

Course Details:

Course Title: Travel & Tour Operations Management

Course Code: THM-202

Program: BST&HM 2K23

Credit Hours: 3

Pre-requisite: NIL

Sections: A

Course Description:

This course is designed to introduce students to the travel and tour industry and to the art and science of managing tour operations. It will provide them with the foundation needed to make smart decisions in travel and tour operations. It will equip them with an understanding of how and why tourists need to be accorded priority in planning, implementing, and evaluating travel and tour operations. Additionally, students will learn to build travel agencies through itinerary development, tour planning, costing and pricing, and tour packaging management.

Course Learning Outcomes:

CLO1. *Demonstrate* knowledge of travel and tour management theories and practices in the tourism industry.

CLO2. *Apply* strategy frameworks and concepts to understand challenges of travel and tour management businesses.

CLO3. *Develop* and deliver effective presentations utilizing appropriate interpersonal skills and audio / visual aids.

CLO4. *Identify* the importance of teamwork in the context of travel and tour management.

Program Goals & Learning Objectives:

Goal 1: Students will acquire knowledge to apply in real world contexts

LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality

LO 1.2: Students will be able to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

Goal 2: Students will work in team settings

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behavior

Goal 3: Students will learn to communicate effectively

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Student will be able to create professional reports

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	✓									Quiz
CLO 2		✓								Assignment
CLO 3					●					Project Presentation
CLO 4				●						Project Presentation

Legend: ✓ indicates mapped and assessed CLO, ● mapped but not assessed and x unmapped CLO.

Required Course Material:

You will be provided with the course pack, which will contain essential reading materials and resources for your course. Please remember that having access to the course pack is vital for your academic success, so please make sure that you obtain it.

Meanwhile you can read the following books for your better understanding of the course.

Reference Book (s):

1. Dr. Apsara Saleth Mary (2021), The Principles of Travel Agency and Tour Operation Management, White Falcon Publishing; First edition.
2. Dr. Sanjeev Sharma (2018), Tour Operation Management in Tourism, Random Publications.

Other Material:

Will be uploaded on LMS on each lecture accordingly.

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

End Semester Exam	30%
Mid Semester Exam	20%
Final Project	20%
Class Participation	5%
Quizzes	15%
In Class Assignments	10%

Weekly Schedule:

Week	Lecture No. and Topic	Preparation Material	Related CLOs
1	WEEK 1: Introduction to Travel and Tourism and Organizational Structure of Travel Agency	MTTM Unit 1 MTTM Unit 3	<ul style="list-style-type: none"> • Student introduction • What is travel and tourism, main concepts of tourism. • Definition of travel agency

	Business		<ul style="list-style-type: none"> and tour operators • Main categories of travel agents and tour operators. <p>CLO 1</p>
2	WEEK 2: Functions and Role of Travel Agency Business	MTTM Unit 5 MTTM Unit, 7	<ul style="list-style-type: none"> • Functions of Travel agency. • Role of travel agents and tour operators in tourism chain of distribution <p>CLO 1</p>
3	WEEK 3: Ethics in Tour agency and Functions and Role of Travel Agency Business in Pakistan	TTOM, 2.2 Supplementary material <u>Group Project</u>	<ul style="list-style-type: none"> • Ethics in Tour agency • Setting up a tour agency • Travel agency- MNCs meaning and benefits, procedure for the approval from Government of Pakistan. <p>CLO 1</p>
4	WEEK 4: Itinerary Development	MTTM, 7.3 TTOM, Unit 3	<ul style="list-style-type: none"> • Importance of itinerary development in travel operations • Types of itineraries <p>CLO 2</p>
5	WEEK 5: Itinerary Development	TTOM, Unit 3 MMT, 7.4 Assignment 1 Simplicity and Transparency, Key to Cleartrip's Success	<ul style="list-style-type: none"> • How to develop an effective itinerary • Tour formulation <p>CLO 2</p>
6	WEEK 6: Tour Packaging Management	TTOM, 4. 1	<ul style="list-style-type: none"> • Classification of tour package • Components of a standard package tour, tour package-pre information <p>CLO 1</p>
7	WEEK 7: Tour Packaging Management	TTOM, 4.2	<ul style="list-style-type: none"> • Components of a standard package tour, tour package-pre information <p>CLO 1</p>
8	WEEK 8: Guest Speaker	<u>Industry Talk</u> <u>Q/A session</u>	CLO 4

9	<u>MID- SEMESTER EXAM WEEK</u>		
10	WEEK 10: Tour Costing and Pricing	TTOM, Unit 4	<ul style="list-style-type: none"> • Package Tour Costing • Components of Tour Costing and Preparation of Cost Sheet CLO1
11	WEEK 11: Tour Costing and Pricing	TTOM, Unit 4 Assignment 2 Zero commission and diversification of revenue generation	<ul style="list-style-type: none"> • Tour Pricing and Pricing Strategies • Package Tours of Thomas Cook, SOTC, Cox & Kings and TCI CLO 2
12	WEEK 12: Public sector Tourism Enterprises and Tour Packaging Business	TATOB, Unit 7	<ul style="list-style-type: none"> • Government involvement in tourism operations • Major tourism enterprises in public sector CLO 1
13	WEEK 13: Public sector Tourism Enterprises and Tour Packaging Business	TATOB, Unit 7 Project submission due	<ul style="list-style-type: none"> • Professional bodies and their activities CLO 3, 4
14	Students' presentations	Project Presentations	CLO 3
15	Students' presentations	Project Presentations	CLO 3
16	Revision and Discussion		
17	Buffer Week		
18	End Semester Exam Week		

Details of Assessments:

In Class Assignments:

There are two in-class assignments for this course with the weightage of 5% each.

Assignment 1

The students will be divided into random groups and they will be assigned to different companies. Students will be asked to develop a crisis management plan to handle an unexpected situation in one of the ongoing tours.

Assignment 2

You will be presented with case studies related to itinerary development and tour costing and pricing. Your task will be to thoroughly analyze the case study and provide well-reasoned recommendations and solutions to the questions posed in the class. This section should demonstrate your understanding of key concepts related to topics discussed in the class.

Final Project:

Create A Tour Package for A Specific Type of Tour

For your term project for this course, you are to create a tour package for a specific type of tour of your choice. As a tour operator manager for your tour agency (a hypothetical one), you have been charged with the responsibility of creating a tour package (any specific type of tour of your choice). **Please note that existing tour packages and/or names cannot be used; and existing tour packages cannot be extended or diversified.**

The objective of this project is to make you experienced in applying the concepts and the principles of tour planning and operations management to create a comprehensive tour package in the real-world.

Instructions

- You are required to perform in groups. Each group will be assigned a specific type of tour (e.g., cultural, adventure, eco-friendly, luxury).
- Each group is tasked with designing a detailed tour package for their assigned category.

The package should include:

- A well-structured itinerary for a 7-day tour.
- Selection of destinations and attractions to visit.
- Choice of accommodations (with justifications for each).
- Transportation options and routes.
- Activities and excursions.
- Pricing strategy, including cost breakdown.
- Each group should also prepare a marketing plan for their tour package, outlining target demographics, promotional strategies, and pricing considerations.

Presentations

Each group will present their tour package and marketing plan to the class, justifying their choices and strategies. All students in the group must present and the maximum time for the presentation is 20 minutes. The presentation will have a weight of 5%.

Peer Evaluation

After the presentations, students in the audience will provide feedback and constructive criticism to the presenting groups.

In the course AOL 1.1 will be assessed through one of the **Quiz** in the class, students will be assessed on the understanding of key concepts in the field of Tourism & Hospitality

In the course AOL 1.2 will be assessed through one of the **in-class assignment** (role play), students will be assessed on how to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

AoL Assessments:

In the course AOL 1.1 will be assessed through one of the **Quizzes** in class. They will be assessed on the understanding of key concepts in the field of Tourism & Hospitality

In the course AOL 1.2 will be assessed through one of the **in-class assignments** (role play). They will be assessed on how to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

<p>Constantly monitor the course outline and have it with you at all times.</p>	<p><u>Ask the lecturer to change attendance details.</u></p>
<p><u>Switch off/Put your phones on silent</u> during class.</p>	<p><u>Forget to write some form of identification on each document that is due for submission of any kind.</u></p>
<p>Follow submission instructions for any assessment content</p>	<p>Make up your own format of labelling / submission of assessed material – you will lose marks for this</p>