

MAMB 504T: MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS

No. of Credits: 04
Contact Hours / Week: 04
Pre Requisite: .

Assignments: 20 Marks
Semester Exam: 80 Marks

THEMES AND TOPICS

Unit I :

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies. An overview of the travel agents and Tour Operator in India. Types of tour operators.

Unit II :

How to set up Travel agency, Tour operation Company in India

Unit III :

Management of In-house operations: Product knowledge, linkages, itinerary preparation, costing a tour package : FIT and GIT tariffs, confidential tariffs, voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements. Briefing, planning and scheduling, pick up and transfers and feedback assessment.

Unit IV :

Managing field operations: Inbound and outbound. Developing linkages with principle suppliers. Managing recruitment and trained manpower. Inbound Tour Operations, outbound tour operations and its marketing. Guides and escorts: types, role and responsibilities. Communication and interpretation skills. Dealing with emergencies and complaint handling.

Unit V :

Publicity and promotion: Issues related to sales, promotional issues , marketing communication, public relations. Present business trends and future prospects-problems and issues.

Unit IV :

Managing Distribution: Role of distribution in Exchange process, selling in tourism through distribution chains. Logistics in tour operations. Managing distribution system in Tour Operations.

Reference Books/ Research reports / article / Study material :

1. Chunk, James, Dexter & Boberg, Professional Travel Agency Management
2. D.L. Foster , The Business of Travel Agency Operations and Management
3. Mohinder Chand, Travel Agency Management-An Introductory Text, Anmol Publication
4. Chand M. and Kamra K., Basics of Tourism: Theory, Operation and Practice
5. Bhatia A, Business of Travel agency and Tourism operation
6. N Chaudhary, Handbook for Tour Guides
7. Pender L. and Sharpley R., The management of Tourism
8. IATA, Travel agent application guide, India
9. IATA, Travel agent Handbook
10. R Ragde, Travel agency and tour operation

Online Reference Link:

1. www.tourism.gov.in
2. www.adtoi.in
3. www.Travelbizmonitor.com
7. www.Travtalkindia.com
8. <http://www2.unwto.org/en>
9. www.wttc.org
10. www.travelagentsofindia.com
11. www.iato.in
12. www.iata.org