

TRAVEL AGENCY, TOUR OPERATION AND BUSINESS TOURISM

Learning Objective: The students will understand the conceptual meaning and differentiation between travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

Course Contents:

Unit I

Lectures: 10

Travel Agency-concept, -Travel agencies-role-functions-types, ownership linkages-arrangements, negotiations with Airlines, Transparent Agencies-CRS functions-various computerized reservation systems.

Unit II

Lectures: 12

Setting up of Travel Agency-setting up-organization structure-procedures or the approval from IATA,IATO and different organizations, services offered by Travel Agency-Air, water, surface, outbound, insurance, travel documents-travel agency managing-definition-objective-unique features.

Unit III

Lectures: 12

Tour Operation-Meaning-definition-functions-Tour operator product-component features-types of tour operation-overseas, domestic, specialist-incoming tour operator's main types of tour packages-nosted, escorted, independent-Two centre or multi centre holi days self drive package-campsite holidays- adventure and overland holidays-crossing-honeymoon package, luxury arias package-pilgrim package.

Unit IV

Lectures: 10

Tour Packaging Management - development-definition-types of - tour design process- destination research-market research- preparation-handling agency-negotiation costing and pricing of tour-Tour Brochure-development of research-marketing of tour-actual tour operation.

Unit V

Lectures: 12

Business Tourism: Defining Business Travel, Categories of Business Travel. Business Tourism Market. Role of Events in promotion of Tourism. Types of Events- Cultural, Festival, Religious and Business.MICE, Role of Travel Agency in the management of conferences.

Text Books:

1. Chunk, James, Dexter &Boberg. *Professional Travel Agency Management*.
2. D.L. Foster. *The Business of Travel Agency Operations and Management*.

References:

1. Mohinder Chand. *Travel Agency Management-An Introductory Text*. Anmol Publication. New Delhi.
2. *Tourist Guide and Tour Operations*. Kanishka Publication. New Delhi.
- 3 Christopher Hollour. *Business of Tourism*. Pearson.

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