



B.Com Honours

Semester 6

Calicut University

Itinerary Planning and Packaging

Course Code: COM6EJ310 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM6EJ310

Course Title: Itinerary Planning and Packaging

Course Type: Major Elective

Academic Level: 300-399

Credits: 4 Credits

Course Summary: This course will help students to gain an understanding of the process of planning a tour itinerary and its pricing strategies

Module I: Basics Of Itinerary Planning

- **Unit 1:** Concept, definition, and importance of Itinerary Planning
- **Unit 2:** Importance of Travel itinerary
- **Unit 3:** Types of tour itinerary
- **Unit 4:** Pre-requisites for itinerary preparation
- **Unit 5:** Points to be considered while planning itinerary
- **Unit 6:** Resources and steps of itinerary planning
- **Unit 7:** Do's and don'ts of itinerary preparation
- **Unit 8:** GIT & FIT Itineraries

Module I: VTour packaging and Itinerary Planning

- **Unit 19:** Costing a tour package for GIT
- **Unit 20:** Creating theme based packages and pricing them
- **Unit 21:** Developing tour brochures for select destinations and select themes

Module I: Concept of Islamic Banking

- **Unit 1:** Introduction about Islamic Banking
- **Unit 2:** Modern Islamic Banks
- **Unit 3:** Difference between Islamic & Conventional Banking
- **Unit 4:** Principles of Islamic Finances

Module I: IIIslamic Finance Product

- **Unit 9:** Introduction of Financing Product
- **Unit 10:** Equity based product
- **Unit 11:** Difference between conventional equity finance and participatory finance

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