

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2021 BATCH AND THEREAFTER**

Programme: B.Com

Semester: IV

**TOURISM AND TRAVEL MANAGEMENT - PAPER
TOUR PACKAGING & OPERATIONS**

Course Code:

No. of Hours: 60

COURSE OBJECTIVES:

- To understand the various Components and steps of Itinerary Planning
- To learn effectively to design and implement tour programmes for inbound and outbound tourist destinations
- To enhance the skill sets for handling Pre, Post and During tour responsibilities

LEARNING OUTCOMES

- Students recognize the various Components and steps of Itinerary Planning.
- Students learn effectively how to design and implement tour programmes for inbound and outbound tourist destinations.
- Students also get an opportunity to enhance the skill sets for handling Pre, Post and During tour responsibilities.

UNIT 1-INTRODUCTION

12 HRS

Historical perspective of tour operation - Evolution of tour Packaging concept- Introduction – Meaning, Definition - Types of Package Tour- Components – Significance of Package tour- Tailor-made v/s Fixed Package tour . Emerging trends in tour packaging.

UNIT 2 – TOUR ITINERARY PLANNING AND DEVELOPMENT

12 HRS

Itinerary- Definition & Meaning, Importance , Types , Components and steps of Itinerary Planning, Dos and Don'ts of Itinerary preparation, Reference tools for Itinerary Preparation. FIT, GIT & SIT planning and components. How to develop an effective Itinerary.

UNIT 3- TOUR DESIGNING AND MARKTING

10 HRS

Tour formulation process- Factors affecting tour formulation- Tour Marketing Strategies- Tour Brochure preparation- Tools used to market tour package – Components. Linkages of tour service providers.

UNIT 4 – TOUR COSTING

12 HRS

Concept of costing- types of cost. Components of tour cost- Preparation of cost sheet— Factors affecting the tour cost- Tour pricing- Calculation of tour price- Pricing Strategy- Significance of profit margin.

UNIT 5 - TOUR OPERATIONS

14 HRS

Guiding and escorting – Meaning, Types, concepts in guiding, Golden rule of guiding – Differences between guide and escort – skills and responsibilities – Pre, Post and During tour

responsibilities, Handling emergencies. Role and Responsibilities of Tour Managers – Code of conduct- Checklist.

Skill Development

1. Evaluate tour packages of major Tour companies.
2. Practical training on itinerary planning and costing – Inbound and Outbound
3. Evaluating the Etiquette and customer service in improving efficiency of operations of hotel.

REFERENCES:

Bhatia, A. K. (2002). Tourism development: Principles and practices. Sterling Publishers Pvt. Ltd.

Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.

E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827> Select- P-02.

Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.

Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.

Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.

Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.

Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP