

Objectives:

- To expose students to the procedures & processing tourism & travel aspects.
- To equip students to take care of the requirements of the profession.

Pedagogy: Lectures, seminars, group discussion, presentations

UNIT I : Travel Agency and Tour Operation: Definition- History of Travel Trade- The travel Market- Types of travel agency and tour operations- Travel Agent and tour operators- Interrelationship between Travel agency and tour operation.

UNIT II : How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA rules and regulation for travel agency approval- DOT rules and regulation for travel agent approval-approval from various government bodies-Organization structure of a travel agency or tour operator and staffing-Types of Organization: Proprietorship-partnership-Corporate.

UNIT III : Functions of travel agency: -Travel information -Documentation: Passports-various types and requirements-VISA- various types and requirements-Issuing Passport. -Product development: Planning and producing a tour- Planning an Itinerary- Preparation of itineraries-costing of tours.-Domestic ticketing and reservations: Issuance of a ticket- Airline codes - city codes- Policies regarding air travel.

UNIT IV: Tour Operational Techniques: Hotel procedures- Aboard the bus/coach- emergency procedures- Finance and accounting- food and beverages- Transportation-expulsion of tour member- handling company money - Reservation of tourist accommodation-hotel reservation – types- meal plans codes- Room rate-Information requirements. -Client service- Guide service-License service- financial services- Insurance Service

UNIT V: Product promotion: Developing package tours- types of package tour- components of package tour-basic principles on packaging- Factors affecting tour design and selection- Booking a tour

UNIT VI : Cruises: Types of cruises- Facilities- cruise accommodation - Rail Travel: Railroad travel in USA- European rail travel- Japanese rail Travel- New Zealand and Australian railways- Indian railways.

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4. Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi.
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