

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2024

Department : COMMERCE and HISTORY
Name/s of the Faculty : MS. VICTORIA HENRY & DR. SUSAN PAUL
Course Title : TOURISM MARKETING AND MANAGEMENT
Course Code : 19ID/IC/TM55
Shift : I

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Jun 19 – 26, 2024 (Day Order 1 - 6)	UNIT 1 BASIC PRINCIPLES OF MARKETING AND MANAGEMENT 1.1 Tourism Marketing – a perception: Basic principles of marketing in tourism	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014 2. Seth, P.N. <i>Successful Tourism Management</i> . New Delhi Bhatia, A.K. <i>Tourism Management and Marketing</i> . New Delhi: Sterling Publishers, 1997: Sterling, 1998	Discussions of Question and Answers Experiential Learning Methods - Learning by Doing (20 Marks) Activity: Students will create a mock tourism marketing campaign, applying marketing principles learned in class. Evaluation: Assessment will be based on creativity, application of theoretical concepts, and effectiveness of the campaign. Objective: To give students practical experience in creating and implementing a tourism marketing campaign, reinforcing the application of theoretical principles.
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1.2 Essentials of Service Management 1.3 Meaning, Concept and Characteristics of Tourism Management	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014	
July 5 – 12, 2024	1.3 Nature and Functions of Tourism	Lectures, Class Discussions,		Recap and reviews at the beginning and end of

(Day Order 1 - 6)	Managers UNIT 2 TOURISM PLANNING 2.1 Planning concepts	Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014	class
July 15 – 23, 2024 (Day Order 1 - 6)	2.1 Marketing Information System – SWOT Analysis	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Sinha, P.C. <i>Tourism Management</i> . New Delhi: Anmol Publishers, 1997. Buhalis, D., and Costa C. (ed.) <i>Tourism Management Dynamics</i> . London: Heinemann, 2006.	Gamified Learning Platforms - Online Quizzes and Challenges (10 Marks) Description: Use platforms like Kahoot! or Quizizz to create interactive quizzes that test students' knowledge of marketing and management principles. Evaluation Accuracy and speed of responses. Objective: Reinforce learning through quick, engaging assessments.
July 24 – 31, 2024 (Day Order 1 - 6)	2.2 Business Environment 2.3 Nature and importance of Planning	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014	Discussions of Question and Answers
Aug 1 – 5, 2024 (Day Order 1 - 3)	UNIT 3 THE STRUCTURE & ORGANISATION 3.1 Types of Organisation – Line, Line and Staff, Matrix	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Seth, P.N. <i>Successful Tourism Management</i> . New Delhi Bhatia, A.K. <i>Tourism Management and Marketing</i> . New Delhi: Sterling Publishers, 1997: Sterling, 1998	Discussions of Question and Answers

Aug 6 – 10, 2024

C.A. Test – I

Aug 12 – 14, 2024 (Day Order 4-6)	3.2 Organisation – Levels of Authority	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Human Resources Management (Open Textbooks, The Open University of Hong Kong)	
Aug 16 – 23, 2024 (Day Order 1-6)	3.3 Human Resource Management – Staffing, Recruitment	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Human Resources Management (Open Textbooks, The Open University of Hong Kong)	HR awareness Quizzes
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3.3 Sectoral and Destination Organisation UNIT 4 ELEMENTS OF TOURISM MARKETING 4.1 Market Research	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Human Resources Management (Open Textbooks, The Open University of Hong Kong) 2. Holloway, J. C. and R.Y. Plant. Marketing for Tourism. London : Pitman Publishing, 1998	Participatory Learning Method - Community Surveys (20 Marks) Activity: Students will design and conduct surveys within the community to understand tourism preferences and trends. Evaluation: Assessme nt will be based on the design of the survey, data collection, analysis, and presentation of findings. Objective: To provide hands-on experience in designing and conducting surveys, analysing data, and deriving insights about tourism preferences and trends.
Sep 4 – 11, 2024 (Day Order 1-6)	4.2 Consumer and Consumer Behaviour – Factors Influencing Buying Behaviour	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. <i>A practical guide to tourism destination management.</i> UNWTO, Madrid, 2007	Consumer Behaviour awareness Quizzes
Sep 12 - 20, 2024 (Day Order 1- 6)	4.3 Marketing Mix – Distribution Strategy for Tourism	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kottler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson,	

			<p>2014 <i>A practical guide to tourism destination management.</i> UNWTO, Madrid, 2007</p> <p>2. 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</p>	
Sep 23 - 26, 2024 (Day Order 1-4)	<p>UNIT 5 TOURISM MARKETING STRATEGIES 5.1 Tourism Promotion – Tools – Direct Selling, Advertising – Direct Marketing – Tele Marketing</p>	Lectures, Class Discussions, Videos & Powerpoint Presentations	<p>1. 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.</p>	Discussions of Question and Answers
Sep 27 – Oct 3, 2024	C.A. Test – II			
Oct 4 – 5, 2024 (Day 5 & 6)	5.1 Internet Marketing – Sales Promotion	Lectures, Class Discussions, Videos & Powerpoint Presentations	<p>1. 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.</p>	
Oct 7 - 15, 2024 (Day Order 1 to 6)	5.2 Segmentation – Demographic, Psychographic –	Lectures, Class Discussions, Videos &	<p>1. Kottler, Philip, et al. <i>Marketing for Hospitality and</i></p>	Discussions of Question and Answers

	Behaviour - Occasion	Powerpoint Presentations	<i>Tourism</i> (Sixth Edition). Pearson, 2014	
Oct 16 - 22, 2024 (Day Order 1 to 6)	5.3 Branding and Pricing – Destination Marketing – Public Relation for Tourism	Lectures, Class Discussions, Videos & Powerpoint Presentations	1. Kotler, Philip, et al. <i>Marketing for Hospitality and Tourism</i> (Sixth Edition). Pearson, 2014	Discussions of Question and Answers
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION			