



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC - 4th Cycle

COURSE DATASHEET

SEMESTER	I	BATCH	2026
COURSE NAME	TRAVEL AGENCY AND TOUR OPERATIONS	COURSE CODE	26UTTGE1001
COURSE UNITS		COURSE TYPE	Generic Elective(GE)-I
CONTACT HOURS (L-T-P)	4-1-1	CREDITS	6
OFFERED BY	B.voc TT	SHIFT(I/II) Shift I-8:15am- 12:50 pm Shift II-1:00 pm -5:30pm	II

COURSE OBJECTIVES

CO1	Explain the concept, evolution, and historical development of the travel business, with special reference to the growth of the travel agency business in India.
CO2	Differentiate between travel agencies and tour operators, and analyze their types, roles, responsibilities, and organizational structures.
CO3	Describe the procedures for establishing a travel agency, obtain Ministry of Tourism and IATA approvals, and identify major IATA airport codes in India.
CO4	Demonstrate knowledge of travel-related services, travel documentation, and the procedures for online booking of air, rail, and bus transportation.
CO5	Evaluate the functions and significance of national and international tourism organizations and examine the operational practices of leading travel companies through case studies.



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COURSE OUTCOMES: On completion of the course the students will be able to...		
	CO Statement	Cognitive Level
CO1	Explain the meaning and Concepts of a travel Agency and evolution of travel business	K1-K3 (Understand and Apply)
CO2	Describe the types, functions and organizational structure of travel agency and tour operators	K1-K3 (Understand and Apply)
CO3	Examine various approvals for travel agencies and tour operators and IATA airport codes	K1-K3 (Understand and Apply)
CO4	Illustrate the significance international travel organization towards the promotion of travel and tourism at the global level	K1-K4 (Understand, Apply and Analyze)
CO5	Apply the skills on travel related services while working with renowned tour operators	K1-K4 (Understand, Apply and Analyze)

SYLLABUS

UNIT	TOPICS	HOURS
1	UNIT I – Travel Business Concept of travel business - Evolution of travel business – History of travel agency business in India.	15 HOURS
2	UNIT II – Travel Agencies And Tour Operators Meaning of Travel Agencies and Tour Operations - Types of Travel Agencies and Tour Operators - Roles and responsibilities of Travel Agencies and Tour Operators - Differences between Travel Agency and Tour Operator - Organizational structure of large travel agencies	18 HOURS
3	UNIT III – Approval Guidelines And Iata Codes Setting up of Travel Agency - Approval for Travel Agency from Ministry of Tourism, Government of India - IATA Approval for Travel Agency/ Tour Operator – Benefits of IATA approval - IATA airport codes in India.	20 HOURS



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4	UNITIV- TravelServices Travelrelated services: Tour Guide services, Car Rentals services, Insurance services, ForeignExchange -TravelDocuments:Types ofPassportsinIndia, Types ofVisas – Steps for Online flight, train and bus bookings	20 HOURS
5	Unit-V TourismOrganisations Tourismorganizations:IATA,UFTAA,ASTA,TAAI,IATOPracticals-Case studies:ThomasCook, MakeMyTrip.	17 HOURS
Note(if any)	NIL	

TEXT/REFERENCEBOOKS/E-RESOURCES:

TextBooks	1. Jagmohan Negi,(2020), <i>Travel Agency and Tour Operation,ConceptsandPrincipals</i> ,KanikshaPublishers, New Delhi. 2. MohinderChand,(2007), <i>TravelAgencyManagement</i> ,Anmol Publications, New Delhi. 3. A.K. Bhatia, (2012), <i>Business of Travel Agency &Tour OperationsManagement</i> ,SterlingPublishersPvt.Ltd.,New Delhi. 4. AmritaBhagnani,(2012), <i>TravelAgencyAndTourism</i> , Abhijeet Publications, New Delhi. 5. Syrat Gwenda, (2003), <i>Manual 1. of Travel Agency Practice</i> , Taylor& Francis Ltd.,U.K.
BooksForReference	1. MarcMancini.,(2000), <i>ConductingTours:APractical Guide</i> Cengage Learning Publications, New Zealand. 2. Negi, J., (2008), <i>Travel Agency and Tour Operation, ConceptsandPrincipals</i> ,KanikshaPublishers,NewDelhi. 3. Chand,M.N.,(2009), <i>TravelAgencyManagement</i> ,Anmol Publications,New Delhi. 4. ChrisCooper,(2006), <i>Tourism-PrinciplesandPractices</i> ,Pitman Publishing, London. 5. LawrenceStevens,(1990), <i>GuidetoStartingandOperating aSuccessfulTravelAgency</i> ,DelmarPublicationsInc.,New York.



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E-LearningResources	1. https://www.uou.ac.in/sites/default/files/slm/BTTM-202.pdf 2. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L20A.pdf 3. https://backup.pondiuni.edu.in/sites/default/files/travel-agency-op-mgt-260214.pdf 4. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001836/M029514/ET/15248077450203Q1.pdf

PEDAGOGY (TEACHING METHODOLOGY):

- Lecture
- Assignment
- PPT
- MCQ
- Student seminars
- Web resources

CO-PO AND CO-PSO MAPPING:										
	PO1	PO2	PO3	PO4	PO5	PO6		PSO1	PSO2	PSO3
CO1	3	2	2	2	2	2		3	2	2
CO2	2	3	2	3	3	2		3	3	1
CO3	2	2	3	2	3	2		3	3	2
CO4	2	2	3	2	3	2		2	3	3
CO5	2	3	2	3	2	3		3	2	3
Average (Filled cells only)	2.2	2.4	2.4	2.4	2.6	2.2		2.8	2.6	2.2

Correlation Level: 1-Low 2-Moderate 3-Strong



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JUSTIFICATION OF CO-PO/PSO MAPPING

CO	PO/PSO	Level of correlation	Justification
CO1	PO1	3	Provides fundamental knowledge of the travel business, its evolution, and history.
	PO2	2	Develops an understanding of the growth and development of the travel industry.
	PO3	2	Introduces basic professional concepts of the travel business.
	PO4	2	No significant emphasis on research and analytical activities.
	PO5	2	Does not involve the application of digital technologies.
	PO6	2	Promotes awareness of the socio-economic importance of the travel industry.
	PSO1	3	Builds core knowledge of tourism and travel management.
	PSO2	2	Provides a basic understanding of travel industry operations.
	PSO3	2	No direct emphasis on industry analysis or sustainable tourism practices.
CO2	PO1	2	Enhances knowledge of travel agencies and tour operators.
	PO2	3	Develops analytical skills by comparing the functions of travel agencies and tour operators.
	PO3	2	Strengthens professional and managerial competencies in travel operations.
	PO4	3	Introduces analysis of organizational structures and business functions.
	PO5	3	Limited application of digital technologies.
	PO6	2	Encourages professional responsibility and ethical practices in travel services.
	PSO1	3	Strengthens knowledge of travel agency and tour operation management.
	PSO2	3	Develops practical understanding of travel operations and customer services.
	PSO3	1	Introduces analytical understanding of tourism business operations.



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CO3	PO1	2	Provides knowledge of travel agency establishment and regulatory procedures.
	PO2	2	Applies approval guidelines and operational regulations in travel management.
	PO3	3	Develops professional competence in travel agency approval and compliance procedures.
	PO4	2	Enhances analytical ability to interpret regulatory requirements.
	PO5	3	Strengthens digital competency through IATA systems and online travel technologies.
	PO6	2	Promotes adherence to legal, ethical, and professional standards.
	PSO1	3	Builds expertise in travel agency regulations and industry standards.
	PSO2	3	Strengthens practical knowledge of IATA approval and travel documentation.
	PSO3	2	Enhances understanding of global travel industry standards and practices.
CO4	PO1	2	Develops knowledge of travel-related services and travel documentation.
	PO2	2	Applies travel service procedures to practical situations.
	PO3	3	Demonstrates professional skills in travel booking and documentation processes.
	PO4	2	Develops problem-solving ability in providing travel-related services.
	PO5	3	Enhances digital skills through online booking and reservation systems.
	PO6	2	Encourages responsible handling of travel documentation and customer service.
	PSO1	2	Strengthens knowledge of travel support services.
	PSO2	3	Develops practical competencies in reservations systems and travel documentation.
	PSO3	3	Enhances professional capability in delivering efficient travel services.
CO5	PO1	2	Provides knowledge of national and international tourism organizations.
	PO2	3	Develops the ability to evaluate the functions and significance of tourism organizations.



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	PO3	2	Applies organizational knowledge through case study analysis.
	PO4	3	Strengthens analytical and evaluation skills using travel company case studies.
	PO5	2	Encourages the use of digital platforms to understand tourism organizations and businesses.
	PO6	3	Promotes ethical practices, leadership, and global perspectives in tourism management.
	PSO1	3	Strengthens understanding of tourism organizations and their roles.
	PSO2	2	Enhances operational knowledge through the analysis of travel company practices.
	PSO3	3	Develops strategic and analytical understanding of tourism practices.

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