

**MTTM 202**

Introduction to Travel and Hotel Operation

**Programme:** Master of Tourism & Travel Management (MTTM 16)**Year / Semester:** 2nd Semester**Objectives**

- To understand the essentials of hospitality industry.
- To familiarize with resort and event management.
- Understand the significance of travel agency and tour operation business.
- Know the current trends and practices in the tourism and travel trade sector.
- Develop adequate knowledge and skills applicable to travel industry.

<b>Block – I Travel Trade Sector</b>	
Unit – 1	Travel Trade Sector – Origin, Developmental History and Present Status in International Context
Unit – 2	Travel Agency and Tour Operations Sector – Intra and Inter-sectoral Linkages
Unit – 3	Types of Travel Agents and Tour Operators
Unit – 4	Travel Trade Business – Scope, Opportunities and Challenges
<b>Block - II Functions, Organization and Management of Travel Agency and Tour Operations Enterprises</b>	
Unit – 5	Travel Agency: Core Functions, Departmentation and Organizational Hierarchy
Unit – 6	Organization and Management of A Standard Tour Operations Enterprise
Unit – 7	Role of Travel Agents and Tour Operators in Tourism Chain of Distribution
Unit – 8	Fiscal and Non-Fiscal Incentives Available to Travel Agencies and Tour Operators in India
<b>Block – III Hospitality and Hotel Sector</b>	
Unit – 9	Hospitality : Meaning, Nature, Purpose and Typology
Unit – 10	Hotels & Hoteliering: Origin of the concept; growth & development of the Years.
Unit – 11	Core Areas of a Standard Hotel: Front Office, Food & Beverages (F&B), Housekeeping, Food production; Functions of the Back Office
Unit – 12	Hotel Classification : Need and Scope; Procedure and Criteria of Hotel Classification in Indian Context

Unit - 13	Multinational Hotel Chains Operation India; Advantages vis a vis Disadvantages of Multinational Chains with special Reference to India
<b>Block – IV</b> <b>Some Key Issues Related to Travel Trade and Hospitality Sectors</b>	
Unit – 14	Ethical, Legal and Regulatory Aspects of Travel Trade and Hotel Operations
Unit – 15	Challenges in Marketing of Travel Trade and Hospitality Services
Unit – 16	Procedure for Setting up Travel Agency and Tour Operations and Hotel Enterprise in India : A Brief Over view
Unit – 17	Role and Contribution of Leading International and national Association/Organization like TAAI, IATO, , IATA, IHA and HAI in Promotion of Tourism.
Unit - 18	Ethical, Legal and Regulatory Aspects of Travel Trade and Hotel Operations