

## DTS-123

### Travel Agency Management and Tour Operations

**Programme Name and Code:** Diploma in Tourism Studies (DTS-26)

**Course Name and Code:** Travel Agency Management and Tour Operations (DTS-123)

**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.

**Credits:** 04

<b>Block-1</b>	
<b>History and Growth of Travel Agency</b>	
<b>Unit-1</b>	Growth and Development of Travel Agency and Tour Operations in India
<b>Unit-2</b>	Factors Responsible for the Growth of the Travel Sector
<b>Unit-3</b>	Travel agency and Tour Operation
<b>Block-2</b>	
<b>Basic Aspects of Travel Operation</b>	
<b>Unit-4</b>	The Indian Travel Agents and Tour Operators- An Overview
<b>Unit-5</b>	Forms and Types of Travel Operation
<b>Unit-6</b>	Components and elements of Tour Operation
<b>Block-3</b>	
<b>Role and Function of Travel Intermediaries</b>	
<b>Unit-7</b>	Linkages and arrangements with other Tourism Components
<b>Unit-8</b>	Travel Information and Counselling
<b>Unit-9</b>	Documentation and Ticketing
<b>Unit-10</b>	Itinerary Preparation and Tour Packaging
<b>Block-4</b>	
<b>Entrepreneurship in Travel Operations</b>	
<b>Unit-11</b>	Setting up a Travel Agency and Tour Operation Business:
<b>Unit-12</b>	Role and Functions of Tourism Organisations
<b>Unit-13</b>	Trade Associations and Organisations in Travel Promotion
<b>Block-5</b>	
<b>Case Studies of Travel Trade Organisations and Associations</b>	
<b>Unit-14</b>	International Air Transport Association (IATA): History, Aims, Services, Activities, Membership
<b>Unit-15</b>	International Civil Aviation Organisation (ICAO): History, Objectives, Functions, Organisational Structure
<b>Unit-16</b>	Travel Agents Association of India (TAAI): History, Purpose, Objectives, Activities and Membership
<b>Unit-17</b>	Indian Association of Tour Operators (IATO): Purpose, Objectives, Membership and Functions.

**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 a Successful Travel Agency*, Delmar Publishers Inc., New York.
- Syrratt G, *Manual of Travel Agency Practice*, Butterworth, Oxford.