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| **TOU 3127 Tour and Travel Operations Management** | **Course Title:**  |
| Course Description:The course exposes students to knowledge on the operations and management of tour and travel segments of the tourism industry. It equips them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers. |
| Course Objectives:* Knowledge of the tour operations industry
* Knowledge and skills of tour operators’ products
* Knowledge and skills essential in the administration and management of tour operations as a business
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| **Course Outline:*** Modes of travel
* Trends and contemporary issues in the travel industry
* Factors influencing the tour operating industry
* Tour motivations and the vacation decision
* Tour and travel intermediaries:Tour Operators, Travel Agents, Tours guides
* Tasks and responsibilities of a tour operator
* Travel, Transfer and Accommodation planning
* Itinerary Planning
* Pricing, Travel Management, Tour schedule and Information
* Tour administration and management – office, reservations, data management
* Travel Facility Management
* Legal Aspects in Tour and Travel Operations
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| **Learning Outcomes:*** Knowledge and skills of tourism operations industry
* Understating legal aspects in tour and travel operations.
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| **Method of Teaching/Delivery:**Lecture Hours – 45Practical Hours – 15Tutorial Hours – 15 | **Mode of Assessment:*** Course Work
* Practical
* Final written Exam
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| **Reading/Reference Materials*** Wheeler M. 1995. Tourism Marketing Ethics
* Yale P. (1995) The Business of Tour Operations
* Cogliandro J. A. (2007) Intelligent Innovation: Four Steps to achieving Competitive Edge. John Ross Publishing, Inc.
* Palmatier G. and Crum C. (2002) Enterprise Sales and Operations Planning: Synchronizing Demand, Supply and Resources for Peak Performance. John Ross Publishing, Inc.
* Crum C. and Palmatier G. (2003) Demand Management Best Practices: Principles, Process and Collaboration. John Ross Publishing, Inc.
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