



B.Com Honours

Semester VI

Calicut University

# **ITINERARY PLANNING AND PACKAGING**

Course Code: COM6EJ310 • Module 1 Notes

# Module I: Basics of Itinerary Planning

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Covers concept & importance of itinerary planning, types of itineraries (Origin-Destination, Hub-Spoke, Circular), pre-requisites, steps of preparation, Do's & Don'ts, and GIT vs FIT itineraries.

## Unit 1: Concept, Definition, & Importance of Itinerary Planning

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**Itinerary Definition:** Day-by-day scheduled travel plan detailing travel dates, flight/train numbers, hotel accommodations, sightseeing spots, meals, & leisure time.

## Unit 2: Importance of Travel Itinerary

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**Strategic Utility:** Optimizes travel time, prevents missing key attractions, assists budgeting, & acts as legal contract between tour operator and client.

## Unit 3: Types of Tour Itineraries

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### Routing Types:

- **Point-to-Point / Linear:** Direct travel from Origin A to Destination B.
- **Hub-and-Spoke:** Base stay at central city with day trips to surrounding areas.
- **Circular / Loop:** Route starting & ending at same city visiting multiple stops.
- **Open-Jaw:** Arriving in City A and departing from City B.

## Unit 4: Pre-requisites & Key Considerations

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Planning Factors: Transit times, monument opening hours/weekly holidays, geographical sequence, health/age profile of tourists, & seasonal weather.

## Unit 5: Resources & Steps of Itinerary Planning

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**Planning Workflow:** Client profiling → Destination research → Route mapping → Time allocation → Cost estimation → Final drafting.

## Unit 6: Do's and Don'ts of Itinerary Preparation

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**Best Practices:** Allow buffer rest time, avoid overcrowding daily schedules, verify operating hours, & provide clear emergency contacts.

## Unit 7: GIT & FIT Itineraries Comparison

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### GIT vs FIT:

- **GIT (Group Inclusive Tour):** Fixed departure dates, standardized group pricing, shared escort & coach.
- **FIT (Free Independent Traveler):** Customized flexible itinerary, private transport, tailored hotel choices.

## Unit 8: Points to be Considered while Planning Itinerary

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Operational Factors: Flight arrival/departure slots, luggage transfer logistics, & meal preferences (Vegetarian/Halal/Vegan).

**Practical Case Framework 1 (Tour Itinerary Routing Patterns Comparison Matrix):** Compare itinerary type, geographical routing structure, primary advantage, and ideal travel segment.

| Tour Itinerary Routing Patterns Table: |                                                 |                                                        |
|----------------------------------------|-------------------------------------------------|--------------------------------------------------------|
| Itinerary Routing Pattern              | Geographical Flow Structure                     | Primary Operational Advantage                          |
| Hub-and-Spoke Pattern                  | Single base hotel; daily day trips              | Eliminates daily hotel check-ins & luggage packing     |
| Circular / Loop Circuit                | Starts & ends at same airport; continuous stops | Maximizes destination coverage without retracing route |
| Open-Jaw Pattern                       | Fly into City A; Fly out of City B              | Saves transit time on long multi-country circuits      |

**Practical Case Framework 2 (GIT vs FIT Itinerary Characteristics Matrix):** Compare travel attribute, Group Inclusive Tour (GIT), and Free Independent Traveler (FIT).

| GIT vs FIT Itinerary Comparison Table: |                                             |                                                  |
|----------------------------------------|---------------------------------------------|--------------------------------------------------|
| Travel Attribute                       | Group Inclusive Tour (GIT)                  | Free Independent Traveler (FIT)                  |
| Schedule Flexibility                   | Fixed rigid schedule; group departure times | 100% flexible; customized to personal preference |
| Price & Cost Per Pax                   | Low cost due to bulk group discounts        | Higher cost due to private customized services   |
| Transportation Mode                    | Shared chartered deluxe coach               | Private luxury car, train, or domestic flights   |

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