

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)

**Course Name and Code:** Itinerary Planning and Tour Packaging (MTTMC-303)

**Semester:** 3rd

**Course objectives:** - The course aims to provide a comprehensive theoretical and practical knowledge of tour operation, types of tours, standard components of tour packages and preparation of tour packages- their costing and pricing and marketing strategies

<b>Block-1</b> <b>Itinerary Meaning, Nature and Scope</b>	
<b>Unit-1</b>	Itinerary and Travel Plan: Definition, Differentiation, Scope and Significance
<b>Unit-2</b>	Components and Elements of an Effective Tour Itinerary
<b>Unit-3</b>	Information and Research Input Required in Preparation of Tour Itineraries
<b>Unit-4</b>	Systematic Approach for Itinerary Preparation; Constraints and Grey Areas Involved in Preparation of Innovative Itineraries
<b>Block 2 Types of Itineraries</b>	
<b>Unit-5</b>	Pre-designed, 'Tailor Made' and 'flexible' Itineraries: Scope and Differentiation
<b>Unit-6</b>	Tour Manager's/Executive's and Tour Escort's Itinerary - Definitions and Case Examples
<b>Unit-7</b>	'Common Interest' and 'Special Interest' Itineraries - Salient Features and Case Models
<b>Unit-8</b>	Unique Features of MICE-Centric Itineraries; Case Examples
<b>Block 3</b> <b>Tour Packaging - Concept, Nature and Scope</b>	
<b>Unit-9</b>	Tour Packaging: Concept, Significance, Scope and Limitations
<b>Unit-10</b>	Key Elements and Steps Involved in Formulation Standard Tour Package
<b>Unit-11</b>	Costing and Pricing of Tour Packages - Competition Analysis and Strategic Costing Pricing
<b>Unit-12</b>	Marketing of Tour Packages; Need for Pre-active Approach

<p style="text-align: center;"><b>Block 4</b>  <b>Tour Packaging in Indian Context – Case Examples</b></p>	
<b>Unit-13</b>	Land-Based Adventure Tourism Packages - Trekking, Mountaineering, Skiing and Wildlife Watching
<b>Unit-14</b>	‘Aero-sports’ and ‘Water-sports’ Based Packages
<b>Unit-15</b>	Cultural Tourism Packages – Pilgrimage, Festivities and ‘Monuments and Museum Visits’
<b>Unit-16</b>	Special Interest Tour Packages - Ethnic, Eco, Medical and Health and Holiday Packages

### **Suggested Readings:**

- P. N. Seth, Successful Tourism Management.
- J. M. S. Negi , Travel Agency and Tour Operations.
- P. Yale, Business of Tour Operations.
- D.L. Foster: Sales and Marketing for Travel Professionals
- D.L. Foster: The Business of Travel Agency Operation and Administration
- Delmar Thomson: Conducting Tours, Marc Mancini • India - Lonely Planet Publication
- J.M.S. Negi: Travel Agency and Tour Operation : Concept and Principles –
- Chand, Mohinder, Travel Agency Management
- K.K. Kamra & Mohinder Chand: Basics of Tourism-Theory, Operation & Practice
- Laurence Stevens: Guiding to starting and operating successful travel agency