



COURSE CURRICULUM

Course Title: TRAVEL AND TOUR PLANNING

Course Code: TTA 133

Credit Units: 03

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	1	-	-	03

Course Objectives:

- To understand the functioning for travel agency and tour operation business.
- To develop the skills required to operate a travel
- To familiarize with travel terminology

Pre-requisites: Nil

Student Learning Outcomes:

- Explain the travel trade terminology.
- Demonstrate the knowledge of practices and functions of travel industry.
- Summarize the knowledge of leading travel groups through case studies

Course Contents/Syllabus:

	Weightage (%)
Module I	10
History of travel agency business, Travel Terminology: Current and popular travel trade abbreviations	
Module II	20
Travel Agency, Types, Departments of travel agencies, functions of travel agencies, Sources of income: Commission, Service Charges.	
Module III	20
Tour operation business – definition – tour operation – types of tour, inbound, outbound, escorted etc, definition – types of travel agencies	
Module IV	25
Documentation Passport, Types of Passport, VISA, Types of VISA	
Module V	25

Case studies of leading Inbound and outbound tour operation companies.

Pedagogy for Course Delivery:

- Power point presentations
- case studies
- Discussions

Lab/ Practicals details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Assignment	Viva	Attendance	External Exam
Weightage (%)	15	05	05	05	70

Text:

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding