

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Tourism & Travel Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: November / December-2018

Semester: II

Paper Code: UM02CBBT21	Total
Title Of Paper: Travel Agency and Tour Operations (T+P)	Credits: 3
Objective : The objective of this course is to help students to acquire conceptual & practical knowledge of the Travel Agency and Tour Operations and to impart skills for the development of them to build a career in Tourism Industry.	

Unit No.	Description in Detail	Weightage
I	Meaning & definition of Travel Agent and Tour operator, Functions of Travel Agency and Tour operator. Organization structure of travel agency.	25%
II	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%
III	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%
IV	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%

Practical

1	Preparing itinerary for one destination and visiting the same.
2	Visiting one travel agency/tour operator and collecting information about its functions.
3	Reports evaluation and viva voce.

Evaluation :

- The examination will be conducted in two parts: Written and Practical. Both will carry equal weightage in internal as well as external examination in the ratio of **60:40**.
- The Written examination will be of **Two Hours** duration and carry **60 Marks**.
- Practical examination will comprises of practical in respective area / subject, Journal Preparation and Viva Voce.
- The total number of marks obtained by a candidate out of **120**, i.e. the total of written and practical examination shall be divided by two as to get marks out of **60** at external examination.

Reference Books:

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