

## **THM-203L: TRAVEL AND TOUR OPERATIONS (PRACTICAL) (01 Credit hr)**

### **PRE-REQUISITE**

THM-111: Tourism Concepts and Principles

### **LEARNING OUTCOMES:**

After Completion of this course the students will be able to:

1. Gain necessary skills in travel management.
2. Increase their knowledge and practice in packaging tours.
3. Adopt the travel system and have competence for implementation.
4. Understand 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
5. Understand the ways in destination research, development, and supply negotiations, Device and develop tour itinerary planning, costing and pricing of a tour.
6. Understand 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 Tour Business Planning:**

- 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
- 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. Negi, J., & Manohar, G. (1997). *Travel Agency and Tour Operation: Concepts and Principles*. Kanishka Publishers.
2. Yale, P. (1995). *The business of tour operations*. Addison Wesley Longman Ltd.
3. Webster, S. (1993). *Group travel operating procedures*. John Wiley & Sons Incorporated.