

BTTMN-401

Itinerary Preparation and Tour Packaging

Programme: Bachelor of Tourism and Travel Management (BTTM-23)Year/Semester: 4th 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: Definition, Meaning, Types and Scope
Unit-2	The Elementary Components for the preparation of a Tour Itinerary
Unit-3	Nature and relevance of salable tourist 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 Tour Packages
Unit-11	Corporate and MICE Packages
Unit-12	Special Interest Group 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)