

COURSE TITLE	TOUR PACKAGING & OPERATIONS MANAGEMENT
COURSE CODE	04MB0225
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Plan and execute package holidays by designing itineraries, handling contracts for accommodations and transport, and understanding the role of Ground Handling Agents.
- 2 Evaluate the significance of brochures in tourism, distinguishing between short and long haul products, identifying production stages, and recognizing trends towards specialized formats.
- 3 Understand and apply relevant laws for package tour operators, including consumer protection and competition regulations, to ensure legal compliance and ethical practices.
- 4 Analyze and compare key tour operators in the U.K., Germany, France, Switzerland, and India, and develop strategies to enhance the use of Global Distribution Systems (GDSs) in developing countries.
- 5 Integrate planning, brochure design, legal compliance, and global tourism operations to develop strategies for organizing package holidays, producing effective brochures, ensuring legal adherence, and leveraging technology for sustainable growth.

Pre-requisite of course: Understanding of tourism principles and industry structure. Familiarity with different types of tourism (e.g., leisure, business, adventure).

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Planning & Execution Planning program of package holidays, contracting: Understanding the planning process for package holidays and contracting with accommodation providers, airlines, cruise ships, and car hire services., The Role of Ground Handling Agents: Exploring the role of ground handling agents in the travel industry.	15

Contents : Unit	Topics	Contact Hours
2	Brochure Difference between short haul & long haul product: Differentiating between short-haul and long-haul travel products., Importance of the brochure as a selling tool for tour operators: Understanding the significance of brochures as a marketing tool for tour operators., Stages in production of the package brochure: Step-by-step production stages of a package brochure., Components of a brochure; trends towards smaller, specialist brochures: Examining the essential components of a brochure and trends toward more specialized and compact brochures.	15
3	Understanding & Implementing Various Laws Main laws of concern to package tour operators; contents: Exploring key laws relevant to package tour operators and their contents., Consumers (Tourist) protection law: Understanding laws aimed at protecting consumers and tourists., Competition between mass market & specialist tour operators: Analyzing the competition dynamics between mass market and specialist tour operators	15
4	Tour Operators Worldwide Tour operators in the world with special reference to Tour operators in the U.K, Germany, France, Switzerland; India: Studying tour operators globally, with a focus on operators in the UK, Germany, France, Switzerland, and India., The global distribution systems: Understanding the global distribution systems used by tour operators., Strategies to improve the use of GDSs in developing countries: Exploring strategies to enhance the utilization of Global Distribution Systems (GDSs) in developing countries.	15
Total Hours		60

Textbook :

- 1 Travel and Tourism management, Md. Abu Barkat Ali., PHI Learning, 2015
- 2 Hospitality and Tourism Management , Ishita kirar & Mahesh Kumar , Vikas, 2019

References:

- 1 Tourism operations and management, Tourism operations and management, Sunetra Roday, Archana Biwal & Vandana Joshi, Oxford University Press India, 2011

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 Class room teaching, Power Point Presentation