

Course Title:				Tourism and Hospitality Marketing				
Course Code:				BULMI202				
Course Coordinator				Dr. Deepak Jain				
Credits				3-1-0				
Evaluation Scheme Total 100 Marks								
Quiz (Total 20 Marks)				Assignment / Project (Total 20 marks) (Minimum Two Assignments or one Project)		Mid-Term	Major Examination	Total
Quiz I (5 marks)	Quiz II (5 marks)	Quiz III (5 marks)	Quiz IV (5 marks)	10	10	20 marks) (1 ½ Hour Duration)	(40 marks) (3 Hour Duration)	100 Marks
WEEKS			TOPICS TO BE COVERED					
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.					
Week 7			Tourism Organizations-Role and Function; Stakeholders in Tourism Development					
Week 8			Hotel: types and characteristics; Hotels organizational structure and their functions					
Week 9			Linkages & integrations in hotel industry; International hotel regulation					
Week 10			Front office operations: Introduction; Competencies of front office Personnel					
Week 11 (16th -20 March, 2026)			Mid-Term					
2nd April 2026			Showing of Mid-Term Answer Sheets					
Week 12			Functions and procedures of Front office; Guest Relations Executive					
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 (4th -8th May, 2026)			Revision Week					
Week 18 (11th – 20nd May, 2026)			Major Examinations					
27th May, 2026			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	Week & Day
Quiz-I	9-3-2026
Quiz-II	11-3-2026
Assignment-I	13-3-2026
Mid-Term	16-20 March, 2026
Quiz-III	4-5-2026
Quiz-IV	6-5-2026
Assignment-II	8-5-2026
Major Exam	11 th – 20 May, 2026

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 Deepali Kumar Jain.