

**Programme Name and Code:** Master of Tourism and Travel Management (MTTM-24)  
**Course Name and Code:** Travel Agency Management and Tour Operations (MTTM-104)  
**Semester:** 1<sup>st</sup>

**Objective:** The objectives of this course are to acquire in-depth knowledge about the Tour Operation business and to become familiar with the Tour Operation Techniques and strategies required to handle the Tour Operation Business successfully.

Unit	Title
<b>Block-1</b> <b>Travel Agency and Tour Operations Sectors</b>	
<b>Unit-1</b>	Travel and Tour Operations Trade: Origin and Development and Changing Scenario especially due to CRS & ICT
<b>Unit-2</b>	Meaning and Definitions of Travel Agency and Tour Operators
<b>Unit-3</b>	Forms & Typologies of Tour Operators and Travel Agents and Differentiations Between Them
<b>Unit-4</b>	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>	
<b>Unit-5</b>	Core areas of Travel Agency Business and Functions (Ticketing, Travel Facilitation, Documentation, Marketing etc.)
<b>Unit-6</b>	Departmentalisation of a Travel Agency and Organizational Structure of a Standard Travel Agency
<b>Unit-7</b>	Setting up a Travel Agency, Fiscal & Non-Fiscal Incentives Provided by the Government and Sources of Income
<b>Unit-8</b>	Procedures for approval from the State Department, Central Government and IATA
<b>Block-3</b> <b>Tour Operations Management</b>	
<b>Unit-9</b>	Tour Operations: Considerations, Challenges and Organisation
<b>Unit-10</b>	Organisational Structure and Functions of a Tour Operator (Negotiating & Contracting with Suppliers, Tour Planning & Execution, Marketing etc.)
<b>Unit-11</b>	Factors Affecting Tour Planning and Sources of Income
<b>Unit-12</b>	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>	
<b>Unit-13</b>	TAAI and IATO
<b>Unit-14</b>	IATA and WATA
<b>Unit-15</b>	Thomas Cook and Cox & Kings
<b>Unit-16</b>	Orbitz and SOTC

**Suggested Readings:**

- Foster, D.L., The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
- Frenmount P., How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
- Gee, Chuck and y. Makens, Professional Travel Agency Management, Prentice hall, New York.
- Holloway, J.C., the Business of Tourism, Pitman.
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- Syrratt G, Manual of Travel Agency Practice, Butterworth, Oxford.