

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: III
Syllabus with effect from: June-2012

Theory

Paper Code: UM03CBBT01	Total Credit:3
Title Of Paper: Organization of Tourism & Travel-II (T/P)	

Unit	Description in detail	Weighting (%)
I	Tour Operations Introduction. Approval of Travel Agents and Tour Operators. Regulations for accreditation Major Components of tour operations, Transport and Accommodation, Destination. Identifying New Products Tour Marketing	25 %
II	Tour Operator Management An introduction. Setting up of a new Travel Agency Documentation for approval. Tour Operator as Consultant Sources of Income of Travel Agency/ Tour Operators	25 %
III	Itinerary Development Introduction, meaning and definition. Types of itineraries, how to develop an effective itinerary. Itinerary preparation for inbound, outbound and domestic tours. Tour costing. Functions of tour managers and planning tools for an itinerary.	25 %
IV	Public and Private sector in Travel Agency Business and Tour Operation Business: Organisational Structure and various Departments of a Travel Agency. -- - Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: IATO and TAAI.	25 %

Practical

Paper Code: UM03CBBT01	Total Credit:3
Title Of Paper: Organization of Tourism & Travel-II (T/P)	

Unit	Description in detail	Weighting (%)
	The students will prepare report on destination visited by them on all its tourism aspects (History, architectural features, basic infrastructure, attractions, accommodations, transportation, food outlets, nearby attractions,	



	attitude of the local people, interact with the local population and other related information	
	Journal evaluation and viva voce	

Laboratory:

Unit 5: One tour for the students at a site of Tourism importance.

Basic Text & Reference Books:

- Foster, Dennis; An Introduction to Travel and Tourism, 2nd Edition, McGraw Hill International Edition, Sethi, Praveen; Strategies for the Future of Travel and Tourism, Rajat Publication, 1999.
- J.M.S.Negi, 'Travel Agency Operation, Concepts and Principles' Kanishka, New Delhi, 2005
- Chand.M., 'Management of Travel Agency and Tour Operation', Anmol, New Delhi
- Jagmohan Negi, 'Tourist Guide and Tour Operation : Planning & Organising' Kanishka, New Delhi, 2005
- Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
- Foster, Douglas (1983), Travel and Tourism Management, McMillan, London

