

## MBA431: TRAVEL AGENCY AND TOUR OPERATORS

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week  Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End'Semester Exam – 70 marks

Course objective: The course aims at imparting basic knowledge about travel industry to students with the skills to deal with travel agencies and travel operations.

Hours: 40

**UNIT I (10 Hrs): The Tourism Organizations:** Objectives, Role & function of: Government Organizations: DOT, ITDC, MTDC, ASI, TFCI. Domestic Organizations: TAAI, FHRAI, IATO. International Organizations: WTO, IATA, PATA. NGO: Role of NGO in making responsible tourists.

**UNIT II (10 Hrs): The Travel Agency:** Meaning & Definition of Travel Agent. Types of Travel Agent: Retail & Wholesale. Functions of Travel Agent. Provisions of Travel Information, Ticketing, Itinerary Preparation, Planning & Costing, Settling of Accounts, Liaisons with service providers, Role of Travel Agent in promotion of Tourism.

**UNIT III (10 Hrs): The Tour Operator:** Meaning & Definition, Types of Tour operator: Inbound, Outbound & Domestic, Tour Packaging – definition, components of a tour package. Types of Package Tour: Independent Tour, Inclusive Tour, Escorted Tour, Business Tour, Guides & escorts – Their role and function Qualities required to be a guide or escort.

**UNIT IV (10 Hrs): Travel Formalities & Regulations,** Passport – Definition, issuing authority, Types of Passport, Requirements for passport. Visa – Definition, issuing authority, Types of visa Requirements for visa. Health Regulation – Vaccination, Health Insurance. Economic Regulation – Foreign Exchange

Itinerary Planning: Definition, Steps to plan a Tour, Route map, Transport booking, Accommodation reservations, Food facilities, Local guide/ escort, Climate / seasonality, Shopping & cultural show, Costing

Assignments

1. Preparation of Itinerary – 2 days, 7 days for well known tourist destinations.
2. Preparation of passport, visa, requirements
3. Field visit to a Travel Agency, Airport etc.

### Suggested Readings:

1. Introduction to Travel & Tourism-Michael M. Cottman Van Nostrand Reinhold New York, 1989



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2. Travel Agency & Tour Operation Concepts & Principles-Jagmohan Negi - Kanishka Publishes, Distributors, New Delhi, 1997
3. International Tourism – Fundamentals & Practices -A. K. Bhatia –Sterling Publishers Private Limited, 1996
4. A Textbook of Indian Tourism -B. K. Goswami & G. Raveendran -Har – Anand Publications Pvt. Ltd.
5. Dynamics of Modern Tourism -Ratandeep Singh -Kanishka Publishes, Distributors, New Delhi, 1998
6. Tourism Development, Principles and Practices -Fletcher & Cooper-ELBS

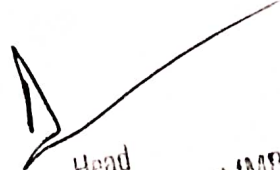
**Course outcomes:**

- *knowledge and skills on the operations and management of tour and travel segments of tourism industry including trends and contemporary issues in the travel industry.*
- *knowledge about the various factors influencing the tour operator industry including setting up of travel agencies and legal aspects in travel and tour operations.*
- *knowledge and skills of tour operator's products which includes travel, transfer and accommodation planning.*
- *knowledge about the various active organisations involved in the active development of the travel and tour operations across the globe.*
- *Equip them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.*

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

  
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