

Department of Tourism Management

Itinerary Preparation (SEC)

Semester IV

### **Unit 1 Introduction to Itinerary Planning**

Definition of itinerary planning, Elements of a successful itinerary, Types of itineraries, Identifying target audience and their preferences, Research and data-gathering techniques for itinerary planning

### **Unit 2 Destination Analysis and Selection**

Factors to consider when selecting destinations: Understanding local cultures, customs and regulations; identifying popular tourist attractions and hidden gems; evaluating the availability of transportation, accommodation and other amenities; Conducting a SWOT analysis of potential destinations

### **Unit 3 Itinerary Design and Development**

Steps involved in designing an itinerary Creating a daily itinerary schedule, selecting appropriate modes of transportation, and identifying suitable accommodation options. Developing contingency plans and managing risk Itinerary Design of Uttarakhand, Himachal Pradesh, Tamil Nadu, Delhi, Rajasthan, Gujrat, Uttar Pradesh.

### **Unit 4 Itinerary Management and Evaluation**

Managing logistics and communication during the trip, Evaluating the effectiveness of the itinerary, Identifying areas for improvement Utilising customer feedback to improve future itineraries, Sustainability Considerations in itinerary planning