

Programme: MBA Tourism & Travel Management

MBT5292 DESTINATION VISIT - II

Course Code	MBT5292	Semester	II
Course Title	Destination Visit- II		
Credits	3	Type	Core

Course Description

The course creates specific competencies required to handle a full-fledged Destination Visit and acquire necessary Destination planning Skills.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and types of tour operation.
- CO2: Familiarise students with the establishment and management of Travel Agency
- CO3: Know the various types of itinerary and processes for creating one.
- CO4: Get an overview of the process of tour packaging and costing
- CO5: Gain practical knowledge of tour operations, Travel Planners, Knowledge of Packaging, Negotiation Skills

Course Structure

The short tour of 5-7 days is a compulsory component with a weightage of *three* credits. Out of this tour, students have to submit a comprehensive report on their first hand learning experience out of the exposure gained from the tours. Based on the level of learning experience reflected in the report is the base for assessment and award of grade for the three credits. A diary will be prepared and distributed among all the students to take note their on the spot feelings out of observations.

Pre-tour : Formation of Committees among all the students to look after all tour related activities like :

- Itinerary planning
- Learning schedule preparation
- Transportation and ticket booking
- Accommodation
- Medical
- Safety & Security

Mid-tour: The students shall prepare following records and get it signed by the accompanying faculty guide.

- Prepare and maintain a diary of daily experience
- Maintain record of events and activities
- Conduct of In-depth interviews & survey at the destination
- Collection of literature pertaining to the destination.

Post Tour: Students shall submit a tour report to the Department within a week of completion of the tour.

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Presentation: Formal classroom presentation shall be arranged immediately after submission of tour report and students are advised to make presentation for 10-15 minutes before all faculty.

Testing & Evaluation

Total 100 marks -Accompanying faculty shall assess Mid-tour activities for 40 marks based on the coordination, punctuality, involvement and maintenance of dairy with obtaining signature daily from the accompanying faculty. The faculty advisor shall assess the tour report for 30 marks and post tour presentation carries 30 marks (All faculty).