

Programme Name and Code: Master of Tourism and Travel Management (MTTM-24)

Course Name and Code: Travel Agency Management and Tour Operations (MTTM-04)

Semester: 1st

Objective: The objectives of this course are to acquire in-depth knowledge about the Tour Operation business and to become familiar with the Tour Operation Techniques and strategies required to handle the Tour Operation Business successfully.

Unit	Title
Block-1	
Travel Agency and Tour Operations Sectors	
Unit-1	Travel and Tour Operations Trade: Origin and Development and Changing Scenario especially due to CRS & ICT
Unit-2	Meaning and Definitions of Travel Agency and Tour Operators
Unit-3	Forms & Typologies of Tour Operators and Travel Agents and Differentiations Between Them
Unit-4	Role and Contributions of Travel Agents & Tour Operators in Development & Growth of Tourism Industry in India; Ethical, Legal and Regulatory Aspects of Travel Agency and Tour Operations Business
Block-2	
Travel Agency Business	
Unit-5	Core areas of Travel Agency Business and Functions (Ticketing, Travel Facilitation, Documentation, Marketing etc.)
Unit-6	Departmentalisation of a Travel Agency and Organizational Structure of a Standard Travel Agency
Unit-7	Setting up a Travel Agency, Fiscal & Non-Fiscal Incentives Provided by the Government and Sources of Income
Unit-8	Procedures for approval from the State Department, Central Government and IATA
Block-3	
Tour Operations Management	
Unit-9	Tour Operations: Considerations, Challenges and Organisation
Unit-10	Organisational Structure and Functions of a Tour Operator (Negotiating & Contracting with Suppliers, Tour Planning & Execution, Marketing etc.)
Unit-11	Factors Affecting Tour Planning and Sources of Income
Unit-12	Requirements and obligatory Conditions to set up a Tour Operation Unit
Block-4	
Case Studies of Travel Trade Organizations and Associations	
Unit-13	TAAI and IATO
Unit-14	IATA and WATA
Unit-15	Thomas Cook and Cox & Kings
Unit-16	Orbitz and SOTC

Suggested Readings:

- Foster, D.L., The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- Frenmount P., How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
- Gee, Chuck and y. Makens, Professional Travel Agency Management, Prentice hall, New York.
- Holloway, J.C., the Business of Tourism, Pitman.
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- Syrratt G, Manual of Travel Agency Practice, Butterworth, Oxford.