

TRAVEL AGENCY MANAGEMENT – 2 Credits

Objective:

At the end of the course, the student will have the ability to:

Use management processes to effectively manage travel agency operations, identify consumption needs of tourists, segment tourists, design the marketing P's to meet the needs, implement marketing strategies, travel retailing, air travel policies, airline reservation, fare construction, economics of travel agency, identify travel portals and build long term relationship between the firm and the tourists.

Contents:

1. Introduction - Travel Agency Meaning, History, Management, Functions and Operations. Difference between travel agency and tour operator. Various services provided by travel Agencies.
2. The role of Travel Agencies in development of tourism industry.
3. Popular Travel Agencies of India.
4. Setting up a Travel Agency, Itinerary, Travel & Transport. Procedure and minimum requirements to open a travel agency, Govt. approvals.
5. Travel Agency Management involving aspects such as marketing, sales, personnel, financial, legal, impact of automation, etc. Role of travel agency in the industry - travel information, documentation, tour counselling, ticketing, reservation and itinerary, immigration related services.
6. Various Travel related associations and organizations in India, their jobs and responsibilities, special reference with IATO, TAAI. Travel fairs in India like SATTE.
7. Economics of Travel Agency Business
8. Recent industry developments, emergence of travel portals and future issues.

Pedagogy:

The course will be handled through travel agency case studies, industry based assignments, travel and tourism research papers/articles.

Suggested Reading:

1. Gee, Chuck Y., 'Professional Travel Agency Management', Prentice Hall, 1990.
2. Gregory, Aryear, 'Travel Agent, The Dealer In Dreams', Prentice Hall, 1993.
3. Negi, J.(1998) : Travel Agency & Tour Operation, Concept and Principles, Kanishka Publishers, Distributors, New Delhi-02.