

MANAGEMENT OF TOURISM & TRAVEL OPERATORS

1. Services of the travel services.
 - Basic components of travel services
 - Attractions and resources.
 - Accommodation.
 - Transportation.
2. Tourism planning and development.
 - Tourism planning.
 - Tourism development.
 - The tourism development life cycle.
3. Marketing perspective and planning:
 - Marketing evolution
 - Business perspectives
 - Product life cycles
 - Planning for marketing
4. Marketing Tools and Strategies
 - The product mix
 - Interactive marketing
 - International marketing
 - Market research
 - Private and public tourism marketing
5. Research & Management
 - Research and tourism
 - Types of research
 - The research process
 - Research consultants
6. Tourism Policy
 - Policy defined
 - US Tourism policy
 - Tourism policy around the world
 - International tourism organization.
7. Transport operations:
 - Introduction
 - Travel decision
 - Scheduled airline development
 - Technical aspects of airline services

- Airline costs
- Air fares
- Revenues and load factors
- Business travel
- Responding to delayed
- Travelers
- Management strategies to gain passenger loyalty

REFERENCE:

1. Tourism & Hospitality Industry by Fridgen
2. Hotels for Tourism Development by DR. Jagmohan Negi