

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Tourism and Travel Management)**  
**Semester: II**  
**Syllabus with Effect from: December 2015**

<b>Paper Code:</b> UM02CBBT09	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Travel Agency and Tour Operations	

Unit	Description in detail	Weightage (%)
1	Meaning & definition of Travel Agent and Tour operator, Functions of Travel Agency and Tour operator. Organization structure of travel agency.	25%
2	Types of Tour Operators- inbound, outbound, domestic. Setting up a travel agency. Passport: Definition, types, requirements for Passport. Visa: - Definition, types of visa, requirements for visa. Other travel regulations – health regulations, insurance, permits etc Travel Desk Operations	25%
3	Definition Role, functions and characteristics of Guides and Escorts. Tour packaging: definition, components of a tour package, types of package tours, Online Travel Agency.	25%
4	Meaning and Basics of Itinerary planning, Steps in Itinerary planning, Planning itineraries (Domestic and International) - Week end, One week, Two weeks and more. IATA traffic conference area-I, II and III.	25%
	<b>Practical:</b>	
	Preparing itinerary for one destination and visiting the same.	
	Visiting one travel agency/tour operator and collecting information about its functions.	
	Reports evaluation and viva voce.	

**Basic Text & Reference Books:**

- Tourism Management and Marketing – A. K. Bhatia
- Travel Agency And tourism – Manohar puri&Gian Chand
- Travel And Tourism – JyotiMarwah&ManjushriGanguly
- Travel Agency – Morrison ( Acro Publishing, New York)
- Travel agency Management – Agarwal (Communications India)

