

Lesson plan

Semester: II Sem

Subject: International tourism

Unit-I

Week 1st

Global tourism trends in terms of international tourist arrivals and international tourism receipts.

week 2nd

Factors affecting growth of international tourism.

Unit-II

Week 3rd

Europe: Inbound tourism with special reference to France, Spain.

Week 4th

United Kingdom and their major destinations i.e. Paris, Madrid and London.

Week 5th

Mexico and their major destinations i.e. New York, Washington DC, Toronto and Mexico City

Unit-III

Week 6th

Africa: Inbound tourism with special reference to Egypt, South Africa.

Week 7th

Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi.

Week 8th

East-Asia & Pacific: Inbound tourism with special reference to Australia, China, and Thailand and their main destinations i.e. Sydney, Beijing, and Bangkok.

Unit-IV

Week 9th

UNWTO, PATA, Brief History, Organization Structure and Function

Week 10th

IATA, Challenges before international tourism and strategies to Promote international tourism.

Lesson plan

Semester: IV Sem

Subject: Tourism Marketing

Unit-I

Week 1st

Tourism Marketing: Meaning, Nature & Process. Concept of Marketing Mix.

Week 2nd

Developing Marketing Mix for tourism Industry. Concept of Tourism product.

Week 3rd

New Product Development and Tourism product life Cycle.

Unit-II

Week 4th

Characteristics of Tourism Product: Intangibility, Perish ability, Heterogeneity, Inseparability.

Week 5th

Non-ownership. Issues and Challenges related to tourism marketing.

Week 6th

Marketing strategies to overcome the challenges and limitations.

Unit-III

Week 7th

Production, Product, Selling in tourism marketing. Socially Responsible marketing and Green marketing concept in tourism. Tourism Markets and types of tourism markets.

week 8th

Consumer Buying behavior in tourism and factors influencing buying behavior.

Unit-IV

Week 9th

Market segmentation, market positioning, market skimming and market penetration, Pricing Strategies and factors influencing pricing of tourism product.

week 10th

Promotion Mix and its components, various promotional tools used in tourism (Brochures, Events, Movies and Cinema). Distribution system/ Channel in tourism industry.