

Programme	B.Sc. Hotel Management & Catering Science				
Course Title	Travel Agency and Tour Operation				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60
Pre-requisites	Students should have a basic understanding of the tourism and hospitality industry, with prior coursework in introductory tourism or related fields recommended.				
Course Summary	This course offers comprehensive insights into the operations of travel agencies and tour operations, focusing on industry trends, customer service, tour planning, and marketing strategies. Through theoretical concepts and practical applications, students will develop essential skills for managing travel agencies and organizing tours. Evaluations will include quizzes, case studies, project assignments, and practical workshops.				

Course Outcomes (CO)

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand Travel Agency Operations: Gain a comprehensive understanding of the fundamental operations of travel agencies and tour operations.	U	C	Quizzes and Tests, Short Essays
CO2	Develop Tour Packages: Learn to design and create effective tour packages to meet diverse customer needs.	C	P	Project Assignments, Case Studies
CO3	Implement Customer Service Strategies: Acquire skills to deliver exceptional customer service in the travel and tour industry.	Ap	P	Practical Workshops, Customer Service Proposals
CO4	Analyze Market Trends: Understand and evaluate market trends and their impact on travel agency and tour operations.	An	C	Research Papers, Comparative Analysis Assignments
CO5	Manage Tour Operations: Develop strategies for efficiently managing tour operations, including logistics and coordination.	Ap	P	Role-Playing Exercises, Reflective Journals
CO6	Ensure Compliance with Industry Standards: Gain knowledge of legal and ethical issues in travel and tour operations and ensure compliance with industry standards.	E	F	Legal Case Studies, Compliance Audits

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs	Mks
I	Introduction to Travel Agency and Tour Operation		15	18
	1	Overview of Travel and Tourism Industry	2	
	2	Roles and Functions of Travel Agencies	2	
	3	Types of Travel Agencies and Tour Operators	3	
	4	Legal and Regulatory Framework	2	
	5	Industry Trends and Challenges	3	
	6	Organizations in India: Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI)	3	
II	Travel Agency Operations		10	17
	7	Establishing a Travel Agency	2	
	8	Travel Agency Operations and Management	2	
	9	Ticketing and Reservations Systems	2	
	10	Travel Documentation and Formalities	2	
	11	Customer Service in Travel Agencies	2	
III	Tour Planning and Development		10	18
	12	Designing Tour Packages	2	
	13	Pricing and Costing of Tour Packages	2	
	14	Marketing and Promotion of Tours	2	
	15	Handling Special Interest Tours	2	
	16	Sustainable Tourism Practices	2	
IV	Tour Operations Management		10	17
	17	Logistics and Coordination in Tour Operations	2	
	18	Managing Tour Guides and Escorts	2	

	19	Crisis Management in Tours	2	
	20	Evaluating Tour Performance	2	
	21	Technology in Tour Operations	2	
V	Open Ended Module:		15	
	1	Case Studies in Travel and Tour Operations Travel Agency and Tour Operation Simulations Project-Based Learning: Creating a Tour Package Workshops and Training Modules Reflective Journals and Presentations		

REFERENCE BOOK

1. "Human Resource Management" by Gary Dessler
2. "Fundamentals of Human Resource Management" by David A. DeCenzo and Stephen P. Robbins
3. "Strategic Human Resource Management: Theory and Practice" by John Bratton and Jeffrey Gold

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	3	3	2	2	2	3	2	3	2	2	3	3
CO 2	2	3	3	2	2	2	2	2	3	1	2	2	2
CO 3	3	2	2	2	1	2	3	2	3	2	2	2	3
CO 4	2	3	3	2	1	2	3	2	2	2	2	2	2
CO 5	3	3	3	3	2	2	3	3	2	2	2	2	2
CO 6	2	3	3	3	1	2	3	3	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓		✓	✓
CO 4	✓			✓
CO 5	✓		✓	✓
CO 6				✓