business models of E-commerce.
4. assess the Impact of digital media and technology in a professional manner.
5. Equip the skills on the digital marketing techniques in travel and tourism sector.

UNIT I

Introduction to Digital Marketing:

Definition, meaning, significance, key features of digital marketing
Applications of digital marketing in Tourism & Hospitality
Challenges of digital marketing
Brands in digital marketing.

UNIT II

Digital Marketing Environment

Traveller analysis, demand analysis
Traveller behaviour in online, online marketing intermediaries,
Business models for e-commerce
Designing Web page - digital marketing strategies.

UNIT III

Impact of digital media and technology on the marketing mix

Product-options for offering digital products
Pricing- price approaches,
Place- new channel structures,
Promotion-new promotional tactics, People, Process, Physical evidence
Mobile marketing & E- marketing.

UNIT IV

Digital Marketing Tactics:

Content marketing
Social media marketing, SEM, Display advertising, email marketing
Affiliate marketing
Measuring digital marketing success.

UNIT V

Digitization of travel:

E-tourism in India-Government Initiatives-Multi-lingual helpline
E-ticketing of monuments, E-tourist Visa

Online data base for cultural performers, Smart cities mission.
Digital transformation in travel: Characteristics of tech- friendly traveler
Major tools, technologies and platforms driving digital travel.

Text Books:

1. Page, K., & Rowan, W. (n.d.). Digital Marketing: Using New Technologies to Get Closer to Your Customers.
2. Yamagishi, R. (n.d.). Digital Marketing in Asia A Start-Up Guide for Search Engine Marketing in APAC.
3. FERNANDES, JOSE. (2021). DIGITAL MARKETING WITH DRUPAL : the ultimate guide to building and deploying a full digital... marketing platform on top of drupal. PACKT PUBLISHING LIMITED.
4. Bhatia Puneeth Singh, Fundamentals of digital Marketing 2nd Edition-Person.

Reference Books :

1. Strauss, J., & Frost, R. (2014). E-Marketing (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
2. Inbound Marketing: Attract, Engage, and Delight, by Brian Halligan and Dharmesh Shah.

Web link: www.tourism.gov.in

Co-curricular Activities:

- a) **Mandatory:** (Training of the Students by the teacher in technical related Skills 10 hours)
 - **For Teacher:** Training of the students by the teacher in the classroom or lab in the field for total of 10 hrs on identifying different tourism and hospitality organizations digital marketing techniques and Online bookings of various tourism and hospitality services and practice on the focusing of individual student.
 - **For Student:** Practicing in lab for Individual technical work on digital and social media marketing and submission on hand written digital marketing and social media marketing techniques, and practicing the e-ticketing of airlines, railways, busses and cruise line tickets and entry tickets various monuments and theme parks bookings of individual student, Practicing the Indian Passport Slot booking procedure and e-tourist VISA bookings of various Countries Embassies.
 - Suggested format for field work: Title page, student details, content page, introduction, work done, findings and conclusions.

- Unit test

Suggested Co curricular Activities:

1. Training of the students by a related field expert i.e., travel and tourism professionals & technical experts of the digital and social media and computer teacher.
2. Assignment given by the teacher by selected tourism organizations of their digital and media and social media practices of marketing and promotional activities of individual student.
3. Seminars, Group discussions, quiz , technical presentations on selected digital media.
4. Downloading the different travel, tourism and hospitality Mobile Apps and practice it properly of their services i.e., IRCTC App, Incredible India App, Ministry of Tourism App , where is my train App etc.
5. Photo exhibition & Report writing on any given topic.

Suggested question paper patterns :

Max marks: 75 Time: 3 hrs

Section -A (Total : 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Section –B (Total : 3 *15 =45 Marks)

(Answer any three questions. Each answer carries 5 marks

At least 1 question should be given from each unit)

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Domain Subject: TOURISM BUSINESS MARKETING

Paper:7D- Advertising and Brand Management for Tourism

Learning Outcomes

Students at the successful completion of the course will be able to-

1. Understand the role and types of Advertisements in tourism
2. Know the importance of Advertising as a Marketing Tool
3. Learn the role of Marketing Campaigns for the promotion of Tourism
4. Understand the significance of Brand Management, Positioning, and Value in the current tourism-marketing scenario.
5. evaluate the different brand strategies in the tourism industry.

Unit-1

Advertising

Introduction, History of Advertising,

Understanding Tourism Advertisement

Role of Advertising in the Tourism industry,

Types of Advertisements – Print & Electronic – Purpose of Advertisements

Content for Tourism Advertisements- Role of Social Media in Advertising.

Unit-2

Advertisement Marketing

Advertisers, Agencies, Media companies.

Advertising as a Marketing Tool

Marketing Vs Advertisement- Prepare the Travel Agencies' advertisement copy

Marketing strategies.- Communication skills, process & Challenges.

Unit-3

Marketing Advertisement Campaigns

Role of Marketing Campaigns in the Tourism Industry

Incredible India as a Marketing Tool, Ministry of Tourism Marketing strategies

Strategic Advertisement campaigns- Advertising Campaign Planning Process

Preparation of Advertisement budget – Importance, methods, and factors influencing advertising budget.

Unit-4

Brand Management

Brand Positioning – Brand Value

Brand performance, Measuring the performance of brands

Designing brands – Growing and sustaining brands in Tourism Industry – Thomas Cook, Cox & Kings, etc.

Unit-5

Brand Strategies

Core values of Brand management- Brand Marketing

Brand Planning –Brand communications
Designing New Products and Brand Extensions
Advantages of Strategic Brand Management
Brand equity – Brand audit – Brand reality check, and Brand appraisal.

Reference Books

1. Advertising And Brand Management by Dr. Sunaina Kumar, Dr. Arvind &Sardana | 1 January 2015
2. Advertising and Brand Management by AmitaCharan and Rekha Dahiya | 1 January 2018
3. Brand Equity on the Wheels of Advertising: A Practical Handbook on Advertising and Brand Management by Noopur Agrawal | 1 January 2009
4. Advertising, Brands And Consumer Behaviour: The Indian Context by S Rames Kumar and Anup Krishnamurthy | 1 April 2020

Co-curricular activities:

a. Mandatory (Training or the students by the teacher in field-related skills:10 hrs.)

- 1) **For Teacher:** The teacher will train students for a total of 10 hours for explaining the types of Advertisements both Print & Electronic and also discuss the pros & cons of Advertising. The role of Social Media in Advertising. Explain the Role of Brand Management, Positioning, and Value, in the current tourism-marketing scenario. Give the subject presentations through Power-Point Presentations and conduct Group Discussion, Unit tests.
- 2) **For students:** Designing the travel agency advertisements, and collection of Unique tourism-related advertisements, Newspaper advertisements. Participate in the Attending Trade Show/Expo. Submission of a handwritten report on the Advertising and Brand Management in Tourism.
- 3) Max marks for the report: 05 Marks.
- 4) The suggested format for report: Title page, student details, content page, introduction, work done, findings, and conclusions.
- 5) Students have to give seminars based on Advertising and Brand Management in Tourism and write the subject assignments.

b. Suggested Co-curricular Activities

- 8 Training to the students on Advertising And Brand Management by tourism Marketing & Sales experts.
- 9 Mock role plays on Tourism Advertising And Brand Management
- 10 Assignments on the Advertising And Brand Management in Travel and Tourism, Hospitality, event management.

11. Assignments on customer experiences on Advertising And Brand Management in tourism industry in the context of AP.
12. Attend to the seminars, Workshops, Conferences regarding tourism & allied activities services
13. Invited lectures by marketing experts on Advertising And Brand Management.and Photo Exhibition on Advertising And Brand Management

Suggested question paper patterns :

Max marks: 75

Section -A

Time: 3 hrs
(Total : 6 *5 =30 Marks)

(Answer any six questions. Each answer carries 5 marks
At least 1 question should be given from each unit)

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Section –B (Total : 3 *15 =45Marks)

(Answer any three questions. Each answer carries 5 marks
At least 1 question should be given from each unit)

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