

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

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

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