

Colbourne College

SYLLABUS

TTM 103 Tour Operations Management (3)

Duration: 1 Semester/45 hours

Credits: 3

Lecturer:

Lecturer's Email:

Course Prerequisites:

None

Course Description;

This course teaches important skills about tour operator management at the national and international levels, including relationship between tours and other segments of the tourism industry. The course is designed to be highly interactive, providing students the opportunity to learn from each other as well as the instructor. Student through role playing are encouraged to be knowledgeable, efficient, and ethical.

Course Objectives;

The course objective is to train those who are interested in tour management to be professional tours managers with emphasis on tours planning and salesmanship.

Students Learning Outcomes. Upon completing the course the students will;

1. understand and apply their knowledge about travel business management, travel products and travel services.
2. understand the relationship between tours and other segments of the tourism industry.
3. understand and be able to apply knowledge for working in tours planning, tour sales and other tourism industry.
4. develop sales competencies.
5. To be able to explain the principles, practices and scope of tour operator management.

Textbook Required:

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

Supplemental Materials:

- Professional Association Publications
- Internet resources
- Current Periodical

TTM 103 Tour Operations Management (3)

COURSE OUTLINE: Week One to Week Fifteen Lessons

Lesson 1	Introduction	<ul style="list-style-type: none"> • Course Overview • Student Expectations • Tour Operators • Destination Marketing Organizations • Tourism Industry Structure • Tour Director • Tour Leader • Tour Guide • Compensation for Services
Lesson 2	Travel Organisations	<ul style="list-style-type: none"> • Types of Tours • Types of Services Provided • Identify tour distribution channel • Transportation Alternatives • Independent Contractor vs. Employee
Lesson 3	Tours	<ul style="list-style-type: none"> • Types of package tour arrangement • Types of inclusive tour concepts • Tour management and planning
Lesson 4	Attractions and Destinations	<ul style="list-style-type: none"> • Accommodations, Attractions and Destination Study <ul style="list-style-type: none"> - North America - Caribbean - Canada - Mexico - South America
Lesson 5	Travel Planning	<ul style="list-style-type: none"> • Map Reading and Routing • Creating a Tour • Understanding Timing • Linking Tour Elements • Sightseeing
Lesson 6	Tour Operations	<ul style="list-style-type: none"> • Elements of researching travel and destination information • destination survey • designing the tour • planning the tour program
Lesson 7	Itinerary Development	<ul style="list-style-type: none"> • Itinerary development (Creating the itinerary and writing the tour itinerary) • Costing and Pricing the Tour
Lesson 8		MIDTERM EXAMINATION

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COURSE OUTLINE: Week One to Week Fifteen Lessons

Lesson 9	Communication and Interpersonal Skills	<ul style="list-style-type: none"> • Communication Skills, • Understanding Human Behavior • Group Dynamics • Problem Solving • Ego States • Listening • Conflict Resolution (handling customer complaints amicably) • Motivation • Establishing Credibility • Group Leadership • Difficult passengers • Group Psychology • Professional Behaviour
Lesson 10	Tourism Marketing and Sales Dynamics	<ul style="list-style-type: none"> • Marketing mix • Selling techniques such as personal sales calls, written communications (letter, fax and email), telemarketing • advertising in the right media (print and electronic) • exhibiting at trade shows and other industry events and promotions • facility preparation • gaining competitive advantage
Lesson 11	Public Speaking Presentation Skills	<ul style="list-style-type: none"> • Research the topic • Use Technology • Organize ideas logically • Incorporate humour • Vary vocal pace, tone, and volume • Punctuate words with gestures • Utilize 3-dimensional space • Connect with the audience • Interact with the audience • Act and speak ethically • Start strong and close stronger: Conclude properly <p>Role Play</p>
Lesson 12 PRESENTATION: Selling a North American Tour Package to select audience		
Lesson 13 and 14	Tour Administration	<ul style="list-style-type: none"> • Pre-trip Duties <ul style="list-style-type: none"> - Develop and Review Contract - Health Insurance - Confirming Suppliers - Arrival/Departure Procedures - Rooming/Boarding Lists - Spot Time • Reservations
Lesson 15 FINAL EXAMINATION		