

TMH - 404: TRAVEL AND TOUR OPERATIONS

Credits: 4

Course Objectives:

1. To provide an all-round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history and types of travel agents and tour operators.
3. To impart the professional knowledge to meet the requirements of travel and tourism industry.
4. To provide the students with an understanding of the role, function and operation of organization in travel trade operations.
5. To understand the role and functions of tour guides in the industry.
6. To understand the conceptual meaning of travel business and its operation
7. To expose students with the various functions of travel agencies and procedures.

Course Outcomes:

- CO1:** Equip the students to manage tour and travel related procedures.
- CO2:** Validate the essential skills required in the administration and management of tour operations as a business.
- CO3:** Evaluate the duties and responsibilities of travel agencies staff and managers.
- CO4:** Acquire knowledge about the various international travel regulations.
- CO5:** Identify the functions performed by a travel agent.
- CO6:** Understand the appeal, and the changing nature of the package tour and its various markets.
- CO7:** Demonstrate Itinerary preparation skill for inbound, outbound, domestic and common interest tours.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I Introduction to Travel Agency Businesses - Historical Perspectives-Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- Types of travel agency -- Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, -and types of tour operators- Inbound, Outbound, Domestic, Ground and Specialized. Indian travel agents and tour operators- an overview. - The Changing Scenario of Travel Trade.

UNIT II Travel Agency/Tour Operations - Functions- Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies-Organization structure of a travel agency or tour operation and staffing. Diversified Role of Tour Operators-Running A Tour Operation Business- Distribution Networks of Tour Operation Business.

UNIT III The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sight-seeing

tours - Group, Incentive and convention tour –Mass Market Package holidays – Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions.

UNIT IV Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection–Planning and producing a tour- Process. Domestic ticketing and reservations- Major domestic airline and airport codes.

UNIT V Itinerary Preparation and Costing -Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Itinerary preparation for inbound, outbound, domestic and common interest tours. Factors affecting in tour costs- Components of tour costs- Tour cost sheet- Confidential tariff- Pricing of tour- Different pricing strategies.

UNIT VI Tour Guiding and Interpretation - Meaning; concept and types of guide; duties and responsibilities; Qualities of a good guide; Golden Rules of Guiding, Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour. Visitors interpretation: Popular understanding of Place, Potentials of attraction, heritage interpretation & Interpretation of Nature.

References:

1. Babu, A Satish, Tourism development in India, APH- New Delhi.
2. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
3. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
5. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.
6. Jag Mohan Negi (2006), Tourist guide &Tour Operation: - Kanishka Publishing House, New Delhi
7. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
8. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
9. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
10. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
