## Diploma

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| TITLE: Tour Planning and Operation |
| Module Code:  Module: Tour Planning and Operation  Year: 2017 |
| 1. Instructional Hours:   Minimum Requirement: 12 hours  Lecture: 12 hours  Project: 6 hours  Private study: 12 hours  Total:  Credit Value: 2 |
| 1. Module Synopsis:   Tour planning and operation is Structure of tour operator business, related departments, destination survey for producing itinerary, selecting accommodation, transfers and transportation, managing meals and activities, controlling guides and training, promoting, costing and quotation, marketing, launching and operating the tour. |
| 1. Module Objectives   Students will learn the history and types of Tour we have in the industry  Students will learn the about the Importance of Tour Operator as well as the meaning, Scope and functions as well.  Students will learn the different types of Tour Operator  Students will learn to Identify various important national and international tour operators. |
| 1. Learning Outcomes:   Understand the history and types of Tour we have in the industry  Understand about the Importance of Tour Operator as well as the meaning, Scope and functions as well.  Understand the different types of Tour Operator  Understand how to Identify various important national and international tour operators. |
| 1. Assessment Components:   To successfully complete the module students must perform the following:   |  |  |  | | --- | --- | --- | | Components | Weightage | Due Date | | Assignment | 100% | 2 weeks after end of module |  * The nominal word count for this module is 1,200 words. The suggested range is in between 1000-1500 |
| 1. Teaching and learning strategies   Study of this module is by classroom tuition, case-study and independent study.  Teaching media includes:   * PowerPoint * Multimedia Resources * Books references |
| 1. Recommended Reading |

## Detailed Syllabus

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| Learning Objectives: |
| 1. Introduction to Tour Planning and Operation |
| 6.0 Introduction to Tour Planning and Operation  6.1. Explain on Who is a Tour Operator |
| 2. Describe the signification of a tour operator |
| 6.2. Discussion on History of Tour  6.3 The types of tours and explain the differences. |
| 3. Know how tour operators plan, sell, administer and operate a package holiday |
| 6.4 Describe the signification of a tour operator.  6.5. Explain on Difference between Tour Operators  & Travel Agents |
| 4. Types of Itineraries and definition |
| 6.5.1. Discuss about Tour Operator categories  6.5.3.The main functions of large scale tour operating company |