

**Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for**

**Third Year B. Com Semester – VI**

**Subject Name: - 306K-III: Insurance, Transport and Tourism -III(II)**

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| <b>Unit No.</b> | <b>Unit Title</b>            | <b>Contents</b>                                                                                                                                                                                                                                               |
|-----------------|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5</b>        | <b>Tour Package</b>          | <b>Tour Package</b><br>5.1 Meaning of Tour Package<br>5.2 Significances of Tour Package<br>5.3 Types of Tour Packages<br>5.4 Components of Tour Package<br>5.5 Factor Affecting the Tour Package Formulation<br>5.6 Tour Package Design and Selection Process |
| <b>6</b>        | <b>Tour marketing</b>        | <b>Tour marketing</b><br>6.1 Tour brochure<br>6.2 Market segmentation and target market<br>6.3 Tourist buying behavior and the role of tour operators<br>6.4 Image, branding and positioning<br>6.5 Distribution system<br>6.6 Career in tour marketing       |
| <b>7</b>        | <b>Pre-tour Preparations</b> | <b>Pre-tour Preparations</b><br>7.1 Tour booking and administration<br>7.2 Travel documents<br>7.3 Tour manager briefing<br>7.4 Pre-departure meeting                                                                                                         |
| <b>8</b>        | <b>Managing the Tour</b>     | <b>Managing the Tour</b><br>8.1 Arrival procedures<br>8.2 Handling emergencies<br>8.3 Post-tour activities<br>8.4 Tour guiding<br>8.5 Need of quality and customer satisfaction                                                                               |