

MBA 332: HOSPITALITY AND TOURISM PLANNING

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- The course will expose students to the Tourism policy of India, and those of a few famous Indian states.

Hours: 40

UNIT I (10 Hrs): Understanding tourism markets & travellers experience; Tourism service marketing mix; New perspectives on tourism marketing; Destination branding- tools & techniques; Tourist buying behaviour, travel purchase; Travel agents & tour operators; Tourism Marketing Research and Information Forecasting.

UNIT II (10 Hrs): Strategic Marketing of tourism Services in competitive market; Developing tourism service concepts: core & supplementary elements; Ensuring accessibility of tourism products through physical and electronic channels; Tourism pricing and revenue management; Educating and engaging customers and promoting the value proposition.

UNIT III (10 Hrs): Designing and managing the tourism service customer interface: Service process, Service Encounter and Service Blue Print; Balancing Demand and capacity; Tourism Service Recovery and customer feedback; Crafting the Tourism service environment; Managing People for Tourism Service Advantage.

UNIT IV (10 Hrs): Identifying, acquiring & Managing Relationships in tourism sector; Service Leadership; Tourism in Global Perspective, Principal Driving Force in Global Marketing of Tourism services; Contemporary trends in tourism marketing, Role of India Tourism development Corporation; Overseas promotion-Incredible India, IBEF.

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Suggested Readings:

1. Tourism Marketing, Choudhary - (Oxford Higher Education) 2015
2. Marketing for Hospitality & Tourism, Kumar Prasanna - (Mc Graw Hill) 2015

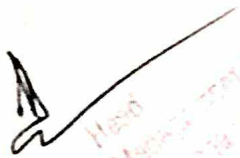
Course outcomes:

- Expose the students how to formulate the tourism policy.
- Discuss the different phases of Indian tourism policy making journey.
- Provide Knowledge of making plans and steps of planning for tourism development.
- To make the students understand the nature of international tourism agreements.
- To critical examine the role and need of public, private partnership in tourism sector.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions


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