

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

**Interdisciplinary Core Course Offered by the Departments of Commerce and History to  
B.A. History and Tourism and B.Com. General Commerce Degree Programmes**

**SYLLABUS**

(Effective from the academic year 2019-2020)

**TOURISM MARKETING AND MANAGEMENT**

**CODE:19ID/IC/TM55**

**CREDITS:5**

**L T P:5 1 0**

**TOTAL TEACHING HOURS:78**

**OBJECTIVES OF THE COURSE**

- To enable students to understand the principles of Marketing and Management and its application to the Tourism Industry
- To help students comprehend planning concepts, structure and organisation of Tourism
- To enable students comprehend the complexities of Human Resource Management

**COURSE LEARNING OUTCOMES**

On successful completion of this course, the students will be able to

- Understand the principles of Marketing and Management
- Acknowledge its applications to the tourism industry
- Apply the concepts practically
- Analyse the intricacies of the tourism industry
- Demonstrate the requisite skills for Tourism Marketing and Management

**Unit 1**

**Basic Principles of Marketing and Management (15 Hours)**

- 1.1 Tourism Marketing - A Perception - Purpose and Constraints of Tourism Marketing
- 1.2 Essentials of Service Management
- 1.3 Meaning, Concept and Characteristics of Tourism Management - Nature and Functions of Tourism Managers

**Unit 2**

**Tourism Planning (15 Hours)**

- 2.1 Planning Concepts - Marketing Information System –SWOT Analysis
- 2.2 Business Environment
- 2.3 Nature and Importance of Planning - Strategic Planning For Tourism

**Unit 3**

**The Structure and Organisation (15 Hours)**

- 3.1 Types of Organisations - Line, Line and Staff, Matrix
- 3.2 Organisation - Levels of Authority
- 3.3 Human Resource Management - Staffing, Recruitment - Sectoral and Destination Organisations

**Unit 4**  
**Elements of Tourism Marketing** (15 Hours)

- 4.1 Market Research
- 4.2 Consumer and Consumer Behaviour - Factors Influencing Buying Behaviour
- 4.3 Marketing Mix - Distribution Strategy for Tourism

**Unit 5**  
**Tourism Marketing Strategies** (18 Hours)

- 5.1 Tourism Promotion –Tools- Direct Selling- Advertising- Direct Marketing-Tele Marketing-Internet Marketing-Sales promotion
- 5.2 Segmentation- Demographic-Psychographic-Behaviour-Occasion
- 5.3 Branding and Pricing - Destination Marketing - Public Relations for Tourism

**BOOKS FOR STUDY**

- Seth, P.N. *Successful Tourism Management*. New Delhi: Sterling, 1997.  
Bhatia, A.K. *Tourism Management and Marketing*. New Delhi: Sterling Publishers, 1997.  
Holloway, J. C. and R.Y. Plant. *Marketing for Tourism*. London : Pitman Publishing, 1998.  
Sinha, P.C. *Tourism Management*. New Delhi: Anmol Publishers, 1997.  
Buhalis, D., and Costa C. (ed.) *Tourism Management Dynamics*. London : Heinemann, 2006.

**BOOKS FOR REFERENCE**

- Collman, M.M. *Tourism Marketing*. New York: Van Nostrand Reinhold, 1989.  
Batra, G.S. and R.C. Dangwal. *Tourism Promotion and Development: New Advances*. New Delhi: Deep and Deep, 2007.  
Buhalis, D. and Costa C. *Tourism Business Frontiers - Consumers, Products and Industry*. London: Heinemann, 2006.  
Telter, David J. and R. Sharpley. *Tourism and Development in the Developing World*. London: Routledge, 2001.

**JOURNALS**

- International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly)  
Tourism Management, Elsevier  
Journal of Hospitality and Tourism, Sage Publication

**WEB RESOURCES**

[www.tourismmarketingconcepts.com](http://www.tourismmarketingconcepts.com)

**PATTERN OF ASSESSMENT**

**Continuous Assessment Test: Total Marks: 50 Duration: 90 minutes**

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5 = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

**Other Components: Total Marks: 50**

Seminars/Presentation/Group discussion/Objective test

**End-Semester Examination: Total Marks: 100 Duration 3 hours**

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3 x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))