

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 -2019

Semester: II

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| Paper Code: UM02CBBT51 | 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

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| 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 **70:30**.
- The Written examination will be of **Three Hours** duration and carry **70 Marks**.

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)