

TRAVEL AGENCY MANAGEMENT. 2 CREDITS

Objective:

At the end of the subject, the student will have the ability to use management processes to effectively manage a travel agency. Identify consumption needs of tourists. Segment tourists, Design the marketing Ps to meet the needs, Implement marketing strategies and build long term relationship between the firm and the tourists

Contents:

Travel agency – Meaning and History, development of travel agency business. Popular Travel Agencies of India, Tour Operator. Difference between travel agency and tour operator. Need of travel Agency for the tourists. Various services provided by travel Agencies, Procedure and minimum requirements to open a travel agency, Govt. approvals. 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 counseling, ticketing, reservation and itinerary, immigration related services, etc. Customer profile for a travel agency, operating and designing of a tour. Selling of a tour. Liaison with hotels, transporters and airlines, operation for a tour package. File making, voucher making and handling, rate contract, travel document knowledge, booking and confirmations, terms and conditions of payment cancellation, refund and no shows, reservation and billing. Their role in development of tourism industry. Recent industry developments. Future issues. Various Travel related associations and organizations in India, their jobs and responsibilities, special reference with IATO, TAAI. Travel fairs in India like SATTE.

Pedagogy: The subject will be handled through travel agency case studies and industry based assignments.

Minimum depth of coverage will be at the level of the following books.

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
4. Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi-02