

<b>Course Title:</b>				<b>Tourism and Hospitality Marketing</b>				
<b>Course Code:</b>				<b>BULMI202</b>				
<b>Course Coordinator</b>				<b>Dr. Deepak Jain</b>				
<b>Credits</b>				<b>3-1-0</b>				
<b>Evaluation Scheme Total 100 Marks</b>								
<b>Quiz (Total 20 Marks)</b>				<b>Assignment/Project (Total 20 marks) (Minimum Two Assignments or one Project)</b>		<b>Mid-Term</b>	<b>Major Examination</b>	<b>Total</b>
<b>Quiz I (5 marks)</b>	<b>Quiz II (5 marks)</b>	<b>Quiz III (5 marks)</b>	<b>Quiz IV (5 marks)</b>	<b>10</b>	<b>10</b>	<b>20 marks) (1 ½ Hour Duration)</b>	<b>(40 marks) (3 Hour Duration)</b>	<b>100 Marks</b>
<b>WEEKS</b>		<b>TOPICS TO BE COVERED</b>						
Week 1		Concept of Tourism - Definition, evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor;						
Week 2		Typology of Tourist; Travel Motivations; Tourism Systems-Elements, Kinds and Uses.						
Week 3		Tourism Product- Features of Tourism Product; Types of Tourism Product;						
Week 4		Tourism Typology; Tourism Industry- Components Tourism Paradigms and forms.						
Week 5		Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment;						
Week 6		Positive and Negative Impacts of Tourism; Carrying capacity of destinations. Tourism Organizations-Role and Function; Stakeholders in Tourism Development.						
Week 7		Hotel: types and characteristics; Hotels organizational structure and their functions;						
Week 8		Linkages & integrations in hotel industry; International hotel regulation.						
Week 9		Front office operations: Introduction; Competencies of front office Personnel;						
Week 10		Functions and procedures of Front office; Guest Relations Executive.						
Week 11 (17 <sup>th</sup> -21 <sup>st</sup> March, 2025)		Mid-Term						
2 <sup>nd</sup> May, 2025		Showing of Mid-Term Answer Sheets						
Week 13		House-keeping: Competencies of a housekeeping professional; Duties of an Executive Housekeeper and Room Attendant						
Week 14		Rules on a guest floor; Public Area Management and Service.						
Week 15		Tourism Resources: Concept, and classification; difference between tourism resources and products;						
Week 16		Culture and Heritage; Travel Agency – concept, importance; functions, types. Tour planning process.						
Week 17 (5 <sup>th</sup> -9 <sup>th</sup> May, 2025)		Revision Week						
Week 18 (13 <sup>th</sup> – 22 <sup>nd</sup> May, 2025)		Major Examinations						
29 <sup>th</sup> May, 2025		Showing of Major Exams Answer Sheets						

**Course Outcomes:**

After successful completion of this course, students shall be able to;

CLO1: Understand the key characteristics of tourism and hospitality marketing.

CLO2: Understand the role of relationship marketing in the tourism and hospitality arena.

CLO3: Develop a marketing plan for an organization operating in the tourism and hospitality industry

CLO4: Understand the key issues in the marketing of tourist destinations.

**Recommended Books:**

- Swain, S.K. and Mishra, J.M. (2012). Tourism Principles and Practices. Oxford Publication.
- B Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers.
- B Roday, S., Biwal, A., & Joshi, V. (2009). Tourism operations and management. Oxford University Press.
- B Goeldner, C.R and Ritchie, J.R (2012). Tourism – Principles, Practices and Philosophies, John Wiley & Sons, Inc.

**Calendar of Quizzes/Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.**

Component	Date
Quiz-I	10-3-2025
Quiz-II	12-3-2025
Assignment-I	14-3-2025
Mid-Term	17-21 <sup>st</sup> March, 2025
Assignment-II	9-5-2025
Quiz-III	5-5-2025
Quiz-IV	7-5-2025
Major Exam	13 <sup>th</sup> – 22 <sup>nd</sup> May, 2025

**Note:**

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.

Signature of Course Coordinator :

*Dr Deepak Kumar Jain*