

PRE-REQUISITE

THM-204 Travels and Tour Operations

LEARNING OUTCOMES:

Upon completion of this course the student should:

1. Be able to understand the evolution of travel agency business in the world
2. Be able to understand the business opportunities in travel agency and tour operation
3. Be familiar with the operational areas of travel agency and tour operation
4. Be able know the procedures for starting a travel agency and tour operation

COURSE INTRODUCTION AND OBJECTIVES

The course aims is to give an understanding about the evolution of travel agency business in the world; understand the business opportunities in travel agency and tour operation, be familiar with the operational areas of travel agency and tour operation, know the procedures for starting a travel agency and tour operation

Module-1**Travel Trade-Historical Perspectives**

- Introduction, Origin of travel agency business
- Thomas cook and its origin
- Establishment of modern travel agency
- Travel innovation

Module-2**Travel Agency-A Retailing Point of tourism**

- Whole-sale travel agency
- Retail travel agency

Module-3**Types of Travel agencies**

- Full service agency, commercial agency, implant agency, Group/Incentive agency, online travel agency

Module-4**Roles of Service and Travel agency**

- Travel agency operations, operations as service, travel agency and tour operations

Module-5**Linkage and Integration in Travel Trade**

- Meaning of linkage and integration, consolidation of market
- Horizontal integration, vertical integration

Module-6

Changing Scenario of Travel Trade

- Factor Influencing travel business
- Pro-active role of travel trade association
- Demands for air travel

Module-7

Setting up a Travel Agency

- Selection of office premises, technological gadgets, paid-up capital, accounts management

Module-8

Diversification of Travel Agency

- Significance of diversification, diversification strategies, concentric diversification, conglomerate diversification

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Graham, A., & Dobruszkes, F. (Eds.). (2019). *Air Transport–A Tourism Perspective*. Elsevier.
2. Halpern, N., & Graham, A. (2018). *Introduction to The Routledge Companion to Air Transport Management* (pp. 1-8). Routledge.
3. Cook, G. N., & Billig, B. G. (2017). *Airline operations and management: a management textbook*. Routledge.

PRE-REQUISITE

THM-204 Travels and Tour Operations

LEARNING OUTCOMES:

Upon completing this course students will be able to:

- Explain the basic laws and conventions governing air transport
- Recognize the civil aviation global framework and air transportation main actors
- Assess the respective roles and functions of civil aviation authorities, airlines, airports and ANSPs
- Describe aviation technological innovations and best practices
- Demonstrate more effective management and presentation skills
- Apply leadership principles and practices

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Module 1: Aviation law and regulation

- Introduction
- Air law
- Aviation law
- International air law
- International convention law
- Sovereignty of territorial airspace
- Chicago Convention 1944
- Freedoms of the air
- The International Civil Aviation Organization (ICAO)
- Warsaw Convention 1929
- Montreal Convention 1999
- Differences between the Warsaw and Montreal conventions
- International carriage by air
- Globalization of aviation

Module 2: The Airport-Airline Relationship

- Introduction
- The Contemporary Airport-Airline Relationship
- Airport perspectives on the airport-airline relationship
- Airline perspectives on the airport-airline relationship

Module 3: Airline Business Model

- Introduction
- Airline Business models
- The FSNC Response
- Strategic alliances
- Non-aligned carriers
- Airline Failure

Module 4: Airline Pricing Strategies

- Introduction
- Pricing
- Revenue Management
- Point-to-Point Revenue Management
- Connecting passenger revenue Management
- Other revenue management considerations

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