



MAHATMA GANDHI COLLEGE

NGO Colony Road, GUNTUR - 522 006,
Andhra Pradesh, India.

Prof. D.A.R. SUBRAHMANYAM

M.Com., PGDBM., Ph.D.,

Principal

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Date: 17th July, 2017.

To

The Joint Registrar (Academic)
Acharya Nagarjuna University,
Nagarjuna Nagar – 522 510.

Dear Sir,

Sub:- BA (T & TM) V & VI Semesters – Details of Papers Taught – Reg.

I am to inform you that the following papers are being taught in our College in the V & VI Semesters of B.A. (Tourism & Travel Management) Course. I request you to forward the same to Coordinator, (UG Examinations) and Additional Controller of Examinations for the purpose of Paper setting and Marks Statements, etc.

V Semester:

Paper I – Tourism Management

Paper II – Accommodation Management – I

VI Semester:

Paper I – Tourims Marketing

Paper II – Accommodation Management - II

Thanking you,

Yours faithfully,

(D. A. R. SUBRAHMANYAM)

PRINCIPAL
MAHATHMA GANDHI COLLEGE
GUNTUR

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TTM

TOURISM AND TRAVEL MANAGEMENT
SIXTH SEMESTER

Paper - ~~III~~ Tourism Marketing

Unit I: Understanding of Marketing

- Marketing: Concept and definition and its significance in tourism industry
- Basic concept of need and want; demand, product, service, market and sales
- Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing
- Defining marketing mix, the 8 P's of marketing mix

Unit II: Market Research

- Understanding of marketing research, concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its functions
- Consumer and consumer behavior, Factors influencing the buying behavior of consumers
- Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies

Unit III: Marketing Mix in Tourism Industry

- Product: Definition and levels, nature of tourism product, stages of launching a new product, product life cycle (PLC)
- Branding concept and need of branding of a product for a tourism company
- Pricing: Definition and influencing factors: Major pricing strategies for products of tourism industry
- Communication: Concept and purpose of communication for an organization, process of communication, barriers of effective communication. *concept of Soft Skills. Tourism & Soft Skills.*

Unit - IV Promotion and Distribution

- Promotion: Major tools of Promotion Mix - Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing
- Distribution: definition, factor^s influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry

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Bunna 24/6/17
COORDINATOR

Dept. of Tourism & Hospitality Management
Acharya Nagarjuna University
Nagarjuna Nagar, GUNTUR-522 510

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14/10/2017

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6/10/17