Broward Community College
Course Outline

STATUS: A

COMMON COURSE NUMBER: HFT 2730

COURSE TITLE: Tour Packaging

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion	48
Lab	
Other	
Contact Hours/Week	3

CATALOG COURSE DESCRIPTION:

Prerequisite: HFT 1700

Corequisite: None

This course provides a study of how to create, develop and sell package tours. Methods of customizing tours through the proper matching of destinations with market segments are covered.

General Education Requirements - Associate of Arts Degree, meets Area(s):
General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. Official Airline Guide
2. Tourism Geography
3. Tour Creation
4. Tour Pricing
5. Tour Marketing

I. Course Overview:

Upon successful completion of this course, the students should be able to create, develop and sell package tours; to define market segments that would be viable prospects for specified destinations and to define destinations that would be logical tourism products for specified market segments.

II. Units:

Unit 1. Official Airline Guide

General Outcome:

1.0 The students should be able to demonstrate competence in using the "Official Airline Guide."

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 Identify 85% of the terms and symbols from the "Official Airline Guide" contained on a representative listing.

1.2 Plan, price, and ticket the passengers with the most appropriate itineraries for a given number of specific travel programs

Unit 2. Tourism Geography

General Outcome:

2.0 The students should be able to demonstrate his/her knowledge of the major tourist receiving and sending areas of the world and their spatial relationship.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 Identify the locations of significant tourist destination areas from a given series of unlabeled world maps.

2.2 Identify the locations of significant tourist generating areas from a given series of unlabeled world maps.

2.3 Chart the major tourism flows from a given series of unlabeled world maps.

Unit 3. Tour Creation

General Outcome:

3.0 The students should be able to demonstrate competence in creating package tours.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

3.1 Create a package tour specifically for a given market based on the following criteria:

- 3.1.1 Price
- 3.1.2 Length and season
- 3.1.3 Free time/structured time ratio
- 3.1.4 Type and quality of accommodations
- 3.1.5 Type and quality of transport
- 3.1.6 Type and quality of meals
- 3.1.7 Type and quality of attractions
- 3.1.8 Government regulations

Unit 4. Tour Pricing

General Outcome:

4.0 The students should be able to demonstrate competence in pricing package tours.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Create a cash flow analysis and profit projection of a given tour package based on the following criteria:

- 4.1.1 Full costing of package
- 4.1.2 Incremental costing of package
- 4.1.3 Income forecast
- 4.1.4 Profit, full costing
- 4.1.5 Profit, incremental costing
- 4.1.6 Schedule of cash outflows, conception through collection
- 4.1.7 Schedule of cash inflows, conception through collection

Unit 5. Tour Marketing

General Outcome:

5.0 The students should be able to demonstrate competence in marketing package tours.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

5.1 Create a marketing plan for a given tour package based on the following criteria:

5.1.1 Identification of market segments
5.1.2 Channels of distribution
5.1.3 Advertising campaign
5.1.4 Publicity campaign
5.1.5 Sales campaign
5.1.6 Time frame for implementation

Special Student Projects:

Create a tour package fitting the needs of the target market specified by the instructor, price it, market it. Visits to industry and governmental tourism conferences.