

COURSE NO: THMO-121

TITLE: TRAVEL AGENCY AND TOUR OPERATIONS

TOTAL CONTACT HOURS:

(60 HOURS)

Objectives of the course: To outline an emphasis on hands on practice with the reservation connect with the tourism industry worldwide

Module 1: Introduction: Travel Agency and Tour Operators (15 Hours)

Definition- scope- Types of Travel agencies- Travel for pleasure- peace time activity- paid holiday concept- changing travel attitudes- technological change and their effects- defining tourism and foreign tourists- tourism- Holiday Packages- Travel Destinations.

Module 2: Passenger Transport (15 Hours)

Prime focus in expansion of tourism- high speed trains- cruise liners-air transport – commercial transport – ocean transport- Indian Railways: Past , Present, Future- types of tours available in India- Indrail pass- special schemes and packages (Palace on wheels, royal orient, fairy queen)

Module 3: Travel Agency Operations (15 Hours)

Scope and role of retailers- modern travel agencies- travel organization – handling a clients- WTA Guidelines’- service suppliers-Thomas Cook- American Express- Cox & Kings

Module 4: Travel agency appointments (15 Hours)

International air transport agency (IATA)- trade association activities- traffic conferences and activities- IATA allied service-IATA accreditation for agency- IATA Control approval- international regulations- Indian association of travel operators- world tourism and travel council- Federation of Hotel & Restaurant Association of India (FHRAI).

Recommended Reading List:

1. Negi, Jagmohan(1998): *Travel Agency and Tour Operations*, Kanishka Publishers, N. Delhi.
2. Sharma, Yogesh Kumar & Sharma, Pragma(2006): *Handbook of Tourism*, Pointer Publishers, Jaipur.
3. Bhatia, A. K.(1998): *Tourism Management and Marketing - The Business of Travel Agency Operations*, Sterling Publishers, N. Delhi. Rs.150