

## Part A Introduction

<b>Program: Certificate</b>		<b>Class: Bachelor of Tour and Travel Management</b>	<b>Year: I</b>	<b>Session: 2025-26</b>
<b>Subject: Tour and Travel Management</b>				
1	<b>Course Code</b>			
2	<b>Course Title</b>	<b>Sales in Tour and Travels</b>		
3	<b>Course Type (Core Course/ Elective/Generic Elective / Vocational/.....)</b>	<b>Vocational</b>		
4	<b>Pre-requisite (if any)</b>	Open for All		
5	<b>Course Learning Outcome (CLO)</b>	Students will be able to <ul style="list-style-type: none"> <li>➤ Understand the basics of sales in the tour and travel industry</li> <li>➤ Develop effective communication and interpersonal skills</li> <li>➤ Learn about tourism products and services</li> <li>➤ Explore sales techniques and customer relationship management</li> </ul>		
6	<b>Credit Value</b>	<b>3</b>		
7	<b>Total Marks</b>	<b>Max Marks:</b> 100	<b>Min Passing Marks:</b>	

## Part B – Content of the Course

**Total No. of Lectures – 45 (in 03 hours per week):**

**L-T-P:**

Unit	Topics	No. of Lectures
I	<b>Introduction to Tourism Sales</b> <ul style="list-style-type: none"> <li>Overview of the tourism industry</li> <li>Role of sales in tourism</li> <li>Key concepts: tourism products, customers, and sales process</li> <li><b>Atithi Devo Bhava: The Indian code of hospitality.</b></li> </ul> <b>Principles of Sales and Marketing</b> <ul style="list-style-type: none"> <li>Difference between sales and marketing</li> <li>The sales cycle</li> <li>Types of tourism sales (retail, wholesale, online)</li> <li><b>Cultural and Spiritual Tourism sales- promoting heritage, religious, wellness and eco-tourism with cultural sensitivity.</b></li> </ul>	09
II	<b>Tourism Products and Services</b> <ul style="list-style-type: none"> <li>Types of tourism products (packages, accommodations, attractions)</li> <li>Features and benefits</li> <li>Customization of tourism products</li> </ul> <b>Customer Profile and Target Market</b> <ul style="list-style-type: none"> <li>Identifying target markets</li> <li>Customer needs and preferences</li> <li>Understanding customer behavior</li> </ul> <b>Communication Skills for Sales</b> <ul style="list-style-type: none"> <li>Verbal and non-verbal communication</li> <li>Listening skills</li> <li>Building rapport with clients</li> <li><b>Sanskrit and Regional language phrases in tourism communication.</b></li> </ul>	09
III	<b>Sales Techniques and Approaches</b> <ul style="list-style-type: none"> <li>Consultative selling</li> <li><b>Storytelling (Katha Parampara)</b></li> <li>Upselling and cross-selling</li> <li>Handling objections</li> </ul> <b>Digital Sales Tools</b> <ul style="list-style-type: none"> <li>Use of social media and online platforms</li> <li>Website and email marketing</li> <li>Introduction to CRM systems</li> </ul> <b>Selling Tour Packages</b> <ul style="list-style-type: none"> <li>Designing attractive packages</li> <li>Presenting and explaining packages to customers</li> </ul>	09
IV	<b>Customer Relationship Management</b> <ul style="list-style-type: none"> <li>Building long-term client relationships</li> <li>Follow-up and After-sales service</li> <li>Handling customer complaints</li> <li><b>Understanding ancient Indian guest treatment and service ethics as a foundation for tourism sales and customer relationship.</b></li> </ul> <b>Ethical and Cultural Considerations</b>	09

	<ul style="list-style-type: none"> <li>• <b>Dharma centric sales ethics</b></li> <li>• Cultural sensitivities in tourism sales</li> <li>• Effective cross-cultural communication</li> </ul>	
V	<b>Preparing Sales Presentations</b> <ul style="list-style-type: none"> <li>• Creating effective sales pitches</li> <li>• Visual aids and demonstrations</li> </ul> <b>Review and Case Studies</b> <ul style="list-style-type: none"> <li>• Analyzing successful sales campaigns</li> <li>• Lessons learned from failures</li> </ul>	09

Part C- Learning Resources	
SWAYAM	
<b>Suggested Reading</b>	
<b>Reference Books</b> <ul style="list-style-type: none"> <li>➤ Ian Yeoman &amp; Grant McAdam, <i>Tourism Marketing and Management</i>, Routledge, London, UK, 2014</li> <li>➤ David Jobber &amp; Geoffrey Lancaster, <b>Selling and Sales Management</b>, McGraw-Hill Education, New York, 2015 (10th Edition)</li> <li>➤ Brian Tracy, <b>The Art of Selling and Selling Techniques</b>, AMACOM, New York, USA, 2006</li> <li>➤ John Fletcher &amp; Alan Fyall, <b>Tourism Principles and Practice</b>, Pearson Education Limited, Harlow, UK, 2018 (6th Edition)</li> <li>➤ Philip Kotler, <b>Online Marketing for Tourism &amp; Hospitality</b>, Pearson Education, Harlow, UK, 2016</li> <li>➤ David J. Pike, <b>Tourism Marketing: Frameworks, Practices, and Cases</b>, Routledge, London, UK, 2016</li> </ul> <b>Online resources</b> <ul style="list-style-type: none"> <li>➤ <a href="https://egyankosh.ac.in/bitstream/123456789/11574/3/Unit-6.pdf">https://egyankosh.ac.in/bitstream/123456789/11574/3/Unit-6.pdf</a></li> <li>➤ <a href="https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L19.pdf">https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L19.pdf</a></li> <li>➤ <a href="https://nou.edu.ng/coursewarecontent/TSM%20305%20PDF.pdf">https://nou.edu.ng/coursewarecontent/TSM%20305%20PDF.pdf</a></li> </ul>	

Part D-Assessment and Evaluation		
<b>Suggested Continuous Evaluation Methods:</b> Maximum Marks: 100 Continuous Comprehensive Evaluation (CCE): — marks University Exam (UE) — marks		
<b>Internal Assessment:</b> Continuous Comprehensive Evaluation (CCE):30	Class Test Assignment/Presentation	
<b>External Assessment:</b> University Exam Section: 70 Time: 02.00 Hours	<b>Section(A):</b> Three Very Short Questions (50 Words Each) <b>Section (B):</b> Four Short Questions (200 Words Each) <b>Section (C):</b> Two Long Questions (500 Words Each)	3 x 10 = 30 4 x 50 = 200 2 x 250 = 500 Total 700 100