

TOUR OPERATIONS MANAGEMENT – 2 Credits

Objective:

At the end of the course the student shall have competence in:

Identifying the requirements of inbound and outbound tours, they will be able to integrate the tour operation business as a system inclusive of accommodation, transport, excursion and entertainment. They will be able to compare various tour packages, design tour packages with accurate information and costing for inbound and outbound tourism.

Contents:

1. The meaning of tourism from the operations standpoint and the 5 A's of tourism. The Evolution of inclusive holiday industry.
2. **Marketing Holidays:** System, Network and stakeholder perspectives on the inclusive holiday industry.
3. **Tourism Geography:** The various countries on the world map, physical geography, airline geography and comprehend their importance to creating and operating a successful tour.
4. **Identify and analyse different types of package tours and how they are used to create holidays for individual customers as well as groups. Creating the market for inclusive holidays, Distributing Inclusive holidays, Outbound Tour Management**
5. **Techniques that create a tour in terms of its itineraries and costing.**
6. **Various travel formalities rules and regulations that are in use today and that are needed to operate a successful tour.**
7. Importance of eTV and their contribution to tourism.
8. **Comprehend and analyse the tourism product from its operating sectors.**
9. Future of Tour Operations Industry and use of information technology in tour operation.

Pedagogy:

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

Suggested Reading:

1. Sunetra Roday, Archana Biwal & Vandana Joshi, "Tourism: Operations and Management" latest edition.
 2. Laws, Erick, 'Managing Packaged Tourism', Thomson Business Press, UK, 1997.
 3. Godfrey, Kerry and Jackie Clarke, 'The Tourism Development Handbook', Continuum, London 2000.
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