



Module Structure

Module Title : Tour Organisation and Ground Hosting

Module Code : HTPM232

Programme of Study/Year of Study : Hospitality and Tourism Management/Year 2

Group : HTMII **Semester :** Fall

Number of Hours Taught: 2 per week **ECTS :** 3

Instructor: George Stephani

Office Hours: Friday: 09:00 – 10:00

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Pre-requisite(s) :

Module Rationale

This module provides students with the necessary knowledge, skills and competencies to develop and manage organised tours and ground hosting. It enables the students to handle both incoming and outgoing travelers in the business of tours.

Aims

This module aims to provide students with the required knowledge of the tour organisation business and the way to prepare a tour. The module exposes students to the various types of tour organisation, packaging, programmes and itineraries. Students learn how to prepare a successful tour considering the underlying factors and utilising contemporary techniques. They learn how to facilitate an organised tour by negotiating with the main providers and implement it successfully.

Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. Understand tour organisation business
2. Learn how to prepare an itinerary - costing
3. Identify the types of tours and packages
4. Acquire negotiation skills to deal with the service providers
5. Identify the roles of all persons involved

Delivery Methods:

Lectures, case studies, coursework, demonstration, teamwork

Assessment:

| | |
|---------------|-------------|
| Tests | 30% |
| Assignment | 30% |
| Examination | 40% |
| TOTAL: | 100% |

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

| Week | Dates | Topics to be Covered | Reference Chapter / Material |
|------|-------------|--|------------------------------|
| 1. | 02/10-06/10 | Introduction Group Organisation and Ground Hosting | Handouts |
| 2. | 09/10-13/10 | Becoming a tour organiser /travel agent/types of tour operators | Handouts |
| 3. | 16/10-20/10 | Tour Operators and Setting up/ Travel documentation | Handouts |
| 4. | 23/10-27/10 | Airlines and Hotels (types and categories) TEST | Handouts |
| 5. | 30/10-03/11 | Defining Tours and packages/ Type of package tours: Inbound and Outbound - Bookings | Handouts |
| 6. | 06/11-10/11 | Guides, Escorts (difference between them), Entrance fees, Meals/ Coaches – Skills and responsibilities | Handouts |
| 7. | 13/11-17/11 | Car Rentals, Cruises, Railways, Jeep tours, Regular tours, Other activities | Handouts |
| 8. | 20/11-24/11 | Requests/Costings/Negotiations with Service providers | Handouts |
| 9. | 27/11-01/12 | Preparation of Itinerary TEST | Handouts |
| 10. | 04/12-08/12 | Tailor made programs – itineraries/ Special interests | Handouts |
| 11. | 11/12-15/12 | Incentives– team building / Conferences | Handouts |
| 12. | 18/12-22/12 | Tour organisation - Ground hosting /Case studies - practice | Handouts |
| 13. | 08/01-10/01 | Handling your customers | Handouts |

Essential Reading

Handouts will be provided by the Instructor

Additional Reading

Steinberg, W., 2000. *Travel Agency Operations* International Institute of Travel Staff
Burgan, M., (2000) *Career Information, Travel Agent*

