

**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		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.