

**SRI VENKATESWAR UNIVERSITY :: TIRUPATI**

***Programme: Bachelor of Hotel Management-Honours(MINOR)***

**V SEMESTER – COURSE STRUCTURE**

**W.E.F. 2025-26**

| <b>Course Number</b> | <b>Course Name</b>                                 | <b>No.of Hrs/Week</b> | <b>No.of Credits</b> |
|----------------------|----------------------------------------------------|-----------------------|----------------------|
| Course – V           | <b>Travel Agency and tour operation management</b> | 4                     | 4                    |
| Course – VI          | Event Management                                   | 4                     | 4                    |

**SEMESTER-V****COURSE 5: TRAVEL AGENCY AND TOUR OPERATIONS**

Theory

Credits: 4

4 hrs/week

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|                 | <b>Course Objectives</b>                                                                                                                                                                                                                                                                                                                                                               |  |
| <b>CO 1</b>     | To understand the significance of travel agency and tour operation business.                                                                                                                                                                                                                                                                                                           |  |
| <b>CO 2</b>     | To know the current trends and practices in the tourism and travel trade sector.                                                                                                                                                                                                                                                                                                       |  |
| <b>CO 3</b>     | To develop adequate knowledge and skills applicable to travel industry.                                                                                                                                                                                                                                                                                                                |  |
| <b>SYLLABUS</b> |                                                                                                                                                                                                                                                                                                                                                                                        |  |
| <b>UNIT</b>     | <b>CONTENT</b>                                                                                                                                                                                                                                                                                                                                                                         |  |
| <b>I</b>        | <b>Travel Trade:</b> Historical Perspectives: Emergence of Thomas Cook-Cox and Kings- American Express Company, Types of Tour & Types of Tour Operators: Full Service Agency- Commercial Agency-Implant Agency-Group / Incentive Agency, Wholesale and Retail Travel Agency Business: Linkages and Integration with the Principal Service Providers, Changing Scenario of Travel Trade |  |
| <b>II</b>       | <b>Travel Agency and Tour Operation Business:</b> Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Forex- Cargo- MICE – Documentation, Recognition: IATA Accreditation - Recognition from Government                                                                      |  |
| <b>III</b>      | <b>Itinerary Planning &amp; Development:</b> Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process :FITs & Group Tour Planning and Components - Special Interest Tours (SITs)                                                                                             |  |
| <b>IV</b>       | <b>Tour Packaging &amp; Costing:</b> Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, MakeMyTrip and Cox & Kings                                           |  |
| <b>V</b>        | <b>Travel trade Organizations:</b> Objectives, Activities and Functions of UFTAA, PATA, TAAI,IATO, ASTA, ATOI, ADTOI, IAAI, TAFI                                                                                                                                                                                                                                                       |  |
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|                 | <b>References:</b>                                                                                                                                                                                                                                                                                                                                                                     |  |

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|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | <ol style="list-style-type: none"> <li>1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.</li> <li>2. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website:<br/><a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=1827">http://epgp.inflibnet.ac.in/ahl.php?csrno=1827</a> Select- P-02.</li> <li>3. Goeldner, R., &amp; Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley &amp; Sons.</li> <li>4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka.</li> <li>5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press.</li> <li>6. Roday, S., Biwal, A., &amp; Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press.</li> <li>7. Swain, S.K. &amp; Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.</li> </ol> |  |
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|  | <b>Course Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
|  | <ul style="list-style-type: none"> <li>• Learners would form comprehensive understanding of the significance of travel agency and tour operations business.</li> <li>• They will gain latest information pertaining to the trends and practices in the tourism and travel trade sector.</li> <li>• Develop essential skills and knowledge applicable in tourism industry.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |

**SEMESTER-V**  
**COURSE 6: EVENT MANAGEMENT**

Theory

Credits: 4

4 hrs/week

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|                 | <b>Course Objectives</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>CO 1</b>     | To enrich the level of knowledge about management of different types of events.                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
| <b>CO 2</b>     | To help the students understand different aspects and functions of events.                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
| <b>CO 3</b>     | To provide sufficient opportunities to use knowledge and skill in event business.                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
| <b>SYLLABUS</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
| <b>UNIT</b>     | <b>CONTENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |
| <b>I</b>        | <b>Event Business:</b> Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems                                                                                                                                                                                                                          |  |
| <b>II</b>       | <b>Selection of Event Site:</b> Layouts and Designs - Site Map or Plan-Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations - Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification |  |
| <b>III</b>      | <b>Planning and Scheduling Events:</b> Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies - Ethical Behavioral Practices in MICE industry                                                                                                                                                                                        |  |
| <b>IV</b>       | <b>Bidding for Events:</b> Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements                                                                                                                                                                                                                                                                                          |  |
| <b>V</b>        | <b>Logistics:</b> Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors                                                                                                                                                                                                                                                                                                                              |  |
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|  | <b>References:</b> <ol style="list-style-type: none"> <li>1. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson.</li> <li>2. Robincon, P., Wale, D., &amp; Dickson, G. (2010). Events Management 'Ed'. London: CABI.</li> <li>3. Editorial Data Group USA (2018). Exhibition &amp; Conference Organizers United States: Market Sales in the United States Kindle Edition.</li> <li>4. Johnson, N. (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business). MCJ Publishing. Kindle Edition.</li> <li>5. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management &amp; Marketing for Successful Events: Become an event planning pro &amp; create a successful event series. Alex Genadinik Publication. Kindle Edition.</li> </ol> |  |
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|  | <b>Course Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
|  | <ul style="list-style-type: none"> <li>• Students will acquire know-how about management of different types of events.</li> <li>• They would grasp the functional aspects of various events and tap the practical opportunities to use the acquired skills and knowledge in event business.</li> <li>• Gain comprehensive insights on MICE, event planning, procedures, and marketing.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |