

EVENT REPORT

Itinerary Creation & Customer Expectations

The School of Vocational Studies, Dr. B. R. Ambedkar University Delhi, organised an Alumni Connect session titled “Itinerary Creation & Customer Expectations” on 21 September 2026 as part of the M.Voc (T&HM) Alumni Connect Series. The session was designed to connect classroom learning with professional practices in the travel and tourism industry and to help students understand how well-planned itineraries can create meaningful and customer-centred travel experiences.

The session was conducted by Ms. Anusha Sami of ABI Tours and Travels, a communication specialist and the youngest SVS entrepreneur. Drawing on her professional experience, she discussed the practical aspects of itinerary planning and the importance of understanding travellers before designing a travel programme. The lecture focused on moving beyond a simple list of destinations and developing itineraries that are realistic, purposeful, flexible and aligned with the expectations of different types of tourists.

The poster is for an event titled "ITINERARY CREATION & CUSTOMER EXPECTATIONS" under the "M.Voc (T&HM) Alumni Connect Series". It is organized by Dr. B. R. AMBEDKAR UNIVERSITY DELHI, School of Vocational Studies (SVS). The poster lists three objectives: "Learn the basics of effective itinerary creation", "Understand tourist needs, preferences and expectations", and "Develop customer-centric and practical travel itineraries". It provides the date as 21st September, 2026, time as 11:00 am - 01:00 pm, and venue as G-6, Karampura Campus. The participants are M.Voc Tourism & Hospitality Management (1 & 3 Semester). The resource person is Ms. Anusha Sami, ABI Tours and Travels, Communication specialist, and Youngest SVS Entrepreneur. The Faculty Co-ordinator is Dr. Priya Singh. The poster also features a circular portrait of Ms. Anusha Sami and a silhouette of the Indian map at the bottom.

Basics of effective itinerary creation: Students were introduced to the fundamentals of building an itinerary, including sequencing activities, managing time, considering travel distances and ensuring that the overall programme remains practical and achievable.

Understanding tourist needs and expectations: The discussion highlighted the importance of identifying tourists' preferences, interests, budgets, comfort levels and expectations. Students learned that customer satisfaction depends A

Customer-centric travel planning: The resource person emphasised designing itineraries from the traveller's perspective. A good itinerary should balance sightseeing, travel time, rest, experiences and flexibility rather than simply adding more activities.



Practical industry perspective: The interaction gave students an opportunity to relate academic concepts to real-world travel operations and communication with clients. The session also encouraged students to think professionally about service quality and the role of communication in delivering memorable travel experiences. By the end of the session, students gained a clearer understanding of how to create effective and customer-focused itineraries. They were able to recognise the importance of researching traveller needs, planning realistic

schedules, incorporating practical travel considerations and maintaining flexibility. The session also strengthened awareness of professional communication and service-oriented thinking, both of which are essential skills for careers in tourism and travel management.



The lecture was an informative and industry-oriented learning experience for the M.Voc Tourism & Hospitality Management students. The interaction with Ms. Anusha Sami helped bridge the gap between theoretical knowledge and professional practice while encouraging students to approach itinerary design from a customer-first perspective. The session successfully supported the objective of the Alumni Connect Series by providing students with practical insights, professional exposure and a better understanding of contemporary travel-planning expectations.

Faculty Co-ordinator: Dr. Priya Singh