

DTS-103

Travel Agency Management and Tour Operations

Programme Name and Code: Diploma in Tourism Studies (DTS-24)

Course Name and Code: Travel Agency Management and Tour Operations (DTS-103)

Semester: 1st

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.

Credits: 06

Block-1	
History and Growth of Travel Agency	
Unit-1	History of Travel Agency and Tour Operation
Unit-2	Growth and Development of Travel Agency and Tour Operations in India
Unit-3	Factors Responsible for the Growth of the Travel Sector
Unit-4	Travel agency and Tour Operation
Block-2	
Basic Aspects of Travel Operation	
Unit-5	The Indian Travel Agents and Tour Operators- An Overview
Unit-6	Forms and Types of Travel Operation
Unit-7	Components and elements of Tour Operation
Unit-8	International Conventions on Travel and Tour Operations
Block-3	
Role and Function of Travel Intermediaries	
Unit-9	Linkages and arrangements with other Tourism Components
Unit-10	Travel Information and Counseling
Unit-11	Documentation and Ticketing:
Unit-12	Itinerary Preparation and Tour Packaging
Block-4	
Entrepreneurship in Travel Operation	
Unit-13	Setting up of Travel agency and Tour Operation Business:
Unit-14	Role and Functions of Tourism Organisations:
Unit-15	Trade Association and Organisations in Travel Promotion:
Unit-16	Present Business trends and prospects:
Block-5	
Case Studies of Travel Trade Organizations and Associations	
Unit-17	International Air Transport Association (IATA): History, Aims, Services, Activities, Membership

Unit-18	International Civil Aviation Organization (ICAO): History, Objectives, Functions, Organizational Structure
Unit-19	Travel Agents Association of India (TAAI): History, Purpose, Objectives, Activities and Membership
Unit-20	Indian Association of Tour Operators (IATO): Purpose, Objectives, Membership and Functions.
Unit-21	Thomas and Cox and Kings

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.
- Syratt G, Manual of Travel Agency Practice, Butterworth, Oxford.