

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: HTC202

Number of Credits: 2

Title of the Course: TOUR OPERATIONS MANAGEMENT

Objective:

At the end of the subject, the student will have the ability to effectively design and implement tour programmes for inbound and outbound tourists.

Contents:

- 1.The meaning of tourism from the operations standpoint and the 5 A's of tourism Marketing Holidays.
- 2.Tourism Geography: The various countries on the world map, physical geography, airline geography and comprehend their importance to creating and operating a successful tour
- 3.Identify and analyse different types of package tours and how they are used to create holidays for individual customers as well as groups.
- 4.Techniques that create a tour in terms of its itineraries and costing
- 5.Various travel formalities rules and regulations that are in use today and that are needed to operate a successful tour
- 6.Various travel formalities that are in use today and that are needed to operate a successful tour.
- 7.The concept of the tourism product in respect of the tours that they have learnt to create. comprehend and analyse the tourism product from its operating sectors
- 8.Future of Tour Operations Industry.

Pedagogy:

The subject will be handled through tour operations case studies, industry based assignments and by making the students design an innovative prototype package tour in Goa.

Minimum depth of coverage will be at the level of the following books.

1. Tourism: Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi

2. Laws, Erick, 'Managing Packaged Tourism', Thomson Business Press, UK, 1997
3. Godfrey, Kerry and Jackie Clarke, 'The Tourism Development Handbook',
Continuum, London 2000