

# AIM University Group

## SUMMER 2025 IMMERSIVE LEARNING EXPERIENCE:

### Class Topics: Content Plan (10-Week Immersive Program)

Week	TTOM	BRAD	LAW	Weekly Deliverables
Week 1	<ul style="list-style-type: none"> <li>• Overview of tourism and tour operations industry</li> <li>• Functions and responsibilities of tour operators</li> <li>• Different types of tourism (leisure, adventure, cultural, etc.)</li> <li>• Career pathways in tour management</li> </ul>	<ul style="list-style-type: none"> <li>• What is business research?</li> <li>• Types: Exploratory, descriptive, causal</li> <li>• Business problem vs research problem</li> <li>• Research ethics: confidentiality, consent, and integrity</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to legal systems in tourism</li> <li>• Basic legal terms: tort, liability, negligence, etc.</li> <li>• Government regulation in tourism</li> <li>• Importance of legal literacy in hospitality</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Group brainstorm map + quiz</b></li> </ul>
Week 2	<ul style="list-style-type: none"> <li>• Tour planning and itinerary development</li> <li>• Types of tours (escorted, independent, custom)</li> <li>• Modes of transport: land, air, sea</li> <li>• Components of a tour package (meals, lodging, guides, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying research topics and business issues</li> <li>• Formulating research questions and hypotheses</li> <li>• Understanding aims, objectives and scope</li> <li>• Planning a simple research project</li> </ul>	<ul style="list-style-type: none"> <li>• Legal entities: sole trader, partnership, limited company</li> <li>• Licenses and permits for tourism businesses</li> <li>• Business registration process</li> <li>• Overview of regulatory compliance</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 2: Tour concept outline + research plan (Individual)</b></li> </ul>
Week 3	<ul style="list-style-type: none"> <li>• Stakeholders in tour operations: roles and relationships</li> <li>• Collaboration with suppliers and DMOs</li> <li>• Stakeholder communication and responsibility mapping</li> <li>• Resolving stakeholder conflicts</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying and involving stakeholders in research</li> <li>• Primary vs secondary sources of data</li> <li>• Gatekeepers and access to data</li> <li>• Methods of stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Elements of a valid contract</li> <li>• Tour operator and supplier agreements</li> <li>• Terms and conditions for consumers</li> <li>• Risk and liability clauses</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 3: Stakeholder map + service contract draft</b></li> </ul>

Week 4	<ul style="list-style-type: none"> <li>• Ethics in tourism: definitions and importance</li> <li>• Principles of sustainable tourism</li> <li>• Cultural sensitivity and respecting host communities</li> <li>• Responsible tourism practices in operations</li> </ul>	<ul style="list-style-type: none"> <li>• Ethical considerations in research</li> <li>• Informed consent and confidentiality</li> <li>• Ethics approval processes</li> <li>• Designing ethical surveys and instruments</li> </ul>	<ul style="list-style-type: none"> <li>• Ethical responsibilities in business</li> <li>• Codes of conduct and best practice</li> <li>• Legal implications of unethical behavior</li> <li>• Real-world cases in tourism ethics</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 4: Ethical case study + survey draft</b></li> </ul>
Week 5	<ul style="list-style-type: none"> <li>• Cost components of a tour package</li> <li>• Fixed vs variable costs</li> <li>• Markup, profit margins, and commissions</li> <li>• Working with suppliers and financial planning</li> </ul>	<ul style="list-style-type: none"> <li>• Creating and administering surveys</li> <li>• Data collection methods: interviews, focus groups, online tools</li> <li>• Sampling techniques and respondent selection</li> <li>• Data management protocols</li> </ul>	<ul style="list-style-type: none"> <li>• Procurement law in tourism</li> <li>• Vendor contracts and service agreements</li> <li>• Payment terms and liabilities</li> <li>• Legal consequences of breach of contract</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 5: Draft itinerary + cost estimate</b></li> </ul>
Week 6	<ul style="list-style-type: none"> <li>• Understanding the customer journey</li> <li>• Customer service strategies and standards</li> <li>• Service recovery and complaints handling</li> <li>• Role of CRM systems in tour operations</li> </ul>	<ul style="list-style-type: none"> <li>• Data preparation and entry</li> <li>• Using tools like Excel/SPSS for data analysis</li> <li>• Creating graphs and charts for presentations</li> <li>• Interpreting data trends and outliers</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer protection laws</li> <li>• Dealing with cancellations and refunds</li> <li>• Liability for misleading information</li> <li>• Customer rights under travel regulations</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 6: Survey data analysis + CRM map</b></li> </ul>
Week 7	<ul style="list-style-type: none"> <li>• Health and safety in tourism operations</li> <li>• Crisis management planning</li> <li>• Risk assessment tools and checklists</li> <li>• Tour leader training for emergencies</li> </ul>	<ul style="list-style-type: none"> <li>• Drawing conclusions from data</li> <li>• Testing hypotheses</li> <li>• Using evidence to inform business decisions</li> <li>• Reporting and justifying findings</li> </ul>	<ul style="list-style-type: none"> <li>• Mitigating legal risks</li> <li>• Waivers and disclaimers</li> <li>• Workplace safety compliance</li> <li>• Insurance policies and legal coverage</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 7: Legal and risk checklist</b></li> </ul>
Week 8	<ul style="list-style-type: none"> <li>• Innovation in tour design</li> <li>• Trends in eco-tourism and technology use</li> <li>• Destination branding and digital tools</li> <li>• Responding to market demands</li> </ul>	<ul style="list-style-type: none"> <li>• Using secondary data for market research</li> <li>• Identifying and interpreting travel trends</li> <li>• Visual and infographic reporting</li> <li>• Presenting findings in public forums</li> </ul>	<ul style="list-style-type: none"> <li>• Data protection and privacy law (GDPR)</li> <li>• Digital signatures and electronic contracts</li> <li>• Legal implications of AI and digital marketing</li> <li>• Cybersecurity responsibilities in hospitality</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 8: Infographic/poster on trends</b></li> </ul>

Week 9	<ul style="list-style-type: none"> <li>• Writing a business plan: structure and key elements</li> <li>• Financial projections and budgeting</li> <li>• Marketing strategies for tour promotions</li> <li>• Integrating customer feedback into business plans</li> </ul>	<ul style="list-style-type: none"> <li>• Writing a professional research report</li> <li>• Recommendations and executive summaries</li> <li>• Formatting and referencing</li> <li>• Revising drafts based on feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Finalizing compliance and legal documents</li> <li>• Internal audits and legal review</li> <li>• Writing policies and procedures</li> <li>• Preparing for legal inspections</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 9: Draft business plan and research report</b></li> </ul>
Week 10	<ul style="list-style-type: none"> <li>• Delivering a business pitch</li> <li>• Visual aids and presentation techniques</li> <li>• Responding to feedback and Q&amp;A</li> <li>• Reflecting on the IslandX tour development process</li> </ul>	<ul style="list-style-type: none"> <li>• Presenting research data and conclusions</li> <li>• Using visuals to enhance presentations</li> <li>• Group presentations and peer evaluations</li> <li>• Self-assessment and feedback reflection</li> </ul>	<ul style="list-style-type: none"> <li>• Defending legal and ethical strategies</li> <li>• Panel discussion of regulatory issues</li> <li>• Simulation of a compliance audit</li> <li>• Final Q&amp;A and closing summary</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Week 10: Final pitch presentation + full submission</b></li> </ul>