

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B. E. SEMESTER: IV

Subject Name: Tourism Product, Design & Development

Subject Code: 143305

Sr No	Course Content	Hrs.
1.	Service Industry: Concepts, Characteristics • Objectives • Introduction • Concepts & characteristics • Factors fostering the growth of services • Classification of services • Service products & service mix	04
2.	Product Designing • Objectives • Introduction • Product Development : Conceptual Background • Product Designing, Development Issues and Consideration • Marketing Consideration for sustainability of product • Monitoring, Evaluation and Revisions of marketing strategies, • Development of Promotion strategy	04
3.	Resort Designing & Management • Objective • Introduction • Types of Resorts • Growth trends of Indian Resort Market • Potential supply Resources for Tourist Resorts • Resort designing and planning process • Tourist Resort • Problems and challenges	04
4.	Cruises • Objective • Introduction, • Origin of Cruise Industry • Present Cruise Industry • Typology of cruises products • Key marketing Techniques for cruise designers and developers • Pricing of cruise product, Physical lay-out of a cruise	04
5.	Health Tourism • Objective • Introduction • What is health tourism • Market Research and analysis • Designing the health product • Development and positioning the Health Tourism Product	04

6	Events • Objective • Introduction • Types of events • Market research and analysis • Designing the product • Challenges and issues related to development • Positioning the product	04
7	Beaches & Islands • Objective • Introduction • Features of Beaches and Islands • Beaches and Island as Tourist Product • Designing, Marketing	04
8.	Religious Tourism Product (Pilgrimage) • Objective, • Introduction • Historical perspective of Religious tourism product • Designing of Religious tourism products • Issues & consideration for designing religious tourism product • Characteristic of religious tourism product	04
9	Ecology and Wildlife • Objective • Introduction, • Legislation related to wildlife • Market Research • Designing and development	04
10	Ethnic and Rural Tourism • Objective • Introduction • Designing of product • Issues and considerations • Potential of Ethnic or Rural tourism in India (Fairs, Festivals)	04

Recommended Text Books:-

1. Tourism Products of India: National Perspective(2012)Robinet Jacob, Abhijeet Publication,
2. Marketing Management, 14th edition(2012), Philip Kotler and Kevin Keller, Tata Mac Growhill
3. Tourism Marketing & Development by Jagmohan Negi, Taxshila Prakashan, New Delhi

Recommended Reference :

1. Kulshrestha. Sandeep, Bansal, Gautam(2011), Tourism for Development (**A managerial approach**), Kanishka Publishers, New Delhi
2. Kulshrestha. Sandeep, Bansal, Gautam(2012), Tourism for Development (**A Strategic approach**) Bharti Publication, New Delhi
3. TS- 2 study materials of IGNOU, New Delhi for reference.