

**Syllabus**  
**B.Com. (Transport Management)**  
**(Sem.- III)**

**Title of Paper: Tourism Formalities and Marketing**

<b>Sr. No.</b>	<b>Heading</b>	<b>Particulars</b>
1	<b>Description the course:</b>  <b>Including but Not limited to:</b>	<p>The Course Tourism formalities and marketing provide essential knowledge for navigating the tourism industry, covering everything from basic travel formalities and international procedures to advanced marketing strategies and emerging trends. They explore crucial aspects such as health and safety requirements, international laws, and digital innovations like e-visas and biometric passports. The tourism marketing mix and contemporary marketing practices, including digital, social, and green marketing, are also thoroughly examined, highlighting their relevance in today's competitive market. These modules are directly connected to other fields like tourism management, marketing, and international law, offering valuable insights for professionals aiming for careers in travel agencies, event planning, marketing, or tourism law, with a strong focus on the growing demand for digital and ethical tourism practices. Graduates of this course can pursue careers as: Tourism Marketing Specialists, Travel Consultants &amp; Advisors, Airline and Cruise Line Operations Managers, Hospitality &amp; Destination Marketing Managers, Government Tourism Officers, Event &amp; MICE (Meetings, Incentives, Conferences, and Exhibitions) Planners, This course equips learners with the knowledge and skills to thrive in one of the most dynamic and lucrative global industries.</p>

2	<b>Vertical:</b>	Minor
3	<b>Type:</b>	Theory / Practical
4	<b>Credit:</b>	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	<b>Hours Allotted:</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks
7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. <b>CO<sub>1</sub></b> - To Understand the essential formalities involved in tourism, including health and safety protocols, to facilitate seamless international travel experiences.</li> <li>2. <b>CO<sub>2</sub></b> - To gain proficiency in the procedures governing international travel, encompassing air travel protocols, legal regulations, and emerging technological trends in travel documentation.</li> <li>3. <b>CO<sub>3</sub></b> - To Explore the marketing mix, pricing strategies, branding, and promotional techniques specific to the tourism industry, with a focus on digital marketing and media roles.</li> </ol>	
8	<b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. <b>LO<sub>1</sub></b> : The Learnerswill be able to interpret tourism dynamics, analyze tourism as both a phenomenon and a business system, recognizing its diverse cultural, economic, and social impacts.</li> <li>2. <b>LO<sub>2</sub></b> : The Learnerswill be able to manage customer relationships, apply customer relationship management techniques to enhance customer satisfaction and loyalty in the tourism industry.</li> <li>3. <b>LO<sub>3</sub></b> : The Learnerswill be able to apply marketing theories, utilize key marketing theories and concepts to develop effective marketing strategies tailored to tourism destinations and organizations.</li> <li>4. <b>LO<sub>4</sub></b> : The Learnerswill be able to implement digital marketing techniques, employ digital marketing tools and platforms to promote tourism services, understanding the role of e-business and e-marketing in the modern tourism landscape.</li> </ol>	
9	<b>Modules:-</b> Per credit One module can be created	

	<b>Module 1: Basics of Tourism Formalities</b> <b>15 Lectures</b>
	<p>Introduction to Tourism Formalities, Understanding the concept of tourism formalities, Importance of formalities in the tourism industry, Role of formalities in facilitating international travel. Health and Safety Formalities, Vaccination requirements for international travel, medical certificates and travel health documents, Safety protocols during travel (emergency contact information)</p>
	<b>Module 2: International Travel Procedures</b> <b>15 Lectures</b>
	<p>International Air Travel and Airport Procedures, Booking tickets, check-in processes, and boarding, Baggage regulations and allowances, Security checks, immigration, and customs at airports, International Travel Laws and Regulations, Travel regulations and laws for tourists in different countries, International conventions governing tourism (e.g., IATA, UNWTO), Rights and responsibilities of tourists under international law, Emerging Trends in Travel Formalities and Technology, Digital passports and biometric travel, Use of mobile apps for travel documentation (e.g., e-visa, e-ticket), Impact of AI and blockchain in improving travel formalities.</p>
	<b>Module 3: Tourism Marketing Mix</b> <b>15 Lectures</b>
	<p>Tourism Marketing Mix -8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging conditions that support branding. Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing. Complementary Marketing. Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.</p>
	<b>Module 4: Contemporary Practices in Marketing</b> <b>15 Lectures</b>
	<p>Customer Relationship Management – Meaning – Techniques b) Digital Marketing – Meaning – Forms c) Social Marketing – Meaning – Significance – Concept of Green Marketing d) Event Marketing - Meaning – Steps e) Emerging Ethical Issues in Marketing - Importance of Ethics in Marketing.</p>
<b>10</b>	<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Buhalis, D. (2003). eTourism: Information technology for strategic tourism management. Pearson Education.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Eagles, P. F. J., McCool, S. F., &amp; Haynes, C. D. (2002). Sustainable tourism in protected areas: Guidelines for planning and management. IUCN.</li> <li>3. Lück, M., &amp; Fennell, D. A. (Eds.). (2018). Tourism management: An introduction. Sage Publications.</li> <li>4. Mancini, M. (2013). Access: Introduction to travel and tourism (2nd ed.). Cengage Learning.</li> <li>5. Page, S. J. (2019). Tourism management (6th ed.). Routledge.</li> <li>6. Shackley, M. (2001). Managing sacred sites: Service provision and visitor experience. Routledge.</li> </ol>	
<b>11</b>	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Buhalis, D., &amp; Law, R. (2008). Progress in tourism management: From the world's leading industry to the global tourism. Elsevier.</li> <li>2. Chaffey, D., &amp; Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson.</li> <li>3. Jafari, J., &amp; Scott, N. (Eds.). (2014). Tourism in the 21st century: Reflections on the past, changes in the future. CABI.</li> <li>4. Kotler, P., Armstrong, G. (2017). Principles of marketing (17th ed.). Pearson.</li> <li>5. Kotler, P., Bowen, J. T., &amp; Makens, J. C. (2016). Marketing for hospitality and tourism (7th ed.). Pearson.</li> <li>6. Kotler, P., &amp; Keller, K. L. (2016). Marketing management (15th ed.). Pearson.</li> <li>7. Morrison, A. M. (2018). Tourism: A global perspective (5th ed.). Butterworth-Heinemann.</li> <li>8. Papatheodorou, A., &amp; Law, R. (2015). Tourism management and policy: A perspective from the world's leading industry. Routledge.</li> <li>9. Swarbrooke, J., &amp; Horner, S. (2007). Business travel and tourism. Butterworth-Heinemann.</li> </ol>	
<b>12</b>	<b>Internal Continuous Assessment:</b> <b>40%</b>	<b>External, Semester End Examination 60% Individual</b> <b>Passing in Internal and External Examination</b>
<b>13</b>	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 )	Quizzes, Class, Tests, assignments