

SRI VENKATESHWARA UNIVERSITY
SYLLABUS 2025-2026
MINOR

Subject: Tourism and Travel Management

w.e.f. AY 2025-26

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-V	1	Travel Agency & Tour Operations Management	4	4
	2	Event Management	4	4

SRI VENKATESHWARA UNIVERSITY**WEF. 2025-2026****SEMESTER-V****COURSE 5: TRAVEL AGENCY AND TOUR OPERATIONS**Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To understand the significance of travel agency and tour operation business.	
CO 2	To know the current trends and practices in the tourism and travel trade sector.	
CO 3	To develop adequate knowledge and skills applicable to travel industry.	
SYLLABUS		
UNIT	CONTENT	
I	Travel Trade: 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	
II	Travel Agency and Tour Operation Business: 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	
III	Itinerary Planning & Development: 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)	
IV	Tour Packaging & Costing: 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	
V	Travel trade Organizations: Objectives, Activities and Functions of UFTAA, PATA, TAAI,IATO, ASTA, ATOI, ADTOI, IAAI, TAFI	
	References:	

	1. Bhatia, A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd. 2. E-Pathshala. (2018).Retrieved from E-Pathshala an MHRD Project Website: http://epgp.inflibnet.ac.in/ahl.php?csrno=1827 Select- P-02. 3. Goeldner, R., & Ritchie, B. (2010). Tourism, Principles, Practices and Philosophies. London: John Wiley & Sons. 4. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi: Kanishka. 5. Negi, K.S. (2011). Travel Agency Management. New Delhi: Wisdom Press. 6. Roday, S., Biwal, A., & Joshi, V. (2009). Tourism Operations and Management. New Delhi: Oxford University Press. 7. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices. New Delhi: OUP.	
	Course Outcomes	
	• Learners would form comprehensive understanding of the significance of travel agency and tour operations business. • They will gain latest information pertaining to the trends and practices in the tourism and travel trade sector. • Develop essential skills and knowledge applicable in tourism industry.	

SRI VENKATESHWARA UNIVERSITY**WEF. 2025-2026****SEMESTER-V****COURSE 6: EVENT MANAGEMENT**Theory

Credits: 4

4 hrs/week

	Course Objectives	
CO 1	To enrich the level of knowledge about management of different types of events.	
CO 2	To help the students understand different aspects and functions of events.	
CO 3	To provide sufficient opportunities to use knowledge and skill in event business.	
SYLLABUS		
UNIT	CONTENT	
I	Event Business: 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	
II	Selection of Event Site: 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	
III	Planning and Scheduling Events: 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	
IV	Bidding for Events: Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements	
V	Logistics: Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors - Negotiating With Vendors and Service Contractors	

	References: 1. Fenich, G.G. (2014). Production and Logistics in Meeting, Expositions, Events and Conventions. Edinburgh: Pearson. 2. Robincon, P., Wale, D., & Dickson, G. (2010). Events Management 'Ed'. London: CABI. 3. Editorial Data Group USA (2018). Exhibition & Conference Organizers United States: Market Sales in the United States Kindle Edition. 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. 5. Mittal, S. (2017). Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series. Alex Genadinik Publication. Kindle Edition.	
	Course Outcomes	
	• Students will acquire know-how about management of different types of events. • They would grasp the functional aspects of various events and tap the practical opportunities to use the acquired skills and knowledge in event business. • Gain comprehensive insights on MICE, event planning, procedures, and marketing.	