



## ANDHRA KESARI UNIVERSITY :: ONGOLE

Model Syllabus for 4-Year UG Honours in (Tourism and Travel Management) as Major in consonance with Curriculum framework w.e.f. AY 2025-26

### COURSE STRUCTURE

| Year | Semester | Course | Title of the Course                          | No.of Hrs /Week | No. of Credits |
|------|----------|--------|--|-----------------|----------------|
| I    | I        | 1      | Principles And Practice of Tourism           | 4               | 4              |
|      |          | 2      | Tourism Geography                            | 4               | 4              |
|      | II       | 3      | Tourism Marketing                            | 4               | 4              |
|      |          | 4      | Tourism Policy and Planning                  | 4               | 4              |
| II   | III      | 5      | Tourism Products of India                    | 4               | 4              |
|      |          | 6      | Destination Planning and Development         | 4               | 4              |
|      |          | 7      | Information Technology for Tourism           | 4               | 4              |
|      | IV       | 8      | E-Tourism                                    | 4               | 4              |
|      |          | 9      | Tour Guiding and Escorting                   | 4               | 4              |
|      |          | 10     | Itinerary Preparation and Tour Packaging     | 4               | 4              |
|      |          | 11     | Hospitality Management                       | 4               | 4              |
| III  | V        |        |  |                 |                |
|      |          | 12 A   | Travel Agency and Tour Operations Management | 4               | 4              |
|      |          | OR     |  |                 |                |



**SEMESTER-III**

**COURSE 5: TOURISM PRODUCTS OF INDIA**

**Theory**

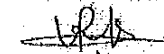
**Credits: 4**

**4 hrs/week**

| <b>SEMESTER – III</b>            |   | <b>Course No. 5</b> | <b>CREDITS – 4</b> |
|----------------------------------|---|---------------------|--------------------|
| <b>TOURISM PRODUCTS OF INDIA</b> |   |                     |                    |
| <b>Theory</b>                    |   | <b>4 hrs/week</b>   |                    |
|                                  | <b>Course Objectives</b>  |                     |                    |
| <b>CO 1</b>                      | To understand and analyze India's diverse tourism resources in a contemporary context.  |                     |                    |
| <b>CO 2</b>                      | To evaluate India's competitiveness as a global tourism destination with latest trends.   |                     |                    |
| <b>CO 3</b>                      | To identify and manage emerging tourist destinations, circuits, and niche tourism products.   |                     |                    |
| <b>CO 4</b>                      | To examine sustainable and responsible tourism practices across India.  |                     |                    |
| <b>CO 5</b>                      | To explore digital, experiential, and adventure tourism trends in India.  |                     |                    |
| <b>SYLLABUS</b>                  |   |                     |                    |
| <b>UNIT</b>                      | <b>CONTENT</b>  |                     | <b>HOURS</b>       |
| <b>I</b>                         | <b>Cultural &amp; Heritage Tourism Products:</b> Overview of Indian tourism products; Ancient Indian civilizations; Pre & Post-Vedic periods; Ayurveda, Yoga, Meditation; Major Religious & Pilgrimage Centers; UNESCO World Heritage Sites; Cultural festivals and fairs; Traditional arts, music, dance, crafts; Heritage tourism in urban & rural areas. |                     | <b>12</b>          |
| <b>II</b>                        | <b>Historical &amp; Architectural Tourism Products:</b> Major monuments – Forts, Palaces, Temples, Caves; Jain & Buddhist heritage; Mughal, Colonial, and Regional Architecture; Museums, Art galleries, Libraries; Modern heritage sites; Integration of technology in heritage tourism (AR/VR apps, virtual tours).                                       |                     | <b>12</b>          |
| <b>III</b>                       | <b>Nature &amp; Eco-Tourism Products:</b> National Parks, Wildlife Sanctuaries, Biosphere Reserves; Hill stations, adventure spots, biodiversity hotspots; Eco-tourism policies, sustainability practices; Wildlife tourism management; Nature trails, trekking, camping; Climate-conscious tourism initiatives.  |                     | <b>12</b>          |
| <b>IV</b>                        | <b>Adventure &amp; Experiential Tourism Products:</b> Adventure tourism:  |                     | <b>12</b>          |

|   |   |    |
|---|---|----|
|   | Trekking, mountaineering, river rafting, paragliding, skiing; Niche tourism: Desert, Island, Coastal, and Marine tourism; Rural & community-based tourism experiences; Culinary and wellness tourism; Emerging tourism hubs in India.   |    |
| V | <b>Tourism Circuits, Digital &amp; Emerging Trends:</b> Major tourism circuits: Golden Triangle, Buddhist Circuit, North-East Circuit, Himalayan & Coastal Circuits; Theme-based circuits: Wellness, Wildlife, Adventure; Emerging trends: Smart tourism cities, digital tools, mobile apps, e-ticketing; Marketing and promotion via social media; Responsible and sustainable tourism practices.  | 12 |
|   | <p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>Sharma, N.K. <i>Tourism Products of India</i> (1st ed.) (2022), by Truepenny's Corporation.</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Ghosh, S.S., et al. <i>Cultural Tourism in India (Problems and Prospects)</i> (2022), by Aayu Publications.</li> <li>Rittichainuwat, B.N. <i>Special Interest Tourism</i> (3rd ed.) (2018), by Cambridge Scholars Publishing.</li> <li>Sharma, K. <i>Resumption of Indian Tourism Industry in New Normal: Issues and Challenges</i> (1st ed.) (2021), by Himalaya Publishing House.</li> <li>TOFT India Wildlife Association. <i>Good Wildlife Travel Guide</i> (5th ed.) (2024), by TOFT India Wildlife Association.</li> <li>Hannam, K. &amp; Diekmann, A. <i>Tourism and India</i> (2018), by Routledge.</li> </ol> |    |
|   | <b>Course Outcomes</b>  |    |
|   | <ul style="list-style-type: none"> <li>Map and classify cultural, historical, natural, and modern tourism products in India.</li> <li>Assess the potential of emerging tourism destinations and circuits using current trends.</li> <li>Apply knowledge of sustainable tourism and responsible travel in planning.</li> <li>Understand niche tourism types such as wellness, adventure, eco-tourism, rural and community tourism.</li> <li>Use digital tools and platforms to enhance tourism experiences and marketing.</li> </ul>   |    |

Accepted and Forwarded

  
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**SEMESTER-III**

**COURSE 6: DESTINATION PLANNING AND DEVELOPMENT**

**Theory**


**Credits: 4**

**4 hrs/week**

| SEMESTER – III   |  | Course No. 6 | CREDITS – 4       |
|--|--|--------------|-------------------|
| <b>DESTINATION PLANNING AND DEVELOPMENT</b>  |  |              | <b>4 hrs/week</b> |
| <b>Theory</b>  |  |              |                   |
| <b>Course Objectives</b>   |  |              |                   |
| <b>CO 1</b>  | To analyze tourism potentials and prepare destination development plans.   |              |                   |
| <b>CO 2</b>  | To understand sustainable destination planning and branding.   |              |                   |
| <b>CO 3</b>  | To familiarize students with international destination development practices.  |              |                   |
| <b>CO 4</b>  | To expose learners to public-private partnership (PPP) models in tourism.  |              |                   |
| <b>CO 5</b>  | To provide knowledge on destination competitiveness and marketing mix.   |              |                   |
| <b>SYLLABUS</b>  |  |              |                   |
| UNIT   | CONTENT  |              | HOURS             |
| <b>I</b>   | <b>Destination Development:</b> Destination: Types of Destinations - Characteristics of Destinations; Destinations and Products; Destination Management Systems; Destination Selection Process; Values of Tourism  |              | <b>12</b>         |
| <b>II</b>  | <b>Destination Planning Process and Analysis:</b> Destination Planning Guidelines: National and Regional Tourism Planning and Development - Assessment of Tourism Potential - Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural and Environmental considerations; Demand and Supply Match; Design and Innovations  |              | <b>12</b>         |
| <b>III</b>   | <b>Destination Image Development:</b> Attributes of Destinations: Person-Determined Image, Destination-Determined Image, Measurement of Destination Image – Destination Branding - Perspectives and Challenges - Creating Unique Destination Proposition – Place Branding and Destination Image - Destination Image Formation Process; Unstructured Image - Product Development and Packaging - Destination Branding and the Web |              | <b>12</b>         |
| <b>IV</b>  | <b>Destination Promotion and Publicity:</b> 6A's Framework for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels - Marketing Communication and Strategies   |              | <b>12</b>         |
| <b>V</b>   | <b>Institutional Support:</b> Public Private Partnership (PPP); National Planning Policies for Destination Development - UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism - Rural, Eco, Farm, etc. - Environmental Management Systems – Destination Vision - Focus of Tourism Policy: Competitive Sustainable Destination                 |              | <b>12</b>         |
| <b>Prescribed Text Book:</b>   |  |              |                   |
| <ul style="list-style-type: none"> <li>• Manglik, R. <i>Destination Planning and Development</i> (2023), by</li> </ul> |  |              |                   |

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|--|--|--|
|  | <p>EduGorilla Publication.</p> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Morrison, A.M. <i>Marketing and Managing Tourism Destinations</i> (3rd ed.) (2024), by Routledge, Taylor &amp; Francis Group</li> <li>2. Sharma, A., et al. <i>Sustainable Destination Branding and Marketing</i> (2020), by CABI</li> <li>3. Gowreesunkar, V.G.B., et al. <i>Tourism Destination Management in a Post-Pandemic Context</i> (2021), by Emerald Publishing</li> <li>4. Croes, R. <i>Small Island and Small Destination Tourism</i> (2022), by Apple Academic Press</li> <li>5. Torabian, P. &amp; Albrecht, J.N. <i>Justice in Tourism Destinations: Avenues for Destination Governance and Management</i> (forthcoming 2025), by Routledge</li> <li>6. Gajdošik, T. <i>Smart Tourism Destination Governance: Technology and Design-Based Approach</i> (2022), by Routledge</li> </ol> |  |
|  | <p><b>Course Outcomes</b></p>  |  |
|  | <ul style="list-style-type: none"> <li>• Students will gain expertise in destination planning and sustainable development.</li> <li>• Learners will design destination branding strategies with real-world applications.</li> <li>• Students will apply models for assessing tourism potential and image-building.</li> <li>• Learners will develop skills in promoting destinations through innovative communication.</li> <li>• Students will be able to critically analyze PPP and policy support for tourism development.</li> </ul>   |  |
|  | <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>1. Case study: Analyze Andhra Pradesh as a branded destination.</li> <li>2. Prepare a SWOT analysis of one Indian tourist destination.</li> <li>3. Write a report on the role of PPP in tourism destination development.</li> <li>4. Group assignment: Prepare a destination development plan for a rural village.</li> <li>5. Design a destination marketing campaign with a unique tagline.</li> </ol>   |  |

Accepted and Forwarded

  
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**SEMESTER-III**

**COURSE 7: INFORMATION TECHNOLOGY FOR TOURISM**

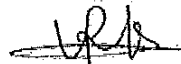
Theory

Credits: 4

4 hrs/week

| SEMESTER – III                            |   | Course No. 7      | CREDITS – 4 |
|---|---|-------------------|-------------|
| <b>INFORMATION TECHNOLOGY FOR TOURISM</b> |   | <b>4 hrs/week</b> |             |
| <b>Theory</b>                             |   | <b>4 hrs/week</b> |             |
|   | <b>Course Objectives</b>  |                   |             |
| <b>CO 1</b>                               | To analyze the core components of information technology and their specific applications within the tourism and hospitality ecosystem.  |                   |             |
| <b>CO 2</b>                               | To achieve proficiency in using MS Office applications for professional tourism product development, data analysis, and presentation.   |                   |             |
| <b>CO 3</b>                               | To evaluate the transformative potential of Artificial Intelligence (AI) in automating services, personalizing experiences, and driving innovation in tourism.  |                   |             |
| <b>CO 4</b>                               | To investigate emerging technologies (IoT, VR/AR, Blockchain) and their practical use cases in enhancing tourist experiences and operational efficiency.  |                   |             |
| <b>CO 5</b>                               | To master the functionality of Global Distribution Systems (GDS) and Property Management Systems (PMS) as critical tools for distribution, reservation, and management.   |                   |             |
| <b>SYLLABUS</b>                           |   |                   |             |
| UNIT                                      | CONTENT   |                   | HOURS       |
| <b>I</b>                                  | <b>Working with MS-Office:</b> Professional Documentation with MS-Word - Crafting professional tour documents, itineraries, and promotional brochures - Mail merge for targeted marketing campaigns - Data Analysis and Dashboards with MS-Excel - Creating dynamic pricing models, occupancy rate dashboards, and revenue reports - Creating Dynamic Presentations with MS-PowerPoint - Designing destination presentations - Storytelling through slides. |                   | <b>12</b>   |
| <b>II</b>                                 | <b>Fundamentals of IT:</b> Computer Hardware and Software - Internet and Networking Technologies - Cloud Computing Models (IaaS, PaaS, SaaS) - Significance for tourism businesses (e.g., cloud-based bookings, software access) - APIs and System Connectivity - Cybersecurity and Data Privacy.   |                   | <b>12</b>   |
| <b>III</b>                                | <b>Fundamentals of AI:</b> Introduction to Artificial Intelligence and Machine Learning - Natural Language Processing for Chatbots (for 24/7 customer inquiry handling) - AI-Powered Recommendation Engines (for personalized travel packages and experiences.)- Predictive Analytics for Demand Forecasting - Sentiment Analysis of Online Reviews.  |                   | <b>12</b>   |
| <b>IV</b>                                 | <b>Latest Tourism Technologies:</b> Internet of Things (IoT) for Smart Hotels and Destinations - Virtual Reality (VR) for Destination Marketing - Augmented Reality (AR) for Navigation and Experiences - Blockchain for Secure Transactions and Digital Identity - The Metaverse: Exploration of virtual tourism and its future implications for the industry.   |                   | <b>12</b>   |
| <b>V</b>                                  | <b>GDS &amp; PMS:</b> Global Distribution Systems (GDS) - Architecture and Major Providers (Amadeus, Sabre, Travelport) - Property Management   |                   | <b>12</b>   |

|  |  |  |
|--|--|--|
|  | Systems (PMS) - Core Functions and Vendor Selection - Integration with Channel Managers and POS Systems.   |  |
|  | <p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>• Gilson, P. <i>Technology Application in the Tourism and Hospitality Industry</i> (2023), by Willford Press .</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Xiang, Z., et al. <i>Handbook of e-Tourism</i> (2022), by Springer</li> <li>2. Navarro-Meneses, F. <i>Managing the Smart Revolution in Tourism Firms</i> (2023), by CABI</li> <li>3. FasterCapital. <i>Hospitality and tourism data analytics and intelligence</i> (2025), by FasterCapital</li> <li>4. Reinhold, S., et al. <i>E-Business Models in Tourism</i> (2022), by Springer International Publishing</li> <li>5. IATA. <i>Global Distribution Systems (GDS) Fares &amp; Ticketing course</i> (continuous), by IATA Training</li> <li>6. Buhalis, D. <i>eTourism: Information Technology for Strategic Tourism Management</i> (2003), by Pearson</li> </ol> |  |
|  | <b>Course Outcomes</b>   |  |
|  | <ul style="list-style-type: none"> <li>• Students will demonstrate proficiency in MS Word, Excel, and PowerPoint.</li> <li>• Learners will prepare professional documents, reports, and presentations.</li> <li>• Students will understand how to operate GDS for reservations, ticketing, and scheduling.</li> <li>• Learners will identify and evaluate PMS vendors for hospitality operations.</li> <li>• Students will integrate IT and AI solutions to enhance efficiency in travel and tourism businesses.</li> </ul>  |  |
|  | <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>1. Prepare a professional tourism itinerary using MS Word.</li> <li>2. Use MS Excel to calculate and present travel expenses with charts.</li> <li>3. Design a PPT presentation for promoting a tour package.</li> <li>4. Case study: Compare any 3 major GDS providers.</li> <li>5. Prepare a report on the role of PMS in hotel operations.</li> </ol>   |  |

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**SEMESTER-IV**

**COURSE 8: E-TOURISM**

**Theory**

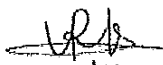
**Credits: 4**

**4 hrs/week**

| <b>SEMESTER – IV</b> |   | <b>Course No. 8</b> | <b>CREDITS – 4</b> |
|----------------------|---|---------------------|--------------------|
| <b>E-TOURISM</b>     |   |                     | <b>4 hrs/week</b>  |
| <b>Theory</b>        | <b>Course Objectives</b>  |                     |                    |
| <b>CO 1</b>          | To introduce the concept of digital tourism enterprises.  |                     |                    |
| <b>CO 2</b>          | To study online consumer behavior and digital customer journey.   |                     |                    |
| <b>CO 3</b>          | To gain knowledge of search engine marketing and digital advertising.   |                     |                    |
| <b>CO 4</b>          | To understand the role of social media in tourism marketing.  |                     |                    |
| <b>CO 5</b>          | To provide insights into digital analytics for tourism businesses.  |                     |                    |
| <b>SYLLABUS</b>      |   |                     |                    |
| <b>UNIT</b>          | <b>CONTENT</b>  |                     | <b>HOURS</b>       |
| <b>I</b>             | <b>Digital Tourism Enterprise:</b> Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & Challenges of Digital Business  |                     | <b>12</b>          |
| <b>II</b>            | <b>Digital Tourist:</b> Online Consumer Behavior: Consumer decision journey and Marketingfunnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making |                     | <b>12</b>          |
| <b>III</b>           | <b>Digital Marketing:</b> Characteristics: Process for Products & Services – Online Segmentation – Targeting – Positioning–Inbound Vs Outbound Marketing–Search engine marketing: search engine optimization and search engine advertising  |                     | <b>12</b>          |
| <b>IV</b>            | <b>Social Media Marketing:</b> Social Media Campaign Process - Social Media Marketing –Development of Social Media Content and Communities - Deliver Social Media Promotions -Measure Social Media Performance - Manage Social Media Activities   |                     | <b>12</b>          |
| <b>V</b>             | <b>Digital Marketing Analytics:</b> Organizational Maturity - Digital   |                     | <b>12</b>          |

|  |  |  |
|--|--|--|
|  | Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration   |  |
|  | <p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>Buhalis, D. <i>eTourism: Information Technology for Strategic Tourism Management</i> (2003), by Pearson.</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Xiang, Z., et al. <i>Handbook of e-Tourism</i> (2022), by Springer .</li> <li>Navarro-Meneses, F. <i>Managing the Smart Revolution in Tourism Firms</i> (2023), by CABI .</li> <li>Reinhold, S., et al. <i>E-Business Models in Tourism</i> (2022), by Springer International Publishing .</li> <li>Gajdošík, T. <i>Smart Tourism Destination Governance: Technology and Design-Based Approach</i> (2022), by Routledge .</li> <li>Chaffey, D. <i>Digital Business and E-Commerce Management</i> (2014), by Pearson Education.</li> <li>Öztürk, A.B. &amp; Hancer, M. <i>Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations</i> (2022), by Goodfellow Publishers Limited</li> </ol> |  |
|  | <b>Course Outcomes</b>   |  |
|  | <ul style="list-style-type: none"> <li>Students will understand e-tourism business models and challenges.</li> <li>Learners will analyze online consumer behavior in tourism.</li> <li>Students will implement SEO and SEM strategies for tourism marketing.</li> <li>Learners will design and evaluate social media campaigns.</li> <li>Students will apply digital analytics tools for performance measurement.</li> </ul>   |  |
|  | <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>Prepare a case study on the role of TripAdvisor in digital tourism.</li> <li>Assignment on SEO strategy for a tourism website.</li> <li>Create a sample social media campaign for a tourist destination.</li> <li>Write a report on the importance of online reviews in travel decisions.</li> <li>Collect examples of 5 e-tourism platforms and compare their business models.</li> </ol>   |  |

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**SEMESTER-IV**

**COURSE 9: TOUR GUIDING AND ESCORTING**

Theory

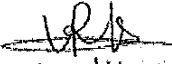
Credits: 4

4 hrs/week

| SEMESTER – IV                     |   | Course No. 9 | CREDITS – 4       |
|-----------------------------------|---|--------------|-------------------|
| <b>TOUR GUIDING AND ESCORTING</b> |   |              | <b>4 hrs/week</b> |
| <b>Theory</b>                     |   |              |                   |
|                                   | <b>Course Objectives</b>  |              |                   |
| CO 1                              | To develop professional knowledge of tour guiding and escorting.  |              |                   |
| CO 2                              | To study the roles and responsibilities of guides and escorts.  |              |                   |
| CO 3                              | To acquire practical guiding techniques and guest-handling skills.  |              |                   |
| CO 4                              | To develop crisis management and guest-relations expertise.   |              |                   |
| CO 5                              | To encourage professional ethics and cultural sensitivity in guiding.   |              |                   |
| <b>SYLLABUS</b>                   |   |              |                   |
| UNIT                              | CONTENT   |              | HOURS             |
| I                                 | Introduction to Guiding and escorting: Meaning; Scope, concept and types of tour guide, Types of Escorts, Characteristics and Importance  |              | 12                |
| II                                | Roles of Guides and Escorts: Various roles of tour guide and escorts, duties and responsibilities, the business of guiding and escorting, organizing a guiding business   |              | 12                |
| III                               | The guiding techniques: Leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances   |              | 12                |
| IV                                | Guest relationship management: Handling emergency situations- medical, personal, official, VISA/passport, Death, handling guest with special needs/ different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct |              | 12                |
| V                                 | Conducting tours: Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow  |              | 12                |

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|  | guides, Coordination with hospitality institutions; points to remember while guiding and escorting   |  |
|  | <p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>Chowdhary, N. &amp; Prakash, M. <i>Interpretation and Tour Leadership</i> (2022), by Goodfellow Publishers.</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>Sracooh, C. &amp; Passah Snr, K. <i>Tour Guiding: The Ultimate Guide to Theory and Practice</i> (2021), by DAKpabli &amp; Associates.</li> <li>Joyce, C. <i>The Professional Tour Guide Planner</i> (2020), by CKB Press.</li> <li>Mansourmahani, S. <i>English for Tour Guides</i> (2025), by Scholars' Press.</li> <li>Sabiiti, F. <i>The Art of Guiding: Core Principles for Tour Professionals</i> (2025), by Kitara Foundation for Regional Tourism.</li> <li>Pond, K. L. <i>The Professional Guide: Dynamics of Tour Guiding</i> (1993), by Van Nostrand Reinhold Company.</li> </ol> |  |
|  | <b>Course Outcomes</b>   |  |
|  | <ul style="list-style-type: none"> <li>Students will understand guiding procedures and escorting practices.</li> <li>Learners will demonstrate leadership and communication skills.</li> <li>Students will apply guest-relations techniques in different tour situations.</li> <li>Learners will handle emergencies and special guest needs effectively.</li> <li>Students will be prepared for professional guiding as a career option.</li> </ul>  |  |
|  | <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>Role play: Act as a tourist guide for a monument in your city.</li> <li>Prepare a "Tour Guide Checklist" for an adventure trip.</li> <li>Write an essay on the ethical responsibilities of a tour guide.</li> <li>Case study: Handling a medical emergency during a tour.</li> <li>Group project: Design a training module for new tour guides.</li> </ol>   |  |

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**SEMESTER-IV**

**COURSE 10: ITINERARY PREPARATION AND TOUR PACKAGING**

Theory

Credits: 4

4 hrs/week

| SEMESTER – IV                                   |  | Course No. 10 | CREDITS – 4 |
|---|--|---------------|-------------|
| <b>ITINERARY PREPARATION AND TOUR PACKAGING</b> |  |               |             |
| Theory  |  |               | 4 hrs/week  |
|   | <b>Course Objectives</b>   |               |             |
| <b>CO 1</b>                                     | To provide theoretical and practical knowledge of itinerary planning.  |               |             |
| <b>CO 2</b>                                     | To design different types of package tours independently.  |               |             |
| <b>CO 3</b>                                     | To study tour costing, pricing, and marketing strategies.  |               |             |
| <b>CO 4</b>                                     | To familiarize with standard procedures in package tour operations.  |               |             |
| <b>CO 5</b>                                     | To equip students with travel documentation processes and requirements.  |               |             |
| <b>SYLLABUS</b>                                 |  |               |             |
| UNIT  | CONTENT  |               | HOURS       |
| I   | <b>Itinerary Planning &amp; Development:</b> Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning –Do's and Don'ts of Itinerary Preparation   |               | 12          |
| II  | <b>Developing &amp; Innovating Package Tour:</b> Tour Formulation and Designing Process: FITs & Group – Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages – Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management  |               | 12          |
| III   | <b>The concept of Costing:</b> Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - TourPricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Agoda, Makemytrip, Yatraetc.   |               | 12          |
| IV  | <b>Operation of Package Tour:</b> Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in andCheck-out in the Hotel, Sightseeing,Do's and Don'ts of Sightseeing, Crisis Management in |               | 12          |

|   |  |    |
|---|--|----|
|   | tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts  |    |
| V | <b>Travel Documentation:</b> Familiarisation with TIM (Travel Information Manual), Passport & VISA-Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit&Debit Card   | 12 |
|   | <p><b>Prescribed Text Book:</b></p> <ul style="list-style-type: none"> <li>• Manglik, R. <i>Travel Agency &amp; Tour Operations Management</i> (2023), by EduGorilla Publication.</li> </ul> <p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Bhardwaj, S. <i>Travel Agency and Tour Operations Management</i> (2023), by Laxmi Publications.</li> <li>2. Wetravel Academy. <i>Small to Great: The Ultimate Guide to Scaling a Tour Operator Business</i> (2024), by Wetravel Academy.</li> <li>3. Rezgo.com. <i>How to Create and Promote Amazing Tour Packages</i> (2025), by Rezgo.com.</li> <li>4. The Travel Institute. <i>How to Start a Home Based Travel Agency</i> (2023), by The Travel Institute.</li> <li>5. Holloway, J.C. <i>The Business of Tourism</i> (2002), by Pearson Education.</li> <li>6. Negi, J. <i>Travel Agency Operations: Concepts and Principles</i> (2005), by Kanishka Publishers.</li> </ol> |    |
|   | <b>Course Outcomes</b>   |    |
|   | <ul style="list-style-type: none"> <li>• Students will prepare professional itineraries and tour packages.</li> <li>• Learners will design FITs, group tours, and SITs with detailed costing.</li> <li>• Students will calculate tour pricing and prepare cost sheets.</li> <li>• Learners will understand pre-tour, on-tour, and post-tour management.</li> <li>• Students will apply knowledge of documentation like passport, visa, insurance.</li> </ul>   |    |
|   | <p><b>Assignments:</b></p> <ol style="list-style-type: none"> <li>1. Prepare a 5-day itinerary for Kerala including cost estimation.</li> <li>2. Case study: Thomas Cook's tour packaging strategies.</li> <li>3. Prepare a comparative report of FIT vs. Group tour packages.</li> <li>4. Assignment on crisis management in tour operations.</li> <li>5. Collect and present 3 real-life examples of travel documents.</li> </ol>  |    |

Accepted and Forwarded

*[Signature]*

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