

BTTM 302

Itinerary Preparation and Tour Packaging

Programme: Bachelor in Tourism and Travel Management (BTTM 16)

Year / Semester: 3rd Semester

Objective: To impart knowledge for the most crucial and deciding aspect of Tour operations.

Block 1 Itinerary Meaning, Nature and Scope	
Unit 1	Itinerary: Historical Evolution, Concept and Definition
Unit 2	The Elementary Components of an Itinerary
Unit 3	Relevance and Scope of Itineraries
Unit 4	The Art of Itinerary Planning (Sequence & Timing of Attractions, Route Planning, Rest Stops, Parking Management, Client- Specific Requirements, Energy Levels etc.)
Block 2 Types of Itineraries	
Unit 5	Pre-designed and Tailor Made Itineraries
Unit 6	Tour Manager's/ Executive's Itinerary
Unit 7	Tour Escort's Itinerary
Unit 8	Tourist's Itinerary
Block 3 Types of Tour Packages	
Unit 9	Historical, Cultural and Monumental Tour Packages
Unit 10	Adventure, Sports and Wellness Packages
Unit 11	Corporate and MICE Packages
Unit 12	Special Interest Tour Packages
Block 4 Costing of Tour Packages	
Unit 13	Various Components of Tour Packages (Transportation, Accommodation, F & B, Escort & Guiding, Entertainment and Shopping)
Unit 14	Negotiating & Contracting with Suppliers
Unit 15	Cost Evaluation, Competition Analysis and Strategic Costing
Unit 16	Pricing of the Tour Packages on FIT and GIT Basis (Costs + Add Ons)