

Course Syllabus

- | | |
|----------------------------------|---|
| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 430 |
| Course Title | Managing Package Tourism |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1 / Every academic year |
| 7. Conditions | Maximum number of students is 40 |

8. Course Description

The roles of major suppliers in the tourism industry in terms of their planning management operation of tour operators, and destination research; design itineraries; calculate and set the selling prices of tour packages.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1. Acknowledge the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping
- 9.2. Understand different types of tour operators as well as basic types of organizational structures
- 9.3. Identify tour distribution channels
- 9.4. Evaluate the significance of business plan for tour operators
- 9.5. Appreciate the ways in destination research, development, and supply negotiations
- 9.6. Device and develop tour itinerary planning
- 9.7. Understand how to strategically price the tour
- 9.8. Acknowledge the specific communications strategies of tour operators
- 9.9. Understand the three major function of tour operations; pre-tour operation, tour execution, and post-tour phase
- 9.10. Appreciate an administration of tour operation and its environment

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	• Introduction: a Package Tour, • Tour Operator and Travel Agents	4	-	8	Muangasame , K.
2	• Tour Planning and Development, • Destination Research & Suppliers negotiation	4	-	8	
3	• Tour Itinerary and Development • Costing a tour	4	-	8	
4	Pricing Strategies	4	-	8	
5	Marketing and Promotion	4	-	8	
6	Communication-Mix	4	-	8	
7	Preparation of brochure	4	-	8	
8	Pre-Tour Operation	4	-	8	
9	Tour Execution	4	-	8	
10	Post-tour operation	4	-	8	
11	Presentation and Future Trend	4	-	8	
	Total	44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Case studies
- 11.3 Discussion
- 11.4 Assignments

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1. the ability in acknowledging the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping
- 13.2. the ability in understanding different types of tour operators as well as basic types of organizational structures
- 13.3. the ability in identifying tour distribution channels
- 13.4. the ability in evaluating the significance of business plan for tour operators
- 13.5. the ability in appreciating the ways in destination research, development, and supply negotiations
- 13.6. the ability in devising and developing tour itinerary planning
- 13.7. the ability in understanding how to strategically price the tour
- 13.8. the ability in acknowledging the specific communications strategies of tour operators
- 13.9. the ability in understanding the three major function of tour operations; pre-tour operation, tour execution, and post-tour phase
- 13.10. the ability in appreciating an administration of tour operation and its environment

Ratio of mark

1. Class participation	10%
2. Project assignment	30%
3. Presentation and report	20%
4. Final examination	40%
Total	100 %

14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Textbooks

Fay, B. (1992) *Essential of Tour Management*, Englewood Cliffs: Prentice Hall Inc.

Mincini, M. (1996) *Conducting Tours*, London: Delmar Publishers

Additional readings:

Yale, Pat (1995) *The Business of Tour Operations*, London: Longman Group

Webster, Susan (1993) *Group Travel Operating Procedures* (2nd ed.), Van Nostrand Reinhold.

