

Travel Agency and Tour Operations Management



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Travel Agency and Tour Operations Management

Unit - I

Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business

- Linkages and Integration with the Principal Service Providers - the Changing Scenario of

Travel Trade.

Unit - II

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of

Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation

- Recognition from Government.

Unit - III

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary

- Resources and Steps for Itinerary Planning - Do's and Dont's of Itinerary Preparation -

Tour Formulation and Designing Process - FITs & Group Tour Planning and Components

- Special Interest Tours (SITs).2

Unit - IV

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour

Packages - Components of Package Tours - Concept of costing - Types of costs - Components

of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing

strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Unit - V

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI

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