

**Model Syllabus for 4-Year UG Honors in  
Tourism and Travel Management  
As Major in consonance with Curriculum framework  
w.e.f. AY 2026-27**

**COURSESTRUCTURE**

| <b>Year</b> | <b>Semester</b> | <b>Course</b> | <b>TitleoftheCourse</b>                  | <b>No.of Hrs<br/>/Week</b> | <b>No. of<br/>Credits</b> |
|-------------|-----------------|---------------|------------------------------------------|----------------------------|---------------------------|
| <b>II</b>   | <b>IV</b>       | <b>8</b>      | E-Tourism                                | <b>4</b>                   | <b>4</b>                  |
|             |                 | <b>9</b>      | TourGuidingandEscorting                  | <b>4</b>                   | <b>4</b>                  |
|             |                 | <b>10</b>     | ItineraryPreparationandTour<br>Packaging | <b>4</b>                   | <b>4</b>                  |

**SEMESTER-IV****COURSE10:ITINERARYPREPARATIONANDTOUR PACKAGING****Theory****Credits:4****4hrs/week**

| <b>SEMESTER-IV</b>                           | <b>CourseNo. 10</b>                                                                                                                                                                                                                                                                                                                                                                     | <b>CREDITS-4</b> |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>ITINERARY PREPARATIONANDTOURPACKAGING</b> |                                                                                                                                                                                                                                                                                                                                                                                         |                  |
| <b>Theory</b>                                |                                                                                                                                                                                                                                                                                                                                                                                         | <b>4hrs/week</b> |
|                                              | <b>CourseObjectives</b>                                                                                                                                                                                                                                                                                                                                                                 |                  |
| <b>CO1</b>                                   | To providetheoreticalandpracticalknowledgeofitineraryplanning.                                                                                                                                                                                                                                                                                                                          |                  |
| <b>CO2</b>                                   | Todesigndifferenttypesofpackagetoursindependently.                                                                                                                                                                                                                                                                                                                                      |                  |
| <b>CO3</b>                                   | Tostudytourcosting,pricing,andmarketingstrategies.                                                                                                                                                                                                                                                                                                                                      |                  |
| <b>CO4</b>                                   | Tofamiliarizewithstandardproceduresinpackagetouroperations.                                                                                                                                                                                                                                                                                                                             |                  |
| <b>CO5</b>                                   | Toequipstudentswithtraveldocumentationprocessesandrequirements.                                                                                                                                                                                                                                                                                                                         |                  |
| <b>SYLLABUS</b>                              |                                                                                                                                                                                                                                                                                                                                                                                         |                  |
| <b>UNIT</b>                                  | <b>CONTENT</b>                                                                                                                                                                                                                                                                                                                                                                          | <b>HOURS</b>     |
| <b>I</b>                                     | <b>Itinerary Planning &amp; Development:</b> Meaning, Importance and Types of Itinerary-ResourcesandStepsforItineraryPlanning–Do’sand Don’tsofItineraryPreparation                                                                                                                                                                                                                      | <b>12</b>        |
| <b>II</b>                                    | <b>Developing &amp; Innovating Package Tour:</b> Tour Formulation and DesigningProcess: FITs &Group –Special InterestTours(SITs),Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages–ComponentsofPackageTours,Pre-TourManagement,Tour Operation,PostTourManagement                                                                                          | <b>12</b>        |
| <b>III</b>                                   | <b>The concept of Costing:</b> Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - TourPricing - Calculation of Tour Price – PricingStrategies-TourPackagesofThomasCook,SOTC,Agoda, Makemytrip, Yatraetc.                                                                                                                                                             | <b>12</b>        |
| <b>IV</b>                                    | <b>Operation of Package Tour:</b> Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itineraryto Tour Leader, Guide, Driver & Transporter, Standard Procedures for PickupandDrop,Check-inandCheck-outintheHotel, Sightseeing,Do’sandDon’tsofSightseeing,CrisisManagementin | <b>12</b>        |

|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |    |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|   | tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |    |
| V | <b>Travel Documentation:</b> Familiarisation with TIM (Travel Information Manual), Passport & VISA-Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 12 |
|   | <b>Prescribed Text Book:</b> <ul style="list-style-type: none"> <li>Manglik, R. <i>Travel Agency &amp; Tour Operations Management</i> (2023), by Edu Gorilla Publication.</li> </ul> <b>References:</b> <ol style="list-style-type: none"> <li>Bhardwaj, S. <i>Travel Agency and Tour Operations Management</i> (2023), by Laxmi Publications.</li> <li>Wetravel Academy. <i>Small to Great: The Ultimate Guide to Scaling a Tour Operator Business</i> (2024), by Wetravel Academy.</li> <li>Rezgo.com. <i>How to Create and Promote Amazing Tour Packages</i> (2025), by Rezgo.com.</li> <li>The Travel Institute. <i>How to Start a Home Based Travel Agency</i> (2023), by The Travel Institute.</li> <li>Holloway, J.C. <i>The Business of Tourism</i> (2002), by Pearson Education.</li> <li>Negi, J. <i>Travel Agency Operations: Concepts and Principles</i> (2005), by Kanishka Publishers.</li> </ol> |    |
|   | <b>Course Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |    |
|   | <ul style="list-style-type: none"> <li>Students will prepare professional itineraries and tour packages.</li> <li>Learners will design FITs, group tours, and SITs with detailed costing.</li> <li>Students will calculate tour pricing and prepare cost sheets.</li> <li>Learners will understand pre-tour, on-tour, and post-tour management.</li> <li>Students will apply knowledge of documentation like passport, visa, insurance.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |
|   | <b>Assignments:</b> <ol style="list-style-type: none"> <li>Prepare a 5-day itinerary for Kerala including cost estimation.</li> <li>Case study: Thomas Cook's tour packaging strategies.</li> <li>Prepare a comparative report of FIT vs. Group tour packages.</li> <li>Assignment on crisis management in tour operations.</li> <li>Collect and present 3 real-life examples of travel documents.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |

**4- Year UG Honours, Major**  
**Syllabus**  
**(2026-27)**  
**Semester-IV**

**Model Question Paper**

**Time : 3hrs**

**Marks:75**

**Part-A**

**Answer any Five Questions. Each Question carries 3 Marks.**

**5x3=15**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Answer the following questions. Each question carries 12 Marks**

**5x12=60**

11. a) Unit-I  
(Or)  
b) Unit-I

12. a) Unit-II  
(Or)  
b) Unit-II

13. a) Unit-III  
(Or)  
b) Unit-III

14. a) Unit-IV  
(Or)  
b) Unit-IV

15. a) Unit-V  
(Or)  
b) Unit-V