

MTTM 404

Tourism Marketing Management and Entrepreneurship Development

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 4th Semester

Objectives: The general objective of this course is to introduce students about entrepreneurship and marketing and their role in tourism sector.

Block – 1	
Marketing Management Process and Market Research	
Unit 1	Marketing Management Process and Different Orientation towards Market Place; Concept of Market Place in Tourism
Unit 2	Service Marketing - Unique Features and challenges with special Reference to Tourism Industry
Unit 3	Basic Concept of Market Research , Market Segmentation and Market Targeting Demand Forecasting
Unit 4	Critical Assessment of Changing Tourism Market-Destination Dynamics and the various Influencing Factors to this Effect
Block – 2	
Marketing Strategies and Controlling Marketing Programs	
Unit 5	Product Positioning and New Product Development Strategies
Unit 6	Distribution Channel Strategies, Channel design decision and Channel Management Decisions
Unit 7	Designing Communication, Promotion and Advertising Strategies
Unit 8	Selection , Development and Implementation of Sales Promotion Strategies
Unit 9	Public Relation Process and Public Relations Opportunities in Travel and Tourism Sector
Block 3	
Basic Concepts of Entrepreneurship Development	
Unit 10	Entrepreneurship Development for Tourism Industry – Need, Significance and Scope
Unit 11	Entrepreneurial Attributes, Entrepreneurial Types and Entrepreneurship Functions
Unit 12	Theories of Entrepreneurship and Institutional Role in the Entrepreneurship Development
Unit 13	Entrepreneurial Behaviours and Entrepreneurial Motivation; Innovation and Entrepreneurship

Block – 4 Development of Tourism Entrepreneurship	
Unit 14	Establishing Entrepreneur System: Search for Business Idea; Sources of Ideas, Idea Processing and Preparation of Business Plan
Unit 15	Input Requirements – Money, Men, Machine, Material, Space and Time Frame
Unit 16	Project Feasibility Research
Unit 17	Opportunities and Environment for Development of Tourism Entrepreneurship in India.