

**Cluster University Srinagar**  
**UG- 2<sup>nd</sup> Semester (NEP)**  
**Subject:-Tourism and Travel Management**

Course Title: **Tourism Operations (Major)**

Total Credits: 04 (Theory: 03; Tutorial/Practical = 01)

Course Code: **UGTOR22J201**

**Course Objectives:** The course is aimed to make students understand the modus operandi of travel business. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operational aspects of travel agency and tour operation business

**Learning Outcomes:** *After completing this syllabus, the learners will be able to understand:*

- The concept of tourism and travel business,
- The historical developments in tourism business,
- The operational aspects of travel agency/tour operation business,
- The concepts of tour packaging, Itinerary preparation & tour brochure, varied formalities and regulations related to travel.

Unit I.	<b>Introduction to Travel Trade</b>
	a) Tourism as a Business Activity; Historical Development of Travel Trade; b) Travel Intermediaries: Meaning, Significance and Types ; c) Travel Agency: Meaning, types and functions; Tour operation: Meaning, types and functions; d) Difference between Travel Agency and Tour Operator.
Unit II.	<b>Itinerary Planning &amp; Tour Packaging</b>
	a) Tour Itinerary: Meaning, Significance and Types of Itinerary, Resources and Steps for Itinerary Planning, Do's and Don'ts of Itinerary Preparation; b) Tour Packaging — Concept, meaning and types; c) Designing of a tour package, Liaison with principal and other suppliers; d) Designing & Importance of Tour Brochures.
Unit III.	<b>Setting up of Travel Business and Travel Formalities</b>
	a) Setting up of Travel Agency: Infrastructure and Financial Requirements, Approvals by Concerned Bodies; b) Sources of Income of a Travel Agency; c) Travel formalities and Regulations: Passport, Visa, Foreign exchange, Custom, Immigration, Special Permits, Travel Insurance; d) Booking and confirmations: reservation, billing, cancellation, refund and no shows.
<b>Tutorials/Practical</b>	
Unit IV.	<b>Assignment/Group Discussions/Presentation/Quiz/Book Review/Field Survey(Followed by Viva-Voce)</b>
	a) Assignment with presentation on the assigned topics, Preparation of tour Package/Itinerary for local destinations b) Industrial Tour and preparation of report. Note: <i>The tour is designed to develop interface between the classroom and the real-world tourism operational experience. The tour can comprises of visits to local travel agencies/tour operation companies and other tourism organisations. After completion of the tour, students will have to submit a detailed tour report which shall be evaluated by an external examiner.</i>

**Suggested Readings:**

1. Foster, D.L. The Business of Travel Agency Operations and Administration, McGraw Hill, Singapore.
2. Gee, Chuck and y. Makens, Professional Travel Agency Management, Prentice hall, New York.
3. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
4. Jagmohan Negi. Travel Agency and Tourism Operations and Concepts and Principles, Kaniska Publishers, New Delhi
5. Bhatia, A.K., The Business of Travel Agency and Tour Operations Management- Sterling Publishers, New Delhi
6. Chand. M., Management of Travel Agency and Tour Operation, Anmol, New Delhi: