

POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT

**ADD-ON COURSE 2023
PROGRAMME: CERTIFICATE IN TOURISM MARKETING
PROGRAMME CODE: PGDCM-2309**

Module	Course Description	Hrs
1.0	Introduction to Tourism Marketing	10
1.1	Marketing: Concept and definition and its significance in tourism industry	2
1.2	Basic concept of need and want; demand, product, service, market and sales.	4
1.3	Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing.	4
2.0	Marketing Mix in Tourism Industry	10
2.1	Marketing Mix in Tourism Industry. Product: Definition and levels, nature of tourism product, Stages of launching a new product.	3
2.2	Defining marketing mix, the 8 Ps of marketing mix.	2
2.3	Product life cycle (PLC). Branding concept and need of branding of a product for a tourism company.	3
2.4	Pricing: Definition and influencing factors; Major pricing strategies or products of tourism industry.	2
3.0	Promotion	10
3.1	Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling.	5
3.2	Importance of Advertising in Tourism, Selection of message and media, Media timing. Distribution: definition.	5

COURSE OUTCOME :

- To familiarize the concept of tourism marketing.
- To understand the various marketing mix components.

REREFERENCE

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
5. Stephan, F. et al (): Tourism Marketing and Management Handbook, Prentice Hall
6. Wahab, S. G. (): Tourism Marketing, Tourism International Press, London
7. Woodruffe, H. (1997):
7. Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02