

**BTTM 202**

Travel Agency and Tour Operations Business

**Programme:** Bachelor in Tourism and Travel Management (BTTM 16)**Year / Semester:** 2nd Semester**Objective:** To familiarize learners with the fundamentals of Tourism industry and to provide the conceptual understanding of the discipline.

<b>Block</b>	<b>Unit</b>	<b>Title</b>
<b>Block 1</b>	<b>Travel Agency and Tour Operations Sectors</b>	
	Unit 1	Travel and Tour Operations Trade: Origin and Development and Changing Scenario especially due to CRS & ICT
	Unit 2	Meaning and Definitions of Travel Agency and Tour Operators
	Unit 3	Forms & Typologies of Tour Operators and Travel Agents and Differentiations Between Them
	Unit 4	Role and Contributions of Travel Agents & Tour Operators in Development & Growth of Tourism Industry in India; Ethical, Legal and Regulatory Aspects of Travel Agency and Tour Operations Business
<b>Block 2</b>	<b>Travel Agency Business</b>	
	Unit 5	Core areas of Travel Agency Business and Functions (Ticketing, Travel Facilitation, Documentation, Marketing etc.)
	Unit 6	Departmentalization of a Travel Agency and Organizational Structure of a Standard Travel Agency
	Unit 7	Setting up a Travel Agency, Fiscal & Non-Fiscal Incentives Provided by the Government and Sources of Income
	Unit 8	Procedures for approval from the State Department, Central Government and IATA
<b>Block 3</b>	<b>Tour Operations Management</b>	
	Unit 9	Tour Operations: Considerations, Challenges and Organization
	Unit 10	Organizational Structure and Functions of a Tour Operator (Negotiating & Contracting with Suppliers, Tour Planning & Execution, Marketing etc. )

	Unit 11	Factors Affecting Tour Planning and Sources of Income
	Unit 12	Requirements and obligatory conditions to set up a Tour Operation Unit
<b>Block 4</b>	<b>Case Studies of Travel Trade Organizations and Associations</b>	
	Unit 13	TAAI and IATO
	Unit 14	IATA and WATA
	Unit 15	Thomas Cook and Cox & Kings
	Unit 16	Orbitz and SOTC