UNIVERSITI TEKNOLOGI MARA

HTT350: TOUR PLANNING AND DESIGN

Course Name (English)	TOUR PLANNING AND DESIGN APPROVED
Course Code	HTT350

MQF Credit	3

Course Description	The course is designed as part of the four areas of specialization within the Travel & Tour Management. It is intended for the individuals who wish to develop their practical operational skills and gain a base for pursuing a career in the travel and tour industry. Considering the changing role of the tour company in an environment of consolidation and globalization, the course provides a solid foundation for understanding all of the elements that are found in a successful tour. The step-by-step and how-to-approach tour operations allow the students to see how things are accomplished rather than simply providing theories.

Transferable Skills	Organizational skills People skills Management skills Communication skills Research skills Leadership skills

Teaching Methodologies	Lectures, Field Trip, Discussion, Presentation

CLO		
	CLO1	Verify and assess the tour costing by communicating and selecting various available suppliers to create good marketable package
	CLO2	observe, formulate and plan a tour itinerary with regards to the elements of activities, distance of location and tour group suitability
	CLO3	Plan, conduct and carry out with team members a tour package

Pre-Requisite Courses	No course recommendations

Reading List	Recommended Text	• **Mancini, M. 2001, *Conducting Tours 4th Edition*, Delmar Publisher United States**
	Reference Book Resources	• **Mancini, M. 2005, *Access Introduction to Travel and Tourism.*, Delmar Publishers** • **Aryear, G. 1993, *The Travel Agent, Dealer in Dreams Fourth Edi*, Regents/Prentice Hall Inc.,** • **Landry, L. Janice, F. & Anna, H. (1994, *The World Is Out There Waiting: Career & Tech*, Prentice Hall Inc.,** • **Howard. J. and Harris, R., 2001, *Australian Travel Agency.*, McGraw Hill Companies, Inc.** • **Youell, R. 2001, *Travel and Tourism: Vocational A-Level.*, Longman**

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources