

Semester-2nd

End Semester Exam

Assignment:

BTTMN-201

Travel Agency and Tour Operations

Programme: Bachelor of Tourism and Travel Management (BTTM-23)

Year / Semester: 2nd Semester

Objective: To familiarize learners with the fundamentals of the Tourism industry and to provide a conceptual understanding of the discipline.

| Unit | Title |
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| Block-1 | |
| Travel Agency and Tour Operations Sectors | |
| 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 |
| Block-2 | |
| Travel Agency Business | |
| 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 |
| Block-3 | |
| Tour Operations Management | |
| Unit-9 | Tour Operations: Considerations, Challenges and Organization |

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| 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 |
| Block-4 | |
| Case Studies of Travel Trade Organizations and Associations | |
| Unit-13 | TAAI and IATO |
| Unit-14 | IATA and WATA |
| Unit-15 | Thomas Cook and Cox & Kings |
| Unit-16 | Orbitz and SOTC |