

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 Deepak Kumar Jai.