

## **TRAV 2203 - TRAVEL AND TOURISM (3 credits)**

### **Incentive Travel and Planning**

Incentive travel and planning strategies, techniques and current trends, including program costs, program budgets, proposal writing, presentations, pre-trip and on-site operations, post-program evaluations, and planning incentive travel programs.

**Upon successful completion of the course the student should be able to do the following:**

1. Analyze incentive travel and planning strategies.
2. Demonstrate how to position incentive travel and planning programs as marketing strategies.
3. Promote and administer incentive travel and planning programs.
4. Develop prospecting and selling skills to internal and external clients.
5. Explain an effective incentive and travel planning program budget.
6. Evaluate efficient incentive travel and planning techniques.
7. Research current trends within the incentive travel and planning industry.
8. Create an incentive and travel planning program and itinerary.
9. Summarize and present an incentive and travel planning program and itinerary.

### **Topical Outline:**

1. Incentive travel and planning strategies.
2. Incentive travel and planning techniques.
3. Marketing strategies that encompass incentive travel and planning.
4. Prospectus on the incentive travel options.
5. Promotional approaches to developing incentive travel and planning programs.
6. Administrative policies.
7. An incentive travel program budget.
8. An incentive travel proposal and presentation.
9. Site selection of a destination.
10. An incentive program itinerary.
11. Incentive program costs and pricing.
12. Pre-trip and on-site operations.
13. Individual incentive travel programs.
14. Corporate incentive travel programs.
15. Post-trip options and post-program evaluations.
16. Future trends for incentive travel and planning programs.