

HMT801:TRAVEL AGENCY AND TOUR OPERATION

L:3 T:0 P:0 Credits:3

Course Outcomes: Through this course students should be able to

- CO1 :: recognize the transformation of travel business
- CO2 :: classify the business opportunities related to travel and tourism
- CO3 :: relate the roles of different travel organizations in global environment
- CO4 :: connect different components of tour packages for achieving leadership in travel business
- CO5 :: reframe the travel business as per the latest technological trends
- CO6 :: develop a tour itinerary using innovative skills for the ease of tourists

Unit I

Evolution of travel agency : travel business history, travel business concept and meaning, definition of travel agency, types of travel agency, tour operation definition and types, difference between travel agency and tour operator, case study of Thomas Cook

Unit II

Travel agency business : functions of travel agency, functions of tour operator, process of setting up a travel agency, documents required for opening a travel agency, scopes of travel agency, travel agency income sources

Unit III

Linkages in travel agency business : roles and responsibilities of TAAI, roles and responsibilities of IATO, roles and responsibilities of UFTAA, roles and responsibilities of PATA, case study of Spiti Ecosphere, roles and responsibilities of ATOAI

Unit IV

Tour operations management : concept of tour packaging, Group package tour and free independent traveller, types of package tour, guides and escort, cost components of tour package, distribution of package tour

Unit V

Customer service using technology : latest technological trends, online travel agents, global distribution system, customer relationship management, customer service definition and importance, issues in customer service

Unit VI

Creating an innovative itinerary : definition of a tour itinerary, components of a tour itinerary, types of tour itinerary, prerequisites of itinerary preparation, considerations while crafting an itinerary, do's and don'ts of preparing an itinerary

Text Books:

1. THE BUSINESS OF TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT by A.K.BHATIA, STERLING PUBLISHING

References:

1. TOURISM OPERATIONS AND MANAGEMEN by SUNETRA RODAY, ARCHANA BIWAL & VANDANA J, OXFORD UNIVERSITY PRESS
2. TRAVEL AGENCY MANAGEMENT & OPERATIONS by ARVIND KUMAR, Walnut Publication

