

## Programme: MBA Tourism & Travel Management

### MBT5202 TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

Course Code	MBT5202	Semester	II
Course Title	Travel Agency and Tour Operations Management		
Credits	3	Type	Core

#### Course Description

The course imparts the knowledge and skills required to get employment in Travel Agency, Tour Operations businesses and allied services.

#### Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the basic concepts and types of Tour Operators.
- CO2: Familiarize students to the establishment and management of Travel Agency.
- CO3: Demonstrate the various types of itinerary and processes for creating one.
- CO4: Gain skills required to get employed as Tour managers, Travel Consultants, Reservation Manager and related positions.
- CO5: Understand the objectives, activities and functions of international and national tourism organisations.

#### Course Structure

The following is a detailed syllabus of Travel Agency and Tour Operations Management.

##### Module I: Travel Trade

Historical Perspectives - Emergence of Thomas Cook, Cox and Kings and American Express Company - Types of Tours - Types of Tour Operators - Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency - Wholesale and Retail Travel Agency Business - Linkages and Integration with the Principal Service Providers - Changing Scenario of Travel Trade.

##### Module II: Travel Agency and Tour Operation Business

Functions of Travel Agency - Setting up of a Full fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Significance of Travel Agency Business - Travel Insurance, Forex, Cargo & MICE – Documentation.

##### Module III: Itinerary Planning & Development

Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

##### Module IV: Tour Packaging & Costing

Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours - Case of India's Tour Package - Case of Outbound Tour Package- Concept of Costing - Types of Costs - Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price - Pricing Strategies.

##### Module V: International organisations in Tourism Development

Objectives, Activities and Functions of UFTAA, PATA, TAAI, IATO, ASTA, ATOI, ADTOI, IAAI, TAFI.

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## Testing & Evaluation

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10) Assignment – 10 Marks Presentation – 10 Marks	End Semester Assessment

## References

- Bhatia, A.K. (2013), The Business of Travel Agency and Tour Operations Management. Sterling Publishers (P) Ltd.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
- Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi-02.
- Dileep, M.R. (2019), Tourism, Transport and Travel Management, Routledge Publication.