

MBA (Travel & Tourism Management)  
ACHARYA NAGARJUNA UNIVERSITY

204: TRAVEL AGENCY & FOREIGN EXCHANGE MANAGEMENT

UNIT - I

Introduction to Travel & Tourism: Concept of Travel & Tourism - Travel Trade: Travel Agency and Tour Operations Business - Types of Travel Agency & Tour Operations Business - Role and Contribution of Travel Companies in the growth and Development of Tourism Travel Trade - Inbound and Outbound Tours - The Changing Environment.

UNIT - II

Organisational Structure: How to start a Travel Business - Choice of Travel Agency Business Organisation Structure and Working of Travel Agency & Tour Operators - Procedure for approval of Government of India and IATA of Travel Agency & Tour Operators - Functions of Travel Companies.

UNIT - III

Tour Packaging Management: Types of Tour Packages - Components of a Standard Package Tour - Tour Design Process - Significance of Package Tours - Review of Package Tours offered by Public Private Sector Tourism Enterprises in India - Tour Package Pre Information.

UNIT -IV

Foreign Exchange: Forex Market – Meaning – Participants in the Market – Determinants of Exchange rates – Rates conventions – Trading: Purchases – Sales – Currencies and codes – Exchange controls – RBI in currency intervention – FEMA, 1999 – Significance of Forex in Tourism.


UNIT - V

Travel Procedures: Formalities: Passport, Types – Visa, Types – E-Visa – Ticket – Medical Taxes – Customs – Currency – Principles: Suitability, Appropriateness, Availability, Speed, Cost, Dependability – Record Keeping – Coordination – Back office functions. (Travel Accounts etc.)

REFERENCE BOOKS:

1. Travel Agency Management: Mohinder Chand: Anmol Publications: 2006.
2. Travel agency & Tour Operations - by Jagmohan Negi.
3. Tourist Business by Donald.
4. Foster, Dennis L : The Business of Travel Agency Operations and Administration (1993) Macmillan/McGraw Hill, Singapore.
5. Mill R C and A M Morrison: The Tourism System - An Introductory Text (1992) Prentice Hall, London.
6. Holloway J C : The Business of tourism (1983) MacDonald and Evans, Plymouth.
7. Syrratt Gwenda, Mauual of Travel Practice, Buttsworth, London, 1995.
8. David Weaver, and Laura Lanton, Tourism management (3rt! Edn.), John Weily and Sons, Singapore.2006.
9. Negi Jagmohan, Tourist Guide and Tour Operation: planning and organizing, Kanishka Publishers, New Delhi, 2003.
10. Chawla Romila, Tourism Services and Operations, Arise Publishers and Distributors, New Delhi, 2006.
11. Travel and Tourism Management/edited by Prakash Talwar. Delhi, Isha Books, 2006, 4 vols.,
12. Mari Mancini, Conducting Tours, Delmar, Thomson learning, USA 2004
13. Shasi K. Gupta & Praneet Rangi, Foreign Exchange Management, Kalyani Publishers
14. Esha Sharma, Foreign Exchange Management, Lakshmi Publication.
15. Steve Anthony, Foreign Exchange in Practice, Palgsave Maclliam

  
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