

Programme: MBA Tourism & Travel Management

MBT5001

ITINERARY PREPARATION AND TOUR PACKAGING

Course Code	MBT5001	Semester	III/IV
Course Title	Itinerary Preparation and Tour Packaging		
Credits	3	Type	Elective

Course Description

The course aims to provide a comprehensive theoretical and practical knowledge and skill development on tour operation, types of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies.

Course Outcome

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

- CO1: Understand the concept of itinerary planning and tour packaging
- CO2: Demonstrate different tour packages and itinerary
- CO3: Familiarize the practicality of tour operation and operational skills
- CO4: Acquaint the travel documentation process
- CO5: Provide practical exposure on itinerary preparation and tour costing

Course Structure

The following is a detailed syllabus of Itinerary Preparation and Tour Packaging:

Module I: Itinerary Planning & Development

Meaning, Importance and Types of Itinerary - Resources and Key Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation.

Module II: Developing & Innovating Package Tour

Tour Formulation and Designing Process: FITs & Group- Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management - supplier relationship management.

Module III: Operation of Package Tour

Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts- Concierge service - Travel App.

Module IV: Travel Documentation

Passport & VISA - Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card - Practical Exercise: Passport application, Visa application: online and offline, Travel Insurance, e-mail handling, call handling.

Module V: Booking and Costing

Types of Costs, Components of Tour Cost - Practical Exercise: Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of important travel agencies and travel portals - Bookings of flight tickets, hotels, transfers, car hire, sightseeing, comparative websites, itinerary preparation and costing.

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Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

References

- Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
- Roday S., Biwal A.& Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.