

TOUR OPERATION AND TRAVEL FACILITATION

Credit: 3

Max Mark: 50

Course Objectives:

This course aims:

- To develop practical skills required for entry-level tour executives.
- To acquaint students with tourism concepts, regional resources, ticketing, and tour packaging.
- To enhance employability in travel agencies, tour operations, airlines, and tourism services.

Course Outcomes:

After completion of the course, learners will be able to:

- Explain fundamental concepts and types of tourism.
- Identify and interpret tourism resources of North East India.
- Perform basic ticketing and online travel booking operations.
- Design simple tour packages and itineraries.
- Apply costing and vendor coordination skills in tour planning.

Unit 1: Fundamentals of Tourism

- Meaning, nature and scope of tourism
- Types of tourism: Domestic, International, Eco, Cultural, Adventure, Medical
- Definitions: Traveller, Tourist, Excursionist, Transit Visitor
- Tourism product: Feature and components.
- Basics of tourism marketing with an introduction to digital marketing in tourism.

Unit II: Tourism Resources of North East India

- Map knowledge of India with special reference to North East India
- Natural tourism resources: Hills, rivers, wildlife, climate
- Cultural tourism resources: Festivals, tribes, crafts, cuisine.
- Historical and religious tourism sites of North East India
- Emerging tourism destinations in the North East India.

Unit III: Ticketing, Travel Documentation and Tour Package Preparation

- Concept, scope and modes of ticketing: Air, Rail and Road
- Online Ticketing Systems: Processes, Websites, and Booking Platforms.
- Modes of travel and accommodation planning with Tour Itinerary Design. (One-Day and Multi-day Tours).
- Liaison with hotels, transporters and local vendors with tour costing and pricing basics

- Practical exercise: Preparation of a simple tour package for North East India.

Suggested Readings

- Bhatia A.K., *Tourism Development: Principles and Practices*. Sterling Publishers Pvt. Ltd., New Delhi, 2013.
- Holloway, J.C., *The Business of Tourism* (7th edition), Pearson Education Ltd., Harlow, England. 2009.
- Cooper, C., Fletcher, J., Fyall, Gilbert, D., & Wanhill, S. *Tourism: Principles and Practice* (4th Edition), Pearson Education Ltd., Harlow, England.
- Negi, J.M.S., *Tourism and Travel: Concepts and Principles*, Kanishka Publishers, New Delhi, 2010.
- Chetwani, Tarun. *Ticketing and Travel Agencies*. Cyber Tech Publications, 2008.
- Government of India. (Latest Edition). *Tourism Statistics at a Glance / India Tourism Reports*, Ministry of Tourism, Government of India, New Delhi.