

MB18NH07	TRAVEL AND TOUR OPERATIONS MANAGEMENT	L	T	P	C
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LESSON PLAN

Course Objectives

The aim of this course is to introduce students to

- Get aware of various services provided by hospital and healthcare organizations
- Do proper planning and organization of various healthcare services
- Maintain documents and records and trace the required information at any point of time
- Build appropriate systems for healthcare service delivery

Unit	Session	Topic	Reference	Page No.
I	1	History of Travel Agency Business	R2	3-7
I	2	Growth of Travel Agency Business	R2	8-16
I	3	Emergence of Thomas Cook	B1	Chapter 1
I	4	Emergence of American Express	B1	Chapter 1
I	5	Emergence of Travel Intermediaries	B1	Chapter 1
I	6	Indian Travel Agents & Tour operators	B1	139-143
I	7	Interplay of Push Factors	B1	Chapter 1
I	8	Interplay of Pull Factors	B1	Chapter 1
I	9	Case Study		
II	10	Differentiation Travel Agents & Tour operators	R3	102 – 105
II	11	Interrelationship Travel Agents & Tour operators	R3	105- 109
II	12	Functions of Travel Agency and Tour Operators	R1	106-110
II	13	Organizational structures of Travel Agency and Tour Operators	R1	132-138
II	14	Linkages of Tour Operation Business with Principal Suppliers	B1	Chapter 8
II	15	Government of Other Agencies	B1	Chapter 8
II	16	Incentive applicable to Tour Operators in India	R1	147-148
II	17	Concessions Applicable to Tour Operators in India	B1	Chapter 5
II	18	Case Study		
III	19	Setting up a Travel Agency/ Tour Operation Business	R1	100-104
III	20	Sources of Funding	R1	348-354
III	21	Comparative Study of Various Type of Organization	B1	Chapter 1
III	22	Government Rule of Getting Approval for travel agency	R1	113-114
III	23	IATA Rules	B1	Chapter 4
III	24	IATA Regulations and Accreditation	B1	Chapter 4
III	25	Documentation required for setting a travel agency	R1	115-116
III	26	Sources of Earning: Commissions, Service Charges	B1	Chapter 1
III	27	Case Study		
IV	28	Itinerary – Meaning, Preparation	B1	Chapter 3
IV	29	Importance of Itinerary	B1	Chapter 3
IV	30	Types of Itinerary	B1	Chapter 3
IV	31	Resources and Steps for Itinerary Planning	B1	Chapter 3
IV	32	Do's and Don'ts of Itinerary Preparation	B1	Chapter 3
IV	33	Tour Costing: Tariffs, FITS & GITS	B1	Chapter 4

IV	34	Confidential Tariff	B1	Chapter 4
IV	35	Packaging: Types and Forms of Package Tour	B1	Chapter 5
IV	36	Case Study		
V	37	Travel Documentation: Familiarization with TIM (Travel Information Manual)	B1	Chapter 7
V	38	Passport & VISA, Meaning, Types	B1	Chapter 7
V	39	Procedures, Validity of passport & VISA	B1	Chapter 7
V	40	Necessary Information to fill the Passport and VISA form of issuance	B1	Chapter 7
V	41	Health Certificates, Currency, Travel Insurance	B1	Chapter 2
V	42	Usage of Credit & Debit Card	B1	Chapter 7
V	43	Role of Customs	B1	Chapter 7
V	44	Baggage and airport information	B1	Chapter 7
V	45	Case Study		

Internal mark Evaluation Pattern:

Component	Marks
Cycle Test	10
Surprise Test	5
Model Exam	15
Mini Project	15
Class Participation	5
Total	50

LEARNING RESOURCES

Text Books:

1. Bhatia A.K. (2012). The business of travel agency and tour operations management. Sterling publishers Pvt. Ltd., New Delhi.
2. Mohinder Chand. (2009). Travel Agency Management: An introductory Text. Anmol Publications Pvt. Ltd.,
3. Peter Robinson. (2009). Operations Management in the Travel Industry. CABI Head Office, UK

Reference Books:

1. Jagmohan Negi – International Tourism and Travel – S. Chand & Company Ltd., First edition 2008.
2. Sudhir Andrews, Tourism & Hospitality Industry – Tata McGraw-Hill Publishing Company Limited.
3. Biswanath Ghosh – Tourism & Travel Management, Vikas Publishing House Pvt., Ltd.,


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