

Prerequisite status: -	Unit Type: Specialized	The number of units: 2	Name of the lesson: <b>Management &amp; Planning for Travel Service</b>
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> Seminar <input checked="" type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
<b>Goals:</b> Acquaintance with the basic concepts of management and planning components of travel services...			
<b>Headlines</b> <b>1-</b> Definitions and key concepts (service management, tour planning, tour service supervisors, tour guides, etc.) <b>2-</b> Basics of travel service management - Tourism and travel to the service element - Tour service cycle and travel package components - The main agents of travel services (tour suppliers, travel service agencies, transportation systems, and various accommodation facilities) - Organizing and managing resources (hardware and software) <b>3-</b> Classification of types of tourism tours - Classification according to scale and source of tourism market input (input and output) - Classification according to the product type (historical-cultural, nature tourism, etc.) - Classification based on time and residence - Classification according to the scale of the organization (individual, small and large groups) <b>4-</b> Classification of the types of services that can be provided at the destination - Transfer and transportation services - Accommodation services - Catering and shopping services - Recreation and entertainment services - Selective tours - Tourism guide <b>5-</b> Institutions providing tourism services and their types - Organizations providing tours and general and charter services			

<ul style="list-style-type: none"> <li>- Types of travel service agencies, organizational structure, and their functions</li> </ul> <p>6- Preparing the plan and planning the travel components</p> <ul style="list-style-type: none"> <li>- The principles of travel planning</li> <li>- Preparation of calendar and route planning</li> <li>- Definition of travel package chain</li> </ul> <p>7- Management and travel guidance services</p> <ul style="list-style-type: none"> <li>- Types of tour guides</li> <li>- Abilities and skills of tour guides</li> <li>- Professional and ethical duties and responsibilities of a tour guide</li> </ul> <p>8- Marketing system, distribution, and market penetration strategies</p> <ul style="list-style-type: none"> <li>- Advertising tools and methods (classical and alternative in virtual space and social networks) to introduce travel products and services</li> <li>- Channels and routes of distribution of travel package items</li> <li>- Marketing strategies and influence in the market</li> <li>- Customer relationship management (before the trip, during the trip, presence at the destination, and after the trip)</li> </ul> <p>9- Insurance services, health protocols, and legal licenses</p> <ul style="list-style-type: none"> <li>- Travel insurance services</li> <li>- Legal permits (political and obtaining visas, security and law enforcement procedures, other administrative matters)</li> <li>- Health and nutrition protocols</li> </ul> <p>10- Tourism rules and regulations related to travel plan components</p> <ul style="list-style-type: none"> <li>- Types of travel service contracts (provisions and mutual obligations of broker and client)</li> <li>- Legal rules and regulations - legal before travel, during travel, and at the destination</li> </ul> <p>11- The role of information and communication technology and social networks in the management of travel services</p> <p>12- Studying comparative experiences related to the management and planning of travel services in the world and Iran</p>
<p><b>Reference</b></p> <p>1- Heydari, Asghar (2013): Familiarization with tour guide technique, Mahkame Publications</p> <p>2- Farhikhta, Akbar (2019): Management of behavior in tourism and social etiquette, Mohaghegh Ardebili</p> <p>3- Nasiriyani, Jalal (2012): Etiquette and behavioral patterns in the tourism industry, Mahkameh.</p> <p>4- Heydari, Asghar; Travel management and planning (2019): Bureau of compilation and production</p>

of books and educational content: Payam Noor University

5- Campbell, David; Huss, Georgeston and Evans, Nigel (2015): Strategic management of travel and tourism; translators: Fatemeh Sadat Arabi, Faezeh Sadat Arabi, Seyyed Mohammad Arabi; Mehkameh.

6- Aminian, Nasser (2018): Management of travel and tourism service offices, Dibagran Art Cultural Institute.

7- Chowdhary, Nimit (2013); Handbook for Tour Guides, Indian Institute of Tourism and Travel Management.

8- Manning, Nick(2014), How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides, CreateSpace Independent Publishing Platform.

9- Reilly, Robert T.(1991) Handbook of Professional Tour Management (Travel Management Library Series) Subsequent.

۱۰- Robinson, Peter(۲۰۰۹): Operations Management in the Travel Industry, Cab International.

۱۱- Bhatia, A.K (۲۰۱۲)The Business of Travel Agency & Tour Operations Management; Sterling Publishers

۱۲- Chand, Mohinder(۲۰۰۲): Travel Agency Management: An Introductory Text Hardcover; Anmol Publications Pvt Ltd

۱۳- Chand Dhiman, Mohinder, and Chauhan, Vinay (۲۰۱۹): Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global