



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. I Semester

Subject – Tour and Travel Management

Paper- Multi Disciplinary Electives

Course Outcomes

CO.No.	Course Outcomes	Cognitive Level
CO1	Understand the basics of sales in the tour and travel industry	A
CO2	Develop effective communication and interpersonal skills	L
CO3	Learn about tourism products and services Explore sales techniques and customer relationship management	A, U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	3	-----	100	100

Evaluation Scheme

	External
Theory	1 External Exams (At the End of Semester)





ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Content of the Course

Theory

No. of Lectures (in hours per week):3 Hrs. per week

Total No. of Lectures:60Hrs.

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Introduction to Tourism Sales -Overview of the tourism industry ,Role of sales in tourism, Key concepts: tourism products, customers, and sales process ,Atithi Devo Bhava: The Indian code of hospitality. Principles of Sales and Marketing, Difference between sales and marketing, The sales cycle, Types of tourism sales (retail, wholesale, online) Cultural and Spiritual Tourism sales- promoting heritage, religious, wellness and eco-tourism with cultural sensitivity.	10
II	Tourism Products and Services, Types of tourism products (packages, accommodations, attractions), Features and benefits, Customization of tourism products Customer Profile and Target Market, identifying target markets, Customer needs and preferences, Understanding customer behavior Communication Skills for Sales, Verbal and non-verbal communication, listening skills, Building rapport with clients, Sanskrit and Regional language phrases in tourism communication.	10
III	Sales Techniques and Approaches, Consultative selling, Storytelling (Katha Parampara), Upselling and cross-selling, Handling objections Digital Sales Tools, Use of social media and online platforms Website and email marketing, Introduction to CRM systems Selling Tour Packages, designing attractive packages, Presenting and explaining packages to customers	10
IV	Customer Relationship Management, Building long-term client relationships, Follow-up and After-sales service, Handling customer complaints, Understanding ancient Indian guest treatment and service ethics as a foundation for tourism sales and customer relationship, Ethical and Cultural Considerations, Dharma centric sales ethics , Cultural sensitivities in tourism sales, Effective cross-cultural communication	10
V	Preparing Sales Presentations ,Creating effective sales pitches,Visual aids and demonstrations Review and Case Studies,Analyzing successful sales campaigns,Lessons learned from failures	



ST. ALOYSIUS COLLEGE (AUTONOMOUS), JABALPUR

Reaccredited 'A++' Grade by NAAC (CGPA:3.58/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

REFERENCE

- Ian Yeoman & Grant McAdam, Tourism Marketing and Management, Routledge, London, UK, 2014
- David Jobber & Geoffrey Lancaster, Selling and Sales Management, McGraw-Hill Education, New York, 2015 (10th Edition)
- Brian Tracy, The Art of Selling and Selling Techniques, AMACOM, New York, USA, 2006
- John Fletcher & Alan Fyall, Tourism Principles and Practice, Pearson Education Limited, Harlow, UK, 2018 (6th Edition)
- Philip Kotler, Online Marketing for Tourism & Hospitality, Pearson Education, Harlow, UK, 2016
- David J. Pike, Tourism Marketing: Frameworks, Practices, and Cases, Routledge, London, UK, 2016