

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

FOURTH SEMESTER

TRAVEL AGENCY MANAGEMENT

2024 BATCH AND THEREAFTER

NO. OF CREDITS- 5

NO. OF HOURS- 75

COURSE OBJECTIVES:

- To provide students with an in-depth understanding of the operational and managerial aspects of travel agencies.
- To examine the role of travel agencies in the tourism industry and the various services they offer to customers.
- To equip students with the necessary skills to manage, market, and operate a successful travel agency.
- To analyze the current trends, challenges, and technological advancements affecting the travel agency business.

LEARNING OUTCOMES

- Explain the organizational structure, functions, and operations of a travel agency.
- Assess and evaluate customer needs and design appropriate travel packages and itineraries.
- Demonstrate managerial and leadership skills required to run a travel agency efficiently.
- Identify current trends and challenges in the travel agency sector and propose strategies to overcome them.

Unit 1: Introduction to Travel Agency Management

(10 Hours)

Definition and Scope of Travel Agencies - Types of Travel Agencies: Retail, Wholesale, and Online Travel Agencies - Historical Evolution and Growth of Travel Agencies - Legal and Regulatory Frameworks Governing Travel Agencies - Role of IATA, UFTAA, and Other Regulatory Bodies.

Unit 2: Travel Products and Services

(15 Hours)

Airline Ticketing and Reservation Systems (GDS, CRS) - Hotel Bookings, Car Rentals, and Cruise Reservations - Tour Packages: Components and Pricing Strategies - Travel Insurance and Ancillary Services - Visa, Passport, and Foreign Exchange Services.

Unit 3: Operations and Travel Business Management

(10 Hours)

Organizational Structure and Staffing in Travel Agencies - Financial Management and Revenue Sources - Technology Integration in Travel Agency Operations - Risk Management in Travel Business - Legal and Ethical Issues in Travel Operations.

Unit 4: Digital Transformation in Travel Agency Management

(15 Hours)

Role of AI, Big Data, and Automation in Travel Industry - Online Travel Agencies (OTAs) and E-Commerce Strategies - social media and Digital Marketing for Travel Businesses - Mobile Applications and Chatbots in Customer Interaction - Cybersecurity and Data Privacy in Travel Business.

Unit 5: Emerging Trends and Business Resilience in Travel Agencies

(10 Hours)

Impact of pandemics, climate change, and geopolitical events on travel businesses -Upskilling strategies and contingency planning for travel agencies - The role of insurance, refund policies, and safety protocols in future travel - Case-Studies: Developing resilient business models for future uncertainties

Unit 6: Strategic Management and Future Challenges (15 Hours)

Strategic Planning for Travel Agencies - Business growth strategies: Diversification, international expansion - Future of Travel Agencies - Impact of digital transformation - post-pandemic travel recovery and future trends - Adaptation to changing consumer behavior

SKILL DEVELOPMENT

1. Case studies on Travel Companies – functions and services
2. Virtual Presentation of Tourist destinations to enhance Communication skills
3. To prepare itinerary / travel plan for tourism packages
4. Hands-on training for Travel Documentation services
5. Practical knowledge of Travel Booking Procedures and Services

REFERENCE:

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- Bhatia, A.K., Tourism Development- Principles and Policies (New Delhi, 1991)
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- 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)
- Merissen Jome W, Travel Agents and Tourism
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