

Department of History & MTM  
Kakatiya University, Warangal

**TOURISM AND TRAVEL MANAGEMENT**

**B.A. I YEAR**

**SEMESTER – II**

**PAPER – II: TOURISM MARKETING**

Unit-I: Introduction to tourism marketing – concept, evolution and definition of tourism marketing – nature and characteristics of tourism marketing – significance of marketing in tourism industry.

Unit-II: Different types of tourism markets in India - World tourism markets – inbound and out bound markets for India – Tourist behavior – Travel Purchase and tourist buying process.

Unit-III: Marketing of Tourist Destinations – Advertising – Publicity – Public relations – Role of Media in Tourism Marketing – Trends in Tourism Marketing. Importance of Brochures-components of brochure-Charts and Maps in Tourism.

Unit-IV: Demand and supply in Tourism – Unique features of tourist Demand – Marketing of Tourism Services – Marketing Mix – Challenges in Tourism Marketing.

Unit-V: Market segmentation, Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning, – purpose and process.

**Suggested Readings:**

Bhatia, A.K. – Tourism Marketing and Management, Sterling Publications, New Delhi

Kotler, Philip – Marketing Management

Negi. J – Tourism and Travel, Vikas Publications

Prannathseth – Successful Tourism Management, Vol. 1 & II, Sterling Publications, New Delhi

Jha S.M. – Tourism Marketing, Himalaya Publications, New Delhi.

Patel S.G. – Modern Marketing Research, Himalaya Publications, New Delhi.