

JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2024 BATCH AND THEREAFTER
PROGRAMME: B. A. HTJ (24IIITT3) SEMESTER – III
TOURISM AND TRAVEL MANAGEMENT – PAPER - III
TOUR OPERATION MANAGEMENT

No. of Hours: 75

COURSE OBJECTIVES:

- Develop an understanding of the fundamentals of tour operation and its significance in the travel and tourism industry.
- Equip students with practical knowledge of itinerary planning, costing, and packaging of tours.
- Introduce students to technological advancements and digital tools in tour operations.
- Enable students to analyze challenges and opportunities in tour operations for sustainable tourism growth.

LEARNING OUTCOMES

- Demonstrate knowledge of the key concepts, functions, and processes involved in tour operations.
- Develop and design tour packages with appropriate itinerary planning and cost estimation.
- Evaluate the role of technology in enhancing efficiency in tour operations.
- Assess sustainable practices in tour operations and their impact on tourism growth.

Unit 1: Introduction to Tour Operation Management

10 Hrs

Concept of Tour Operations and Travel Agencies - Types of Tour Operators (Inbound, Outbound, Domestic, and Specialty Tour Operators) - Linkages between Travel Agencies and Tour Operators - Tourism Products & Services in Tour Operations - Role and Responsibilities of a Tour Operator.

Unit 2: Tour Package Designing and Itinerary Planning

08 Hrs

Components of a Tour Package - Types of Tour Packages (FITs, GITs, Special Interest Tours) - Steps in Itinerary Planning - Costing and Pricing of Tour Packages - Contracting with Service Providers (Hotels, Transport, Guides).

Unit 3: Tour Logistics and Operations

12 Hrs

Pre-Tour Preparations and Documentation - Ticketing Procedures (Air, Rail, and Cruise Bookings) - Ground Handling and Transport Arrangements - Customer Service and Handling Complaints - Crisis Management and Emergency Handling in Tours

Unit 4: Legal and Ethical Considerations in Tour Operations

15 Hrs

Licensing and Regulations for Tour Operators - Consumer Protection Laws and Rights -Ethical Tourism Practices and Responsible Travel - Health, Safety, and Risk Management in Tour Operations - Sustainable and Eco-friendly Tour Operations

Unit 5: Technology and Innovations in Tour Operations

15 Hrs

Role of AI, AR, and Virtual Reality in Tour Planning - Use of Digital Platforms and Mobile Apps in Tour Operations - Data Analytics for Customer Insights and Personalization -Sustainable and Smart Tourism Strategies - Case Studies on Innovative Tour Operations.

Unit 6: Current Trends and Future of Tour Operations

15 Hrs

Impact of Globalization on Tour Operations - New Trends in Adventure, Eco, and Niche
Tourism - The Future of Tour Operations in the Post-COVID Era - Emerging Technologies in
Tourism - Future Challenges and Opportunities for Tour Operators

Skill Development

1. Evaluate tour packages of major Tour companies.
2. Practical training on itinerary planning and costing – Inbound and Outbound
3. Evaluating the Etiquette and customer service in improving efficiency of operations of Tour Companies.

REFERENCES:

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- Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.
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<http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-02>.
- Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons.
- Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.
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