

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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Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.

Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.

Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.

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