

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

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

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