

Course Title	HTM 306 Tour Operator and Travel Agency	Instructor(s)	Dr. Raweewan Proyrungroj
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Class Style	Lecture	Office Hours	TBA
Track	Hospitality and Tourism Management	Mode of Instruction	Lecture and active learning
Credits	2 credits	Allocated Year	Spring 2025
Active Learning	Category 1- (3) Written paraphrases and summaries (6) Response/reaction Category 2 -(3) Presentation and reverse Category 3- (2) Pause for reflection Category 4 -(1) Interactive lectures (3) Free discussions (9) Group work on questions	Compulsory or Elective	Compulsory
Course Overview	Explore the definitions, organizational structures, and operational processes of tour operators and travel agencies. Learn about tour product development, itinerary planning, negotiation strategies with service providers, tour costing, and the essentials of tour planning for seamless execution.		
Course Objectives	In this course, students will learn about event planning and marketing and be able to: <ol style="list-style-type: none"> <li>1. Understand the fundamental concepts and distinctions between tour operators and travel agencies, including their organizational structures, roles, and functions within the tourism industry.</li> <li>2. Identify and categorize different types of tour products offered by tour operators and travel agencies, considering their unique characteristics, target markets, and destination preferences.</li> <li>3. Develop practical skills in tour itinerary planning, negotiation techniques with tourism-related service providers, and the operational logistics involved in executing a tour.</li> <li>4. Analyze the process of costing a tour to ensure financial viability and competitiveness in the marketplace.</li> </ol>		
Prerequisite			
Course Schedule	No	Contents	Homework
	1	Syllabus explanation and introduction to the course topics <i>Understand the syllabus and an overview of the course</i>  <b>Chapter 1 Introduction to Tour Operator and Travel Agency Business</b> <i>Explain definitions and types of tour operator and travel agency.</i>	Answer the homework sheet. Read the course materials for week 2.
	2	<b>Chapter 1 Introduction to Tour Operator and Travel Agency Business (cont'd)</b> <i>Explain definitions and types of tour operator and travel agency.</i>	Answer the homework sheet. Read the course materials for week 3.
	3	<b>Chapter 2 Tour Products</b> <i>Describe unique characteristics of tour products, types of tour products</i>	Answer the homework sheet. Read the course materials for week 4.
	4	<b>Chapter 2 Tour Products (cont'd)</b> <i>Describe unique characteristics of tour products, types of tour products</i>	Read the course materials for Week 5.
	5	<b>Chapter 3 Organizational Structure of a Tour</b>	Answer the homework sheet.

		<b>Operator/Travel Agency</b> <i>Outline departments within a typical tour operator/travel agency and responsibilities of each department and its relationship with other departments</i>	Prepare for the test.
	6	Test (Chapters 1-3)	Read the course materials for Week 7.
	7	<b>Chapter 4 Tour Itinerary Planning</b> <i>Explain general considerations in itinerary planning</i>	Answer the homework sheet. Read the course materials for Week 8.
	8	<b>Chapter 5 Negotiation and working with Tourism-Related Service Providers</b> <i>Explain the process and key considerations in the negotiation with tourism-related service providers.</i>	Answer the homework sheet. Read the course materials for Week 9.
	9	<b>Chapter 6 Operating a tour</b> <i>Outline the process in operating a tour</i>	Answer the homework sheet. Prepare for the test.
	10	Test (Chapters 4-6)	Answer the homework sheet. Read the course materials for Week 11.
	11	<b>Chapter 7 Costing a tour</b> <i>Explain the process of calculating a tour cost</i>	Answer the homework sheet. Read the course materials for Week 12.
	12	<b>Chapter 7 Costing a tour (cont'd)</b> <i>Practice calculating a tour cost</i>	Answer the homework sheet. Read the course materials for Week 13.
	13	<b>Chapter 8 Planning a tour</b> <i>Working in group to plan a tour</i>	Answer the homework sheet. Prepare the PPT slides for the presentation
	14	<b>Chapter 8 Planning a tour</b> Presentation of a tour which students have planned.	Answer the homework sheet.
	15	Review of the content for the final examination Presentation about things students have learned during the semester.	Prepare for the final examination.
Grading	Grades will be determined as follows: <ul style="list-style-type: none"> <li>- Attendance           10%</li> <li>- Tests                   20%</li> <li>- Oral presentations (group presentations)   15%</li> <li>- Review questions 10%</li> <li>- Participation (i.e. answering the questions, sharing opinions, asking questions) 5%</li> <li>- Homework       10%</li> <li>- Final examination   30%</li> </ul>		
Textbooks	Course materials prepared by the lecturer.		
References	Bryant, T. (2022). <i>The business of travel agency and tour operations</i> . Murphy & Moore Publishing. Mary, A. S. (2021). <i>The principles of travel agency and tour operation management</i> . White Falcon Publishing.		
NOTES	<b>Class Preparation and Review</b>		

	<p>As with any college class, students are expected to study course materials outside of class. For this class, students should read each assigned reading before coming to class. It will take approximately two hours to look up new vocabulary, identify and comprehend the main concepts, answer homework questions, and prepare for each class meeting. Finally, students should spend about one hour before class reviewing their notes from previous classes, writing down any questions they have about the lesson, and doing additional research to prepare for class discussion.</p> <p>In other words, students are expected to spend at least one hour preparing for every hour of lesson, and one hour reviewing and doing Homework. Therefore, because we meet for 90 minutes per week, you should be doing at least 180 minutes preparing and reviewing each week.</p>
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