



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Tourism Management
COURSE NAME	TRAVEL & TOUR OPERATIONS
COURSE CODE	DTO 2013
CREDIT HOUR	3
SYNOPSIS	Exposes the students to the objective, purpose and roles of travel agency. All the topics discussed will help the students to prepare effective travel agency operation.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Travel Agency Business 1.1 Explain the history of travel agency 1.2 Describe the function of travel agency 1.3 Explain the types and roles of travel agency 1.4 Describe the career and entrepreneurial opportunities 1.5 Explain types of travel agencies client 1.6 Describe tour operator and tour wholesaler
2	Travel Agency Regulation 2.1 Clarify the requirement for company registration 2.2 Explain how to apply for license 2.3 Describe the international regulatory organization 2.4 Explain airline regulatory organization 2.5 Explain domestic and international convention governing air transport
3	Establishment of Travel Agency 3.1 Clarify travel services 3.2 Location 3.3 Competitor analysis 3.4 Start-up capital 3.5 Name for a travel agency 3.6 Organizational structure 3.7 Furniture and office equipment



4	Finance 4.1 Explain the source of income 4.2 Describe operational cost 4.3 Security 4.4 Handling cheque and credits cards 4.5 Foreign currency
5	Costing A Tour 5.1 Explain what is tour costing 5.2 Describe the standard items that are included in the costing of a tour 5.3 Discuss others cost needed during a tour
6	Travel Services 6.1 Consultation 6.2 Tour packages 6.3 Ticketing 6.4 Transportation 6.5 Accommodation 6.6 Tour guide/leader 6.7 Travel insurance 6.8 Guide materials
7	Tour Package Design 7.1 Package 7.2 Market research 7.3 Determine destination and providers 7.4 Set up contracts 7.5 Cost of tours 7.6 Itinerary 7.7 Produce brochure 7.8 Advertise tour
8	Travel Documentation and Technology 8.1 Passport 8.2 Visa 8.3 Travel insurance 8.4 Health and medical requirement 8.5 Global distribution system 8.6 E-commerce 8.7 Internet marketing 8.8 Travel portals 8.9 Social website



References:	1. Rosliza Md Zaini et al. "Operations Management Second Edition" Oxford Fajar (2019)
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