

LESSON PLAN HOURLY WISE

Subject Name: TOURISM MARKETING

Lecture hours: 60

Objective: To understand various types of tourism consumers and also the marketing of various tourism products.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/learning confirmation
UNIT I	Introduction to Tourism and Tourism Marketing	10		
1.	Introducing Tourism-concept, meaning and definition of Tourism and tourist	3	Lecture, illustrations, discussions	Question and Answer
2.	Motives behind the travel- Typology of Tourism-Market potentials of Tourism industry and the path ahead-	2	Lecture, illustrations, discussions	Question and Answer
3.	TQM concept for Tourism- Effects of TQM on Tourism Industry-Roadmap for TQM- Quality Circle in Tourism.	2	Lecture, illustrations, discussions	Question and Answer
4.	Tourism Marketing- an overview, meaning, definition, characteristics, objectives and importance of Tourism Marketing.	3	Lecture, illustrations, discussions	Question and Answer
UNIT II	Marketing Research and Behavioral profile of tourists	10		

1	Marketing research- meaning, objectives, importance of Marketing research	2	Lecture, illustrations, discussions	Question and Answer
2	The Marketing research process- Applications of Marketing research- Limitations and ethics in marketing research..	2	Lecture, illustrations, discussions	Question and Answer
3	Users of Tourism services –Behavioral influences –users behavior and lifestyle –users behavior and sagacity –	3	Lecture and Selected Reading	Question and Answer
4	Behavior determinants model-Stimulus Response model of behavior for Tourism-Psycho-locomotion of tourists	3	Lecture and Case Study	Case Study
UNIT III	Tourism Market Segmentation and Product Planning	10		
1	Meaning, need and importance of segmentation	2	Lecture, illustrations, discussions	Question and Answer
2	Bases for segmentation- Effective market segmentation- Decision process of Market segmentation.	3	Lecture, illustrations, discussions	Question and Answer
3	Tourism products and features- Tourism products in relation to a package tour	2	Lecture, illustrations, discussions	Question and Answer
4	Meaning and need for Tourism product planning- Planning process- Product positioning.	2	Lecture, illustrations, discussions	Question and Answer
5	CIA(Module 1,2,3)	1	MCQs	MCQs Test
UNIT IV	Tourism product and pricing strategies	8		

1	Product management process- product life cycle	2	Lecture, illustrations, discussions	Question and Answer
2	Branding- formulating the Tourism product mix.	2	Lecture, illustrations, discussions	Question and Answer
3	The influencing factors for pricing- pricing objectives	2	Lecture, illustrations, discussions	Question and Answer
4	Pricing policies-pricing strategies-pricing strategy during different stages.	2	Lecture, illustrations, discussions	Question and Answer
UNIT V	Integrated Marketing in Tourism	12		
1.	IMC and the communication process - Direct response marketing in Tourism-Word of mouth marketing-	3	Lecture, illustrations, discussions	Question and Answer
2.	Personal selling- sales sequence-tourism advertising-selection of media- tourism publicity -Public Relations-	3	Lecture, illustrations, discussions	Question and Answer
3.	Sales promotion-techniques of sales promotion-	3	Lecture, illustrations, discussions	Question and Answer
4.	Tourism promotion strategy-Elements of IMC-Recent trends in Tourism Marketing.	3	Lecture and Case Study	Case Study
UNIT VI	Tourism distribution strategy	10		
1.	Meaning - factors influencing distribution policy - the chain of distribution -	3	Lecture, illustrations, discussions	Question and Answer

2.	Travel distribution system- middle men in the Tourism industry-.	3	Lecture, illustrations, discussions	Question and Answer
3.	Tour operator and travel agents- Travel guides- Channel decision in the Tourism industry	4	Lecture, illustrations, discussions	Question and Answer

Prepared By:

Dr. Soney Mathews

Approved By: