

# LESSON PLAN

## C2 15 AR 303: TRAVEL AGENCY AND TOUR MANAGEMENT

**Lecture hours: 60**

**OBJECTIVES:**

To expose the students to the various travel agencies function and procedures, and equip students and update the changes in the industry to take care of the requirement of the profession.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/learning confirmation
UNIT I	<p><b>Module – 1: Role of Travel Agency and Tour Operation</b></p> <p>Travel agent, meaning and its importance. Types of travel agencies, Classification of travel agency. Functions of travel agencies, setting up of travel agencies, IATA accreditation, Roles, functions and importance of – TAAI, TAFI, IATO, UFTAA, ASTA.- Objectives, roles &amp; functions - Sources of income for a travel agency, Inbound/Outbound Tour operator – meaning, types, Role of tour operators in growth of tourism industry. Package tours-meaning and types of package tours.</p>	8 Hrs		
1.	Travel agent, meaning and its importance. Types of travel agencies,	1	Lecture	Question and Answer
2.	Classification of travel agency. Functions of travel agencies	1	Lecture	Question and Answer
3.	setting up of travel agencies, IATA accreditation, Roles, functions	1	Illustrations	Illustrations
4.	Sources of income for a travel agency,	2	Lecture	Question and Answer
5	Inbound/Outbound Tour operator – meaning, types, Role of tour operators in growth of tourism industry.	2	Lecture	Question and Answer

6	Package tours-meaning and types of package tours.	1	Illustrations	Illustrations
<b>UNIT II</b>	<b>Emerging Trends in Travel Agency 6 Hrs</b> Current Changes in the commission system for travel agent, Generalist to Specialist, Travel agent to consultant level, Advantages in selling with non-commission system, its comparison with commission system, Selling Cycle.	<b>6</b>		
7	Current Changes in the commission system for travel agent,	1	Lecture	Question and Answer
8	Generalist to Specialist, Travel agent to consultant level,	1	Illustrations	Illustrations
9	Advantages in selling with non-commission system,	1	Illustrations	Illustrations
10	comparison with commission system, Selling Cycle.	2	Illustrations	Illustrations
11	Emerging Trends in Travel Agency	1	Illustrations	Illustrations
<b>UNIT III</b>	<b>Travel Essentials and Regulation 8Hrs</b> Travel Terminology, Codes - 2 Letter Codes, 3 Letter Codes, 4 Letter Codes, Reservation & Message Codes, Miscellaneous Terminology & Definitions, Concepts-meaning and scope-issues of Passports, Visa, foreign exchange, Health regulations for international travel, Special permits for restricted areas, Customs regulation, Emigration & immigration, Taxes paid by travelers, Travel insurance.	<b>8 Hrs</b>		
12	Travel Terminology, Codes - 2 Letter Codes, 3 Letter Codes, 4 Letter Codes,	3	Illustrations	Illustrations
13	Reservation & Message Codes, Miscellaneous Terminology	1	Illustrations	Illustrations
14	Concepts-meaning and scope-issues of Passports, Visa, foreign exchange, Health regulations for international	4	Illustrations	Illustrations

	travel, Special permits for restricted areas, Customs regulation, Emigration & immigration, Taxes paid by travelers, Travel insurance.			
<b>Unit - IV</b>	<b>Destination Geography</b> <b>18Hrs</b>  Destination Geography - All about important countries and cities of tourist interest, best selling programs, Tourism circuits in USA, Canada, and Mexico. Europe - France, Spain, Italy, U.K, Turkey, Germany, Austria, Greece, Switzerland, Ireland, Belgium and Netherlands Middle East - Saudi Arabia, United Arab Emirates, Kuwait, Oman, Jordan, Israel and Jordan. Africa, Egypt, Kenya, South Africa, Tanzania. Asia - Thailand, Singapore, Malaysia, China, Japan, Macau. Australia and New Zealand.	<b>18 Hrs</b>		
15	Destination Geography - <b>An Overview</b> All about important countries and cities of tourist interest, best selling programs	3	Lecture	Question and Answer
16	Tourism circuits in USA, Canada, and Mexico..	5	Lecture, Praticals in lab	Quiz
17	Europe - France, Spain, Italy, U.K, Turkey, Germany, Austria, Greece, Switzerland, Ireland, Belgium and Netherlands	5	Lecture,Praticals in lab	Quiz
18	Middle East - Saudi Arabia, United Arab Emirates, Kuwait, Oman, Jordan, Israel and Jordan. Africa, Egypt, Kenya, South Africa, Tanzania. Asia - Thailand, Singapore, Malaysia, China, Japan, Macau. Australia and New Zealand	5	Lecture,Praticals in lab	Quiz
<b>Unit - V</b>	<b>Tour Itinerary Planning and Costing</b> <b>20Hrs</b>  Components of Itinerary, Flight Itinerary, Tours Itinerary, Costing of Tour itinerary, packaging of tour itinerary, sample itineraries, inbound Travel Management, Department of travel and market trends existing in travel, development of itineraries, steps after Itinerary is finalized, Guest handing and organizing special events, Tour Production, Steps of Tour	<b>20 hrs</b>		

	development, Selecting tour components, Identifying the benefits of Tour, Tour documents, Tour pricing sales, Tour promotion, Tour packages and group travel, Group tours cost, case study.			
	Components of Itinerary, Flight Itinerary, Tours Itinerary, Costing of Tour itinerary, packaging of tour itinerary,	3	Lecture	Question and Answer
	sample itineraries, inbound Travel Management	3	Lecture	Question and Answer
	Department of travel and market trends existing in travel,	2	Activity	Activity
	development of itineraries, steps after Itinerary is finalized,	1	Lecture	Question and Answer
	Guest handling and organizing special events, Tour Production, Steps of Tour development, Selecting tour components,	2	Lecture	Question and Answer
	Identifying the benefits of Tour, Tour documents,	2	Lecture	Question and Answer
	Tour pricing sales,	1	Activity	Activity
	Tour promotion, Tour packages and group travel, Group tours cost,	2	Lecture	Question and Answer
	case study	4	Lecture	Question and Answer

**Books For Refrence:**

- ❖ Tourism development, principles and practices - A.K Bhatia
- ❖ Tourism Today - Maneed Kumar
- ❖ Travel and Tourism Management from IATA
- ❖ Travel & Tourism management from WTO
- ❖ Travel & Tourism management from west wind Aviation Academy, Arizona, USA.

Prepared By:

**Nikhath Asrar**

Approved By: