

NOVA COURSE CONTENT SUMMARY
TRV 220 - PRINCIPLES OF GROUP TRAVEL AND TOUR OPERATIONS (3 CR.)

Course Description

Introduces procedures and practices used in the travel industry to plan and operate travel programs for various sized groups. Encompasses all aspects of group travel, from the selling and planning stages to specific day-to-day details of directing and managing a tour group. Prerequisites TRV 115-116. Lecture 3 hours per week.

General Course Purpose

The purpose of this course is to introduce the advanced travel student to the methodology used in the travel industry to plan and operate group tour programs.

Course Prerequisites/Co-requisites

Prerequisite is TRV 115.

Course Objectives

Upon completion of this course, the student will be able to:

- Identify advantages and disadvantages of group travel.
- Research an area's potential for the creation of group business.
- Plan and promote a group travel program to include tour research, costing, itinerary development, supplier negotiation, and designing brochures.
- Complete pre-trip planning checklists and advisory communications to participants.
- Accomplish progressive tasks required during the group movement.
- Work effectively with hoteliers and ground operators at destination points.
- Analyze post-trip reports and prepare revisions for future groups.

Major Topics to be Included

- a. Types of Groups and the Advantages and Disadvantages of Group Business.
- b. Preparing to Handle a Group--Researching the Tour and Planning the Itinerary.
- c. Negotiating for the Best Rates.
- d. Writing and Designing the Tour Brochure.
- e. Promotional and Advertising Strategies.
- f. Preparing Final Communications to Clients and Suppliers.
- g. The Role of the Tour Manager.
- h. Key Operational Matters--Rooming Lists, Hotel Check-in, Check-out Procedures, Baggage Handling, Preparing Daily Activity Lists, and Working With Local Ground Operators.
- i. Procedures for Cancellations, Changes, and Emergencies.
- j. Post Trip Analysis and Follow-up Procedures.