

Semester VIII
Discipline Specific Core Course (DSC -8.1)
Tourism Business Strategies and Ecosystem
Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
			Lecture	Tutorial	Practical		
Tourism Business Strategies and Ecosystem DSC- 8.1	DSC 8.1	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:

This course introduces students to strategic management principles in the context of the tourism industry. It explores the tools, models, and frameworks used to formulate, implement, and evaluate strategies in tourism businesses ecosystem. Emphasis is placed on innovation, sustainability, digital transformation, and competitive advantage.

Learning Outcomes:

After completing this course, the learners would be able to:

1. understand the core principles and practices of business strategy in tourism.
2. apply analytical tools such as SWOT, PESTEL, and Porter's Five Forces.
3. formulate competitive strategies to address dynamic market conditions.
4. assess the impact of sustainability and digital innovations on tourism

enterprises.

Unit I

Fundamentals of Tourism Business Strategy (11Hours)

Defining Strategy, Introduction to strategic management in tourism, Types of tourism businesses, Strategic management process and levels of strategy, Tourism business environment and stakeholders.

Unit II

Strategic Analysis Tools in Tourism

(11Hours)

Environment scanning: PESTEL analysis, Competitive analysis: Porter's Five Forces, Internal analysis: VRIO and Value Chain, strategic advantages analysis, - SWOT analysis for strategic positioning.

Unit III

Strategy Formulation and Implementation

(12Hours)

Generic competitive strategies: Diversification, integration, merger, take over and joint strategies, Strategy implementation: structure, leadership, and culture, Factors affecting strategic choice, Growth strategies: Ansoff Matrix, BCG Matrix.

Unit – IV

Strategy Implantation and Sustainable Strategy

(11Hours)

Inter-relationship between formulation and implementation, Issues in strategy implementation: Resource allocation, Smart tourism and e-business models, Sustainable tourism strategies, Case studies on innovative tourism strategies.

Exercises:

The learners are required to:

1. prepare a SWOT and PESTEL analysis of a local tourism business.

2. analyze cases on successful and failed tourism business strategies.
3. conduct group project on develop a strategic plan for a new tourism venture.
4. evaluate the online strategy of a tourism firm.

Suggested Readings:

- Barney, J. B., & Hesterly, W. S. (2019). Strategic management and competitive advantage (6th ed.). Pearson.
- Buhalis, D. (2019). Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: A perspective article. *Tourism Review*, 75(1), 267–272. <https://doi.org/10.1108/TR-06-2019-0258>.
- Evans, N., Campbell, D., & Stonehouse, G. (2012). Strategic management for travel and tourism (2nd ed.). Routledge.
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 25(7), 869–883. <https://doi.org/10.1080/09669582.2017.1301721>.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). Marketing for hospitality and tourism (7th ed.). Pearson.
- Okumus, F., Altinay, L., & Chathoth, P. (2022). Strategic management for hospitality and tourism (3rd ed.). Routledge.
- Porter, M. E. (1998). Competitive advantage: Creating and sustaining superior performance. Free Press.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**