

5 TOUR PLANNING AND OPERATIONS

Prerequisites:

Credits: 4

Overview

This course provides guidelines for planning domestic and foreign itineraries. The programme is intended to facilitate analysis of management strategies, the organization and development of tours, communications strategies, and special interest tourism and visitor impact management. Students will also have the opportunity to expand skills and knowledge acquired in other tourism modules.

General Objectives

This course is designed to enable students to:

- 1 develop an understanding of the creation of the inclusive tour product in the leisure travel market
- 2 develop interactive and communication skills
- 3 examine human behaviour as it relates to the purchase of tours

Learning Outcomes

Upon completion of this course, the learner will:

- 1 define the key elements of Tour Planning and Operations
- 2 evaluate key management issues and processes at operational stages and at post-production
- 3 define principles of sound financial management in tour operating

Topics

1.0 Introduction – Defining Who’s Who

Objectives

Upon completion of the topic the student will be able to:

- 1.1 distinguish between the role of the Tour

Manager/Director, Tour Guide, and Tour Operator

- 1.2 identify key Service Providers, Companies and their products in the Tour Operating Business
- 1.3 use the Code of Ethics applicable to Tour Operations
- 1.4 identify relevant environmental/health and safety requirements.

Content

- The role of the Tour Manager/Director, Tour Guide, Tour Operator
- Service providers, companies and their products
- Code of Ethics
- Environmental/Health and Safety Standards

2.0 Principles of Tour Planning

Objectives

Upon completion of the topic the student will be able to:

- 2.1 define the components and types of package tours
- 2.2 discuss the importance of including cultural, historical and man-made attractions in the preparation of a package tour
- 2.3 use a variety of tools for the preparation of routing, time scheduling and itinerary planning
- 2.4 utilize research and reference materials for the preparation of Tour Commentary and Interpretation
- 2.5 speak confidently before large and small audiences

Content

- The components and types of package tours
- Initial preparation: the importance of finding cultural, historical and man-made attractions
- Introduction to a variety of tools for planning
- How to develop a time schedule and itinerary
- Commentary/research and reference materials
- Conduct and public speaking

3.0 Receptive and Incentive Tour Operations

Objectives

Upon completion of the topic the student will be able to:

- 3.1 identify similarities and differences in local sightseeing for domestic and international operations
- 3.2 describe types of functions, groups handled and services provided for tours
- 3.3 discuss how to handle groups involved in Seminars, Conventions and Incentive Programmes.

Content

- Similarities and difference in local sightseeing for domestic and international operations
- Types of functions, groups handled and services provided
- Handling groups involved in Seminars/conventions/incentive programmes

4.0 People and Situational Handling

Objectives

Upon completion of the topic the student will be able to:

- 4.1 discuss the motivators for leisure and recreation
- 4.2 explain satisfiers and dis-satisfiers in the Leisure Market
- 4.3 practice problem solving/conflict resolution
- 4.4 identify potential problems and emergencies in the field and methods of handling them.

Content

- Why people go on tours – the motivators for leisure and recreation
- Satisfiers and dis-satisfiers in the leisure market
- Problem solving in Conflict resolution
- Potential problems and emergencies
- A guide to finding creative solutions

5.0 Management Concepts in Tour Planning

Objectives

Upon completion of the topic the student will be able to:

- 5.1 identify product research for the development and planning of tours
- 5.2 use programme planning and costing for local and international tours
- 5.3 identify information technology and management information systems to improve operational efficiency

Content

- Product research and development
- Programme planning and costing for local and international tours
- Use of information technology and management information systems.

6.0 Key Issues in Service Management Operations

Objectives

Upon completion of the topic the student will be able to:

- 6.1 develop contractual arrangements with service providers in the transport, destination management, accommodations sectors, etc
- 6.2 deliver and operate services for the customer
- 6.3 implement measures to control quality and customer service.
- 6.4 operate within the required legislative and regulatory frameworks

Content

- Development of contractual arrangements with service providers in the transport, destination management, accommodations sectors, etc.
- Negotiation and purchase of services
- Delivering and operating services to the customer
- Controlling quality and customer relations
- Legislative and regulatory frameworks

7.0 Financial Management

Objectives

Upon completion of the topic the student will be able to:

- 7.1 develop strategies for profitability and opportunities for investment and revenue generation
- 7.2 manage international financial transactions

Content

- Strategies for profitability and opportunities for investment and revenue generation
- Managing international financial transactions.

Instruction Format

The course will take the form of lectures, interactive discussions and role playing exercises. Local Tour Operators and Travel Agents will be invited to impart knowledge and share experiences.

Field Workshop 1: Half day "on site" training at international airport. Visit a group check-in area, do luggage handling. Learn "meet & greet" operations and expedite group clearance. Tour Customs/Immigration area.

Field Workshop 2: One-day practical application aboard a motor coach. Learn microphone techniques, giving directions and commentary on Tour.

Overseas Field Workshop: Overseas tour allows students to apply the principles taught

- Review tour documents and observe group check-in and boarding procedures
- Seat rotation, group orientation, rest stops, lunch stops, picture stops, safety procedures aboard the coach
- Bus driver/tour client interaction
- Paying for services, hotel check-in and check-out procedures.
- The student will learn how to present material (commentary) that is both interesting and entertaining from observing the instructor and "real life operators."

Assessment and Evaluation

Students will be assessed on class participation, and course work. In addition students will undertake a major project specifically aimed at practicing and applying Tour Operation and Management skills learnt throughout the duration of the course.

- Class Participation – 15%
- Individual Assignment – 20%
- Group Assignment – 25%
- Major Project – 40%

Recommended Text

Conducting Tours. Mancini, M. Delmar Publishers/ITP

Essentials of Tour Management; Fay, B., Prentice Hall

Tour Planning and Tour Operations, 2008, D Nigam; published by Shree Pub.

Resources

The Business of Tour Operations. P Yale; published by Longman.

The Business of Tourism, J C Holloway; published by Longman.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.