

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

BA (TOURISM AND TRAVEL MANAGEMENT)

VOCATIONAL PROGRAMME

As per NEP 2020 and as per resolutions of BOS on BA-TTM held on 22-10-2021

**Department of Business Administration.
(Faculty of Commerce)
Mangalore University, Mangalagangothri**

BA (TOURISM AND TRAVEL MANAGEMENT)

PROGRAMME

1. Programme Objectives:

The objectives of BA (Tourism and Travel Management) Programme are:

- To impart knowledge of the fundamentals of tourism theory and its application in problem solving.
- Select and apply appropriate tools for decision making required in the tourism industry for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the tourism entrepreneurial process and inculcate creativity and innovation among students.
- To produce tourism graduates with highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

On successfully completing the program the student will be able to:

- Understand concepts and principles of tourism management/business; identify the opportunities in the travel market and manage the challenges
- Demonstrate the knowledge of tourism managerial science to solve complex travel and hospitality problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse sectors, and in multi disciplinary settings.
- Demonstrate entrepreneurial competencies in tourism industry.
- Exhibit managerial skills in the areas of tourism marketing, hospitality, airline, HR, etc.
- Identify tourism business opportunities, destination design and implement innovations in work space.
- Possess a sturdy foundation for higher education and research in tourism and hospitality.

3. Program Specific Outcomes (PSO):

On the successful completion of B.A – Tourism and Travel Management, the students will be able to:

PSO1: Acquire Practical learning through internship, annual tour and organize various events etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization course in Air Ticketing, Hospitality Management, Cargo and Logistics, Human Recourse, and Tourism Marketing etc. to solve the issues.

PSO3: Understand and develop the new dimensions of knowledge and recent trends through open electives to cater the needs of the tourism industry.

PSO4: Comprehend the core concepts and core products, methods and practices in tourism management.

PSO5: Venture into his/her own travel business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans

PSO7: Develop an understanding of travel business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Mould Matured Individuals and responsible Citizens to the country

PSO9: Demonstrate Ability to work in varied Groups culture.

BA (TOURISM AND TRAVEL MANAGEMENT)

4. Structure of BA-TTM Syllabus:

First Semester BA(TTM)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
BASTMC N 101	Fundamentals of Tourism	DSCC	3+0+0	60	40	100	3
BASTMC N102	Tourism Products and Resources	DSCC	3+0+0	60	40	100	3
BASTMEN 101	Basics of Tourism	OE	3+0+0	60	40	100	3
	Total						
Second Semester BA (TTM)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
BASTMC N 201	Hospitality Management	DSCC	3+0+0	60	40	100	3
BASTMC N 202	Travel Agency and Tour Operation Management	DSCC	3+0+0	60	40	100	3
BASTMEN 201	Travel Agency Operations	OE	3+0+0	60	40	100	3

5. Acronyms Expanded

- **DSCC** : Discipline Specific Core (Course)
- **OE** : Open Elective
- **SEE** : Semester End Examination
- **CIE** : Continuous Internal Evaluation
- **L+T+P** :Lecture+Tutorial+Practical(s)

6. Pedagogy:

In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:

1. Case Based Learning: Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.

2. Experiential/Live Projects/Grass Root Projects: To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.

3. Team Spirit and Building: To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.

4. ICT enabled teaching with global touch: With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.

5. Leadership Building: Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.

6. Emphasis on Indian Tourism Business Models: Over the past two decades, several Indian Tourism Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

7. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl.No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	15 Marks
B.	Internal Assessment Tests (IAT)	25 Marks
Total of CIE (A+B)		40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE (A + B + C)		100 Marks

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 15% weightage (15 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of five of the following assessment methods with three (3) marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Caselets
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia,etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 25% weightage (25 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 25 marks.

c) In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

8. Suggestive Template for IAT

Internal Assessment Test
Bachelor (BA-TTM)
Course Code: Name of the Course

Duration:1 Hour

Total Marks: 25

SECTION-A

- I.** Answer any two of the following questions. (Questions are asked on Remembering)
(2 x 2= 4)

- 1.
- 2.
- 3.

SECTION- B

- II.** Answer any two of the following questions. (Questions are asked on Understanding and Applying)
(2 x5= 10)

- 4.
- 5.
- 6.

SECTION- C

- III.** Answer any one of the following questions. (Questions are asked on analyzing and evaluating)
(1x 11=11)

- 7.
- 8.

9. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

Semester End Examination
Bachelor of Arts (BA-TTM)

Course Code:

Name of the Course

Duration: 3 Hours

Total Marks: 60

SECTION-A

Answer any five of the following questions. Each question carries 2 marks (5 x 2= 10)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

SECTION- B

Answer any four of the following questions. Each question carries 5 marks (4 x5=20)

- 8
- 9
- 10
- 11
- 12
- 13
- 14

SECTION- C

Answer any three of the following questions. Each question carries 10 marks (3x 10=30)

- 15
- 16
- 17
- 18
- 19

BA(TTM) FIRST SEMESTER

Name of the Program: BA (Tourism and Travel Management) Course Code: BASTMCN 101 Name of the Course: Fundamentals of Tourism		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	48 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> a) The ability to understand concepts of Tourism and Travel management, principles and operations of Tourism and Travel Industry. b) The ability to explain the theories and practices of tourism. c) The ability to explain the motivations behind travel behaviour and able to identify tourism trends d) The ability to explain the linkages of tourism industry with other industries 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY		10
Brief history of tourism worldwide and in India-Types and Forms of Tourism: Inter– regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism, Space Tourism-tourist motivators		
Module No. 2: TOURISM PRINCIPLES, THEORIES AND PRACTICES		08
Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement of Tourism, Different Tourism Systems- Leiper’s Geo-spatial Model, Butler’s Tourism Area Life Cycle (TALC) - Crompton’s Push and Pull Theory		
Module No. 3: TRAVEL BEHAVIOUR AND MOTIVATIONS		10
Origin of Travel Motivation, Meaning of Motivation & Behavior, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		
Module No. 4: TOURISM AND ITS LINKAGES WITH INDUSTRY		10
Meaning and Nature of Tourism Industry, Basic Components of Tourism - Transport- Modes of transportation-Air transportation: national and private airlines- Chartered operations-major airports in India-Rail Transport: General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise- Road Transportation: Coach Services, rent-a car		
Module No. 5: TOURISM ORGANIZATIONS AND FUNCTIONS		10
Roles and Functions of United Nations World Tourism Organization (WTO) Pacific Asia		

Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC).

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of tourism and allied industries.

Text Books:

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
5. Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
6. Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
7. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
8. Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.
9. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.
10. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
11. Jagmohan Negi, Tourism and Travel: Concepts and Principles

Name of the Program: BA (Tourism and Travel Management) Course Code: BASTMCN102 Name of the Course: Tourism Products and Resource		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	48 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> a) The ability to understand concepts of tourism products and resource and classifications. b) The ability to explain the process architectural glory of India. c) The ability to comprehend the cultural diversity of India and its significance in country's tourism. d) The ability to understand the performing arts of India with their base and development. e) The ability to elaborate Indian paintings and understanding about the live heritage of India f) The ability to explain the natural attractions of India. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO TOURISM PRODUCTS AND RESOURCES		10
Definition of Tourism Products and Resources, Types of Tourism Products, concept and classification of tourism resources in India-Tourism resource potential of India.		
Module No. 2: ARCHEALOGICAL HERITAGE OF INDIA		10
Architecture: main types and trends - Buddhist, Jain, Hindu, Indo-Islamic, European and modern Architecture-Secular buildings and monuments- Indian Sculpture- Museums and Art Galleries – World Heritage Sites in India.		
Module No. 3: INDIAN CULTURAL HERITAGE		08
Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others- -Cuisine-Handicrafts-Folk Arts and Folklore.		
Module No. 4: PERFORMING ARTS RESOURCES		10
Classical Dance Forms in India - Bharatanatyam, Kathak, Kuchipudi, Oddissi, Manipuri; Folk Dances of India, Fairs and Festivals of India.		
Module No. 5: NATURAL TOURISM RESOURCE		10
National Parks, Biosphere Reserves and Wildlife Sanctuaries — Beaches – Hill stations- Deserts- Adventure Tourism Resources-Land Based, Water Based and Air Based.		
Skill Developments Activities:		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom		

- and the same needs to be recorded by the student in the Skill Development Book.
2. Draft tourism circuits.
 3. Draft tour itineraries for domestic tourism circuits.

Text Books:

1. Robinet Jacob, Mahadevan P., Sindhu Joseph, "Tourism Products of India – A National Perspective"
2. I.C.Gupta and S. Kasbekar – Tourism Products of India.
3. S.P. Gupta – Cultural Tourism in India.
4. A.L. Bhasham – Wonder that was India.
5. Sajnani, Manohar – Encyclopaedia of Tourism Resources in India.
6. Guptha&Krishnalal, S.P. - Tourism Resources and Monuments in India.
7. Lajpathi Rai - Development of Tourism in India
8. Banerjee, J.N. - The development of Hindu Iconography
9. Hamayan Khan - Indian Heritage
10. Percy Brawen - Indian Architecture
11. Ragini Devi - Dance Dialects of India

Note: Latest edition of text books may be used.

Name of the Program: BA (Tourism and Travel Management)

Course Code: BASTMEN101

Name of the Course: Basics of Tourism

Course Credits: 03

No. of Hours per Week: 03

Total No. of Teaching Hours: 48

Objectives:

- To introduce the discipline of Tourism and various aspects that constitute the concept of Tourism.
- To enable students to understand the rudiments of Tourism with futuristic view

Pedagogy: Assignment, Lecture-cum-discussions

UNIT I: Tourism – Definition, meaning, nature-classification of tourism & tourists. Travel elements & components –Tourism Statistics, Objectives, Types and Methods.

UNIT II: Travel Motivations - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators

UNIT III IMPACTS OF TOURISM - Tourism Impacts: Economic Impacts, Socio-Cultural Impacts, and Environmental Impacts

References:

1. Bhatia A.K, International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
2. Bhatia AK, Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen, Tourism Principles and Practices, 4th edition, Pearson Education Limited.

4. Dennis L & Foseter Glencoe, an Introduction to Travel & Tourism, McGraw-Hill International.
5. Dr. Revathy Girish, Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth, Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi
7. Kaul R.N, Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi.
8. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
9. Praveen Sethi, Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biwal Archana, Joshi Vandana, Tourism Operations and Management, Oxford University Publications
11. Sati V.P, Tourism Development in India, Pointer Publications, Jaipur.
12. Singh Anand, Tourism in Ancient India, Serials Publications, New Delhi.
13. Sinha R.K, Growth and Development of Modern Tourism, Dominant Publishers, New Delhi.

BA(TTM) SECOND SEMESTER

Name of the Program: BA (Tourism and Travel Management) Course Code: BASTMCN 201 Name of the Course: Hospitality Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	48 Hrs
Pedagogy: Classroom lecture, tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> a) The ability to explain the hotel industry in the world. b) The ability to illustrate the hotel organizational structure. c) The ability to work in a hotel front office as an assistant. d) The ability to work in housekeeping department. e) The ability to work in food and Beverage Production and Service Department. 		
Syllabus:		Hours
Module No. 1: ORIGIN OF HOTEL INDUSTRY		10
The term 'Hotel'; Evolution & Development of hospitality industry and tourism. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)		
Module No. 2: HOTEL ORGANIZATION		08
Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations. Types of plans: - Continental Plan – European Plan -American Plan – Modified American plan – Bermuda Plan-types of rooms-types of room rates;		
Module No. 3: FRONT OFFICE		10
Front office -Concept, Functions – Organization structure – various personnel, guest cycle activities, front office documents, front office communication, qualities required by front office personnel; Reservation – Sources of Reservation , computerized reservation system in hotel industry.		
Module No. 4: HOUSEKEEPING		10
Housekeeping department – definition, organization structure, functions, job duties of executive house keeper, assistant house keeper, housekeeping equipment, types of rooms and beds.		
Module No. 5: FOOD AND BEVERAGE		10

Food and Beverage department and its functions, responsibilities of food and beverage personnel, job description of food and beverage manager, job description of executive chef.

Skill Developments Activities:

1. Collect details of various categories of hotels.
2. Make a practical record on hotel industry operations.
3. Draft a partnership deed with travel agents and tour operators.
4. List out the organizations associated with hotel industry and their role and functions

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

Note: Latest edition of text books may be used.

Name of the Program: BA (Tourism and Travel Management)		
Course Code: BASTMCN 202		
Name of the Course: Travel Agency and Tour Operation Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	48 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate		
<ol style="list-style-type: none"> f) An understanding of the travel trade business. g) An ability to describe the functions travel agency business. h) An understanding of the need of travel agency approval and types of travel agency business. i) An understanding of tour operation business. j) An understanding of the techniques of tour packaging and preparation of tour itinerary. 		
Syllabus:		Hours
Module No. 1: TRAVEL INTERMEDIARIES		10
Distribution channels, Tourism Distribution, Functions of distribution channels in tourism, Levels of distribution, Intermediaries in Tourism, need of intermediaries, Intermediaries and benefits, Types of Tourism Intermediaries.		
Module No. 2: TRAVEL AGENCY OPERATIONS		10
Travel agency, concept and definition, Types of Travel Agencies, Retail travel Agent, Wholesale travel agent, corporate travel agency, Specialty travel agency, Online travel agent, Functions and activities of travel agents, Organization and management, setting of a travel agency.		
Module No. 3: TRAVEL DISTRIBUTION SYSTEM		10

Computer Reservation Systems, Evolution and growth of CRS and GDS, CRS and Information based strategies, Major Global Distribution Systems, introduction to Travel port/GALILEO AND WORLDSPAN, AMADEUS, SABRE, GNEs, Airline Reservation System.	
Module No. 4: TOUR OPERATION	08
The concept, Evolution of Tour Operation, the product, suppliers and the consumer, Types of tour operators, Contributions and Benefits of Tour operation, Benefits to Tourist, for destinations and suppliers, Organization structure.	
Module No. 5: PACKAGE TOURS	10
Tour: Definition and Concept. Tour classification, FIT, Custom designed/Tailor-made tours, GIT, Mass market tours, Special Interest Tours/'Niche Tours', Long haul and Short haul tours, Single-centre/multi-centre holidays, All Inclusive tours, Guided, hosted and escorted tours, Affinity tour, Tours based on mode of transport, Business tours, Package tour, Elements of a package tour. Tour itinerary, samples, points to consider in itinerary preparation, tour costing basics.	
Skill Developments Activities: <ol style="list-style-type: none"> 1. List out the major travel agencies and tour operators in India. 2. Draw the organizational structure of travel agency (Small, medium and big). 3. Prepare tour package for any destination. 4. Identify the benefits of Digital transformation in the area of travel agency and tour operation business in India. 	
Text Books: <ol style="list-style-type: none"> 1. Dr. K Ashwatappa: Essentials of Business Environment 2. Sundaram & Black: The International Business Environment; Prentice Hall 3. Chidambaram: Business Environment; Vikas Publishing 4. Upadhyay, S: Business Environment, Asia Books 5. Chopra, BK: Business Environment in India, Everest Publishing 6. Suresh Bedi: Business Environment, Excel Books 7. Economic Environment of Business by M. Ashikary. 8. Business Environment by Francis Cherrinulam <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BA (Tourism and Travel Management)

Course Code: BASTMEN 201

Name of the Course: Travel Agency Operations

Course Credits: 03

No. of Hours per Week: 03

Total No. of Teaching Hours: 48

Objectives

- To understand the operations of Travel Agency businesses
- To know the role of Travel Agency in promoting Tourism.
- Enable the students to understand the functions of Travel Agents

UNIT I - Concept and Definition of travel agency, types of travel agency; wholesale and retail, corporate travel agency, specialty of Travel Agency, Functions of Travel Agency, Setting of Travel Agency.

UNIT II - Growth of Travel Agency Business; Role of Travel Agents in promoting tourism, An overview of Indian Travel Agents, Principles of current business trends and future prospects, Problems and issue

UNIT III - Travel Organizations - WTO, IATA, UFTAA, TAAI, IATO, ASTA, PATA - Their organizational structure and functions.

References:

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
3. Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi.
4. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
5. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
6. Babu, A Satish, Tourism development in India, APH- New Delhi. Babu, A Satish, Tourism development in India, APH- New Delhi.
