

Central University of Himachal Pradesh
(Established under Central Universities Act 2009)
PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL
PRADESH

Courses Content for Tourism & Travel
MBA Travel and Tourism Semester Third
Monsoon Semester
(August – December 2019)



For More Details: Log on to www.cuhimachal.ac.in

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM- 409

Course Name: Itinerary Preparation and Costing

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- This will help Students develop ideas for tour
- An idea of what is already in the marketplace
- Careful planning is required when developing an itinerary for tour.
- Detailed information on terms and conditions and provide possible ideas for brochure design and content.

Evaluation Criteria:

- **Mid Term Examination: 25%**
- **End Term Examination: 50%**
- **Continuous Internal Assessment : 25%**
 - Presentations: 10 %
 - Class test: 10%
 - Assignments: 5%

Course Contents:

UNIT - I: Itinerary Development (4 Hours)

- Definition of Itinerary, various types of itineraries, tools, techniques
- Procedure involved in itinerary planning, constraints in itinerary preparation.

UNIT - II: Preparation of Itineraries (4 Hours)

- Preparation of Itineraries for special interest tours like Buddhism in India
- Wildlife tours, Heritage tours cuisine, Yoga
- Photography and various adventure tour programmes in Himachal.

UNIT – III: Itinerary and Its Linkages In Travel Trade (4 Hours)

- Linkages in Travel trade Industry with respect to Itinerary preparation (Procurement of the various services related to Itinerary preparation).

UNIT - IV: Components of Tours Package

(5 Hours)

- Tour packaging-types, components of standard tour package:
- The points to be considered while designing a tour package. Review of tour package offered by TCI, Thomas Cook, Cox & Kings and SOTC.
- Out bound packages.

UNIT – V: Tour Packaging

(3 Hours)

- Costing of a tour package, Techniques and tools of costing, cost sheet, calculation of supplementary services.
- Factors Affecting the Tour Cost and Procedure for Cost Determination.

REFERENCES;

1. Travel Agency and Tour operation concepts and Principals by Jagmohan Negi.
2. Encyclopaedia of Tourism Management by P.C. Sinha.
3. Tourism and travel Concepts and Principles by Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi

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Course Code: TTM- 509

Course Name: Airline Ticketing and Cargo Management

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- The Travel & Tourism Ticketing course provides a student with an understanding of the Aviation industry
- The definite role of a travel professional in this industry
- The importance of exceeding customer expectations and how changing technology has an impact on the travel industry.
- The participants are also trained in related subjects such as Industry Regulations, Codes, World Geography,
- Air Fares and Ticketing including E-Ticketing, Visa and Health requirements, as well as Tour Packages

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

- 1. Mid Term Examination: 25%**
- 2. End Term Examination: 50%**
- 3. Continuous Internal Assessment : 25%**
 - Presentations: 10 %
 - Class test: 10%
 - Assignments: 5%

Course Contents:

UNIT - I: Introduction to Airline Industry (5 Hours)

- The Airline Industry: Origin and Growth
- Organization of the Air Transport Industry in the international context
- Schedule and non schedule air line services.
- Air taxis, multinational Air Transport regulations.
- Organization and working of DGCA. Air corporation Act Indian carries, operations, management performance.
- Marketing strategy of air India.

UNIT – II Air Fares and Ticketing (4 Hours)

- Air Fares and Ticketing: Tariffs manuals-Terms and definitions –currency regulations-Round and circle trip fares-journeys in different classes-special fares-taxes-ticketing instructions.
- Important foreign destinations for Indian tourists, their costs and detailed itineraries,
- Best potential market for outbound package and selling strategies.
- Effect of outbound promotion on domestic tourism

UNIT – III Aircraft and Flight Services (4 Hours)

- Airline Reservations, Domestic and International Ticketing
- Tariff Terminology and Fare Calculation
- Factors Affecting the Tour Cost and Procedure for Cost Determination
- Pricing Strategies and Calculation of Tour Price
- Aircrafts Configuration and Features
- Passenger Capacity and Aircraft Seating Plans
- Baggage Handling & Management
- Food & Beverage Services and Passenger Safety Plans

UNIT – IV: Automation in tourism industry (3 Hours)

- Air Transport: Airline codes and definitions-Aircraft and in-flight services
- Airport facilities and special passengers
- Automation-Baggage-International regulations-Travel guides.

UNIT – IV: Growth and Evolution of Cargo Industry (4 Hours)

- Growth and Evolution of Cargo Industry
- IATA Conference Areas. Time Zones, GMT variations, Elapsed /Flying /ground/transportation time .
- IATA 3-letter City / Apt. Codes, Country and Currency codes.

Prescribed Text Books:

1. IATA and IITM notes.
2. Travel Agency and Tour operation concepts and principles by Jagmohan Negi.

3. Encyclopaedia of Tourism Management by P.C. Binha.
4. Tourism and Travel Concepts and principles by Jagmohan Negi.

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Course Code: TTM 503

Course Name: Quantitative Techniques for Travel and Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Help the learners to understand about the Tourism Research

Help students to analyse the competitive position in the Tourism Business through research

Empower students to design the tourism strategies at various situations through research

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may **not** be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%

5. End Term Examination: 50%

6. Continuous Internal Assessment : 25%

- Assignment 1: 10 %
- Assignment 2 : 10 %
- Class Test: 5%

Course Contents

UNIT 1: Understanding Research and Research Design

- Definition

- Objectives of Research
- What You can do with Tourism Research
- Research Design

UNIT – II: Understanding Data, Levels of Measurement and Types of Sampling

- Primary Data and Secondary Data
- Qualitative and Quantitative Research based on Nature of Data
- Nominal, Ordinal, Interval and Ratio scale
- Sampling and Types of Sampling

UNIT - III: Method of Data Collection

- Observation, Classification of Observations, Advantages and Limitation of Observation Methods
- Interviews, Types of Interviews, Advantages and Disadvantages of Interview Method
- Questionnaire and Schedule, Difference between Questionnaire and Schedule
- Designing of Questionnaire and Schedule
- Survey through Questionnaire and Schedule

UNIT IV: Quantitative Research for Tourism Industry

- Quantitative Research & its purpose in Tourism
- Measure and Compare
- Examine Relationship
- Test Hypothesis
- Construct Concepts and Theories
- Explore, Control and Explain

UNIT V: Writing up the Research Report

- The Report Writing Process
- The Report Structure
- Ethical and Legal Considerations
- Developing a Writing Styles

Prescribed Text Books

Research Methods The Basics, 2011, Nicholas Walliman, Routledge, London, ISBN 9780-415-48991-1

Research Methodology, 2012, Vijay Upagade, Arvind Shende, S. Chand and Company Ltd. New Delhi, ISBN 81-219-3222-X.

Doing Research in Real World, 2009, David E Gray, Sage Publication, New Delhi, ISBN 978-1-84787-336-1.

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Course Code: TTM 522

Course Name: Strategic Management for Travel and Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Help the learners to understand about the contemporary tourism business trends

Help students to analyse the competitive position of the firm at various business situation

Empower students to design the tourism business strategies based on business situations

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

7. Mid Term Examination: 25%

8. End Term Examination: 50%

9. Continuous Internal Assessment : 25%

- Assignment (Cases Related to Tourism Strategy) : 10 %
- Assignment (Cases Related to Tourism Transportation Strategy): 10 %
- Presentation: 5%

Course Contents

UNIT 1: Understanding Strategy in Tourism Business

- Vision, Mission and Objectives of Organization
- Context and uses of Strategy in Tourism
- Why corporate need Strategy?
- Initiation of Strategy: Triggering Events
- Mintzberg's Modes of Strategic Decision Making
- Role of Strategist in an Organization

UNIT – II: Strategic Analysis - I

- Understanding Strategic Management Process
- PEST Analysis
- Strategic Group Analysis
- Porters Five Forces Analysis
- Competitor Analysis

UNIT – III: Strategic Analysis – II

- Destination Competitiveness (Porter's Diamond Model)

- The Poon Concept – Strategist for Tourism Destination
- Evolution of Product
- SWOT Analysis
- Strategic Audit Worksheet
- Performance Monitoring and Control

UNIT - IV: Strategic Choices

- Elasticity of Marketing Instruments in Different Stages of Product Life cycle
- Porter's Generic Strategies
- Sustaining Competitive Advantage
- Strategic Direction and Methods
- Strategic Evaluation

UNIT V: Strategic Implementation

- Organising and Resourcing
- Understanding MBO
- Managing and Monitoring
- Force Field Analysis
- Preparation of Strategy

Prescribed Text Books

Strategy for Tourism (2010), John Tribe. Goodfellow Publishers Limited, Oxford.
Services Marketing 5th Edition, Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler,
Ajay Pandit, Tata Mc Graw Hill Edu Pvt Ltd, ISBN 13: 978-0-07-070099-4.
Business Policy (2009), Azar Kazmi, Tata Mc Graw Hill Ltd, New Delhi

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Course Code: TTM437

Course Name: Front office operation in Hotels

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student aware of the development of hotel industry & industry interlinkages.
- To bring about an understanding of front office's key role in hotel operation.
- To make student understand the various stages of Front office operation.
- To familiarize the students with the role of front office in providing guest services.
- To clarify the role of front office department in contributing to the hotel revenue as well as guest satisfaction.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

10. Mid Term Examination: 25%

11. End Term Examination: 50%

12. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 10 %
- Assignments: 5%

Course Contents:

UNIT - I: Introduction to Front office

(8 Hours)

- Development of Hotel industry over the period & Industry interlinkages.
- International airlines, currencies, credit cards, Travel agencies, hotel chains, capitals etc.
- Role of front office department in hotels & function of its various sections.
- Contribution of Front office staff members to the departmental & hotel operation.
- Room Tariff structure: definition, factors affecting room tariff, types of room rates etc.
- Room tariff fixation methods: cost based and market based techniques

UNIT - II: Front Office operation (9 Hours)

- Product selling tools-Brochures, Tariff cards, summer package brochure, tent card etc.
- Guest cycle, comparative study Front office activities & guest activities.
- Reservation: Importance, Source & modes of Reservation and its various types.
- Systems of Reservations: diary system, whitney system, computerized reservation system
- Amendment and cancellation procedures for various systems of reservation
- CRS: Centralized reservation system, Group reservations, cancellations, overbooking etc.

UNIT - III: Front office Guest Services (9 Hours)

- Front office communication within the departments, Log book and its importance.
- Registration Process, forms and formats used, Handling FITs(with reservation & walk-in)
- Handling GIT (Group registration), handling Registration of foreigners (C-Forms)
- Mail & message handling, paging, Safe deposit locker procedure.
- Room key control process & Room change procedure
- SB check-in procedure & Wakeup call procedure.
- Handling Guest Complaints.

UNIT - IV: Front office accounting & audit (8 Hours)

- Guest check out procedure & Mode of bill settlement, C/O problems and solutions.
- Front office guest accounting: types of accounts, vouchers, folios, ledger etc.
- Front office accounting cycle.
- Night auditing: Importance, function of Night Auditor& the night auditing process
- Yield Management: Concept, tools, elements, benefits, strategies & challenges.
- Forecasting: benefits, data required, necessary records, RAF: formula.
- Budgeting: types, Budgetary control: Objectives, essentials, Advantages & limitations

UNIT - V: Role of Computers in FO operation & Case studies (6 Hours)

- Computer Application in Front office: MIS, HIS, CRS, PMS
- Case studies related to Guest Handling in Front office

Prescribed Text Books:

1. Front Office Management: S.K. Bhatnagar, Frank Bros. & Co. Ltd.
2. Hotel front office operation and management: J R Tewari, Oxford University press India.

Suggested Additional Readings:

1. Professional Hotel Management: Jagmohan Negi; S. Chand Co., New Delhi.
2. Hotel front office management: James A. Bardi, Wiley India publication

3. Hotel & motel management operation: Gray and Ligouri; PHI, New Delhi, 2000.
4. Managing front office operations: Michael L. Kasavana, Richard M. Brooks
5. Hotel Front Office Training Manual: Sudheer Andrews
6. Text book of front office Management and operation: Sudheer Andrews
7. Check-In Check-Out: Managing Hotel Operations: Vallen Gary K., Vallen

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Course Code: TTM 533

Course Name: ECONOMICS OF TOURISM

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Understand the economic situation to run the Tourism Business Successfully

Estimate the Tourism Demand based on prevailing Global Economic Conditions

Understanding the Micro Foundation of Tourism Demand

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

13. Mid Term Examination: 25%

14. End Term Examination: 50%

15. Continuous Internal Assessment : 25%

- Assignment 1 : 10 %
- Assignment 2 : 10 %
- Presentation: 5%

Course Contents

UNIT – I: Measuring the Economy & Understanding International Tourism Business

- Unemployment
- Inflation
- GDP
- Business Cycles
- Competitive Environment
- Foreign Exchange Rate & Foreign Exchange Market
- Tourism Balance of Payment

UNIT II: Understanding the Economic Impacts of Tourism

- Tourism Satellite Accounts and their Applications in (Computable General Equilibrium) CGE Modelling
- Income and employment
- Tourism Multiplier Effect

- Economies of Tourism Companies

UNIT III: Understandings the Micro Foundations of Tourism Demand - I

- Determinants of Tourism Demand
- Demand for Tourism Relative to Other Goods and Services
- Tourists Destination as complement
- Tourist Destination as Substitutes

UNIT IV: Understandings the Micro Foundations of Tourism Demand - II

- Effect of a Rise in Income on Tourism Consumptions
- Effect of a Fall in Income on Tourism Consumptions
- Effect of fall in Price and Rise in Income on Tourism Consumption
- Tourism Demand over Time
- Social Context of Tourism Decision Making

UNIT V: Impact of Economic Slowdown on Tourism Industry

- Understanding Economic Slowdown
- Economic slowdown and fall in Demand of Tourism Product
- Tourism Product and Service Condition during Economic Slowdown
- Steps to overcome slackness in Tourism Business during Economic Slowdown
- Demand and Cost Consequences of Violence Affecting Domestic Tourism: An Indian Case Study

Prescribed Books:

Reference Books:

Introductory Economics Fourth Edition, Arleen J. Hoag and John H. Hoag, Cambridge University Press India Pvt. Ltd. New Delhi, ISBN – 13: 978-81-7596-717-5

Strategic Financial Management, 2011, Rajini Sofat and Preeti Hiro, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-4341-2

Investment Management, 2008, Yogesh Maheshwari, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-34256-7

Hand Book of Tourism Economics Analysis, New Applications and Case Studies, Clement A. Tisdell, World Scientific Publication, London. ISBN 978 – 9814327077.

Text book:

The Economics of Tourism (1997), M. Thea Sinclair and Mike Stabler, Routledge, London, Micro Economics, D. M. Mithani, Himalayan Publishing House, New Delhi.

Tourism Development and the Environment beyond Sustainability, Richard Sharpley, Earthscan, London

Micro Economic Theory (Third Edition), Dominick Salvatore, Mc Graw Hill Education, New Delhi.

Journal Article

Developing Tourism amidst Economic Slowdown and Terror Attacks, S.Sundararaman, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 - 4538

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 504

Course Name: Entrepreneurship Development in travel and Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: **The course is designed to**

- **To make student understand the basic concepts of Entrepreneurship.**
- **To create awareness of tourism in international context & to make student familiar with use Growth Models of Entrepreneurship.**
- **To clarify the role of Entrepreneurship in the Tourism Business**
- **Current debates in Entrepreneurship in Tourism and Hospitality**

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

16. Mid Term Examination: 25%

17. End Term Examination: 50%

18. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 10 %
- Assignments: 5%

Course Contents:

Unit 1 Sensing Entrepreneurial opportunities

- ❖ Introduction,
- ❖ Definition
- ❖ Types of entrepreneurship,
- ❖ Entrepreneurship elements,
- ❖ Features of an entrepreneurial firm.
- ❖ Environment scanning
- ❖ Problem identification
- ❖ Spotting trends
- ❖ Creativity and Innovation
- ❖ Selecting the right opportunity

UNIT-2: ENTREPRENEURIAL PLANNING

- ❖ Creating the Plan
- ❖ Business Plan
- ❖ Organizational Plan
- ❖ Production Plan
- ❖ Marketing Plan
- ❖ Operational Plan
- ❖ Financial Marketing Plan
- ❖ Human Resource Planning
- ❖ Formalities for starting a travel agency or DOT approved travel company

Unit 3:- Enterprise Growth Strategies

- ❖ Franchising
- ❖ Mergers And Acquisitions
- ❖ Value Adding and Moving up the value Chain

Unit 4:- RESOURCE MOBILIZATION

- ❖ Angel Investor
- ❖ Venture Capital Funds
- ❖ Stock market raising funds
- ❖ Specialized financial institutions

Unit 5:- Innovation and Opportunity in Entrepreneurship

- ❖ The entrepreneur and management of the life-cycle
- ❖ The entrepreneur and business failure

❖ The entrepreneur and business growth and Limitations of Entrepreneurship in tourism and travel

Books and References:-

1. Tourism and Entrepreneurship by Jovo Alelejevic and Stephen J Page
2. Entrepreneurship in the Hospitality -Tourism and Leisure Industries By Alison Morrison, Mike Rimmington, Claire Williams
3. Entrepreneurship and Small Business -Management in the Hospitality Industry By Darren Lee-Ross and Conrad Lashley

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Course Code: TTM 543

Course Name: Consumer Behaviour in Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student understand the basic concepts of Consumer Behaviour
- To create awareness of Consumer Behaviour in Indian Context and to make student familiar with the concepts of Strategy.
- To make student understand the role of Strategy in consumer behaviour can play in promoting the products in the service industry.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

19. Mid Term Examination: 25%

20. End Term Examination: 50%

- **Continuous Internal Assessment : 25%**
- Presentations: 10 %
- Class test: 10 %
- Assignments: 5%

UNIT I: CONSUMER BEHAVIOUR AN OVERVIEW

- Introduction to Consumer Behaviour, The history of Tourist Behaviour, Main concepts of in consumer behaviour, including models of consumer behaviour adapted for tourism,

UNIT II: CONSUMER DECISION MAKING PROCESS

- Motivators, Determinants, Models of the purchase decision- making process.
- Typologies of tourists behaviour and segmentation of the tourist market, Ethnic, religious and group influences, Class, age and gender influences
- Researching tourist behaviour : Marketing Research
- The marketing mix and tourist behaviour.

UNIT III: - INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR

- Perceptions,
- Stimulus,
- Attitude and Attitude Change,
- Learning and Memory,
- Personality and Self Concept.

UNIT IV: - GROUP INFLUENCES ON BUYING BEHAVIOUR

- Reference Groups Influence and Group Dynamics
- Family Buying Influences, Family Life Cycle and Buying Roles
- Cultural and Sub-Cultural Influences

UNIT V: -

- The Buyer Decision Process, Organizational Buying Decisions; The Destination Choice, The Non User.

Prescribed Text Books:

1. **Consumer Behaviour in Tourism – Second Edition – John Swarbrooke and Susan Horner – Elsevier.**
2. **Marketing for Hospitality and Tourism – Sixth Edition- Philip Kotler, John T Bowen and James Makens**
3. **Consumer Behaviour in Travel and Tourism – Abraham Pizam and YoelMansfeld; Routledge**
4. **Marketing Management – Arun Kumar and N Meenakshi – Vikas Publishing House.**
5. **Basics of Marketing – Hayden Nobel – AV Publishing**