

PRE-REQUISITE

THM-205: Tourism Concepts and Principles

LEARNING OUTCOMES:

1. The students will gain necessary skills in travel management.
2. They will increase their knowledge and practice in packaging tours.
3. They will adopt the travel system and have competence for implementation.
4. Knowledge and skills of tourism operations industry
5. Understanding legal aspects in tour and travel operations.
6. Knowledge of the tour operations industry, skills of tour operators' products, skills essential in the administration and management of tour operations as a business
7. Knowledge of the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping,
8. Understanding different types of tour operators as well as basic types of organizational structures. Identify tour distribution channels, Evaluate the significance of business plan for tour operators
9. Understanding the ways in destination research, development, and supply negotiations, Device and develop tour itinerary planning, costing and pricing of a tour.
10. Understanding the three major function of tour operations; pre-tour operation, tour execution, and post-tour phase, administration of tour operation and its environment

CONTENTS

The course exposes students to knowledge on the operations and management of tour and travel segments of the tourism industry. It equips them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

Module-I Introduction to Travel and Tourism:

Concept of Travel and tourism, Nature and features of Tourism as an industry, Travel Trade Meaning and definition of travel agency and tour operator, Travel trade-an historical perspective, Types of travel agency and tour operator business, Destination company-functions, Distinction between wholesale travel agency and tour operator business, Integration and linkages in the travel agency business, Role and Contribution of travel companies in the growth and development of tourism, Travel Trade- the Changing Environment.

Module-II Organizational Structure and Functions of Travel Agency Business:

How to start a Travel Business, Choice of Travel Agency Ownership, Organization structure and Working of Travel Agency and Tour Operator, Travel Agency- MNCs meaning and Benefits, Procedure for the approval from Government of Pakistan , Functions of travel companies.

Module-III Itinerary Development:

Introduction, Meaning and Definition, Types of Itineraries, How to Develop an effective Itinerary, Reference tools for Itinerary Preparation, Step- by- Step procedures.

Module-IV Tour Packaging Management:

Concept, Origin and Development of Tour packaging, Types of Tour Package, Components of a standard package Tours, Tour Package- Pre information

Module-V Tour Costing and Pricing:

Defining the concept of cost, Tour Cost- a focus on cost effectiveness, Components of tour cost, Fixed and variable costs, Direct and indirect costs, Factors affecting the Tour Cost, Costing a tour package, Cost sheet- meaning and significance, Procedure for Cost determination, Calculation of tour price, Factors affecting the tour pricing, Significance of profit margin, Pricing strategies for package tours. Module-VI Public sector Tourism Enterprises and Tour Packaging Business: Public sector Undertaking, Government involvement in Tourism Operations, Major Tourism Enterprises in Public Sector, Equipping the office, filling system, building a Tour company, success prescriptions, prepare for failure then concentrate on success.

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Barbara Braidwood, Susan Boyee & Richard Crop, Tour Guiding Business by Unistar Books Pvt. Ltd.
2. Negi, Jagmohan (1998). Travel Agency and Tour Operation: Concepts and Principles, Kanishka, New Delhi
3. Tour Guiding: South Asian Tourism secretariat.

4. *Tour operation South Asian Tourism secretariat.*
5. Yale, Pat (1995). *The Business of Tour Operations*, London: Longman Group
6. Webster, Susan (1993). *Group Travel Operating Procedures (2ndEd.)*, Van Nostrand Reinhold.