

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.A.

Semester: IV

**TOURISM AND TRAVEL MANAGEMENT - PAPER IV
TRAVEL AGENCY AND TOUR OPERATIONS**

Course Code: 18IVTT4 / 18BT401

No. of Hours: 60

COURSE OBJECTIVES:

- To give a broad idea about travel agency and tour operators and their role in travel and tourism industry
- To make the students aware of the documentation procedures and technical aspects of travel industry

LEARNING OUTCOME

- Students get an extensive idea about travel agency and tour operators and their role in travel and tourism industry
- Students acquire the skill-sets to complete the documentation procedures required for foreign travel and also get hands on experience with Computer Reservation System (CRS) package operations in the travel and hospitality industry.

UNIT 1- HISTORY OF TOUR AND TRAVEL BUSINESS 12 HRS

Travel trade- travel agency and tour operation business- meaning and definition of a travel agent and a tour operator- distinction between a travel agent and tour operator – types and classification.

Travel Trade: A historical perspective – origin, growth, and development – changing scenario of Travel Trade.

UNIT 2: ORGANIZATION AND WORKING OF TRAVEL AGENCY 10 HRS

Organizational structure, working and functions of a travel agency – choice of Travel agency ownership- Procedures to start a travel agency – Approval from Ministry of Tourism (Government Of India) and IATA – Benefits of Approval.

UNIT 3: TOURS PACKAGING 10 HRS

Concept, origin and development of tour packaging- significance of tour – Types of tours- components of a Package tour – Factors affecting tour formulation- Tour designing process

UNIT 4: ITINERARY 08 HRS

Meaning and definition – Types of itineraries – importance of itineraries – development of an efficient itinerary – Tour costing- Components of a tour cost- factors affecting a tour cost.

UNIT 5: TRAVEL FORMALITIES 06 HRS

Passport- Types of Passport- Guidelines for obtaining a Passport – VISA- FOREX-Travel insurance- Customs Requirement- Health Documents- Immigration -Baggage Allowance.

UNIT 6: TRAVEL TRADE ORGANIZATIONS

06 HRS

Need and significance of travel trade association – Role and contribution of PATA, IATA, UNWTO, IATO, TAAI, TFCI and KTF.

REFERENCE

- Agarwal, Surinder, Travel Agency Management [1983]
Bhatia, A.K., Tourism Development- Principles and Policies (New Delhi, 1991)
Foster, Dennis L. An Introduction to Travel and Tourism (1994)
Foster, Dennis L., The Business of Travel Agency Operations and Administration (Singapore, 1993)
Geo, Chack, Profession of Travel Agency Management (1990)
Holloway, Christopher.J., The Business of Tourism (1989)
Jackson, Ian, Introduction to Tourism (Melbourne, 1997)
Kaul, R.N., Dynamics of Tourism: A Trilogy: vol.111: Transportation (New Delhi, 1985)
Mohinder Chand, Travel Agency Management- An Introductory Text (New Delhi, 2003)
MerissenJome W, Travel Agents and Tourism
Stephen J. Page, Tourism Management
Tapan K. Panda &Sitikantha Mishra, Tourism Industry in India

PRACTICAL FOR SKILL DEVELOPMENT

1. Analyze the Travel Formalities for a country
2. Itinerary creation and costing of travel in India and for outbound tours
3. Airlines in India
4. National carriers and their respective countries
5. Report on a Travel Agency or Tour Operator in India.
6. Passport, VISA Format.
7. Students are expected to maintain a newspaper clipping file of 25 articles with source, date and synopsis.

ON- THE- JOB TRAINING – II

The students shall be required to undergo one month practical training after the fourth semester is over in a tourism enterprise (Travel Agency, Hotel, Airlines or Tourism corporation) duly approved by the head of the institution. They shall be required to submit a comprehensive training report at least two months before the commencement of the fifth semester examination. The report shall consist of 50 marks and shall be evaluated by both internal and external examiners.
