

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

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: 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

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		Details
1.	Mid Term Assessment		It takes place at the mid-point of the semester
2.	Formative Assessment		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		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.