

MTTM 302

Itinerary Planning and Tour Packaging

Programme: Master of Tourism & Travel Management (MTTM 16)

Year / Semester: 3rd Semester

Course objectives: - The course aims to provide a comprehensive theoretical and practical knowledge of tour operation, types of tour, standard components of tour package 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
Block 4 Tour Packaging in Indian Context – Case Examples	
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