

Department of History & MTM
Kakatiya University, Warangal

TOURISM AND TRAVEL MANAGEMENT

B.A. II YEAR

SEMESTER - IV

PAPER- IV – TRAVEL AGENCY & TOUR OPERATIONS BUSINESS

Unit- I: Travel agency and tour operator-meaning, concept, Types of Travel agencies- importance of travel agencies- Historical growth and development of travel agency and tour operation business.

Unit- II: Organisational structure of travel agency- The tour-operator-main operational areas and managerial functions of major travel agencies/tour operators-Multinational companies and Franchise in travel business.

Unit- III: Travel agency & Tour operation Business-Setting procedure and process- Ministry of Tourism, Govt. of India and IATA approval for travel agency and tour operator- revenue sources of travel agency- Financial incentives available for travel agency and tour operator in India.

Unit- IV: Travel Trade Association and Organisations- Present business Trends and Future prospects of travel agency and tour operation business- Tourism corporations in travel agency and tour operation business.

Unit- V: Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Special interest tours-Tailor made package tours and Niche package tours- Concept of costing – Types and Components of tour cost.

References:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New Delhi
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale (1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
5. Laurence Stevens (1990); Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers
6. Jane Archer, (2006); Manual of Travel Agency Practice – Butterworth Heinemann Pub, London