

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Travel Agency Management
Name of the subject in English:	Travel Agency Management
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-TAVGMA-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The purpose of the subject is to provide students with up-to-date, thorough and comprehensive knowledge on the establishment and operations of the travel intermediaries and tour organizers.

Students will be able to understand the role and the operations of the intermediate sector, its traditional and modern forms like walk-in offices as well as online platforms.

By the end of the course they will be aware of the different tour and product types, also the process of the tour organizing.

Students will be able to put together product portfolios and adopt them to the changing market demands.

They will gain practical management skills that will enable them to establish and manage tour operator companies, program organizer companies, DMCs as well as classical and online travel agencies.

SUMMARY OF THE CONTENT OF THE SUBJECT

The subject starts with the history of the organized travel from the 19th to the 21st century along with the fundamental changes that have been typical to the latest times.

It introduces the legal regulations prevailing in this field in different parts of the world and the requirements of establishing tour operator companies and travel agencies along with the wide variety of the business lines, basic and additional activities, product types that are also detailed.

Students are also taught the practice of tour organizing, price calculating and product positioning.

Comprehensive approach is applied to show the marketing, finance and resource management sides of the tour operator and travel agency operational management.

Managing changes and crises can also be important parts of the management, therefore the course provides some practical guidelines for these situations.

At the end of the course a comprehensive summary is given about the establishing and managing tour operator companies and travel agencies.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Task 1 (homework): Collecting the regulations on establishing a tour operator/travel agency prevailing in the students' own country. Comparing results on seminar 2. A word document.

Task 2 (homework): Preparing the plan of an own tour operator/travel agency company. A ppt document. This will make the base of the term-end project.

Task 3: Preparing a 1-3-day tour that fits into the profile of the own tour operator company.

Task 4: Calculating participation fee for a given tour

Task 5 (homework): Preparation and price calculation of a 2-day cultural tour in a well known destination in the students' own country, indicating the targeted segments, the planned number of the participants, along with the service providers contracted.

Task 6 (seminar work): Preparing optimal product compositions for different types of tour operator companies/travel agencies. Groupwork and discussion.

Task 7 (homework): preparing a marketing and sales plan for the previously planned company. A ppt document

Task 8 (seminar work): income plan for a case study. Groupwork and discussion.

Task 8 (seminar work): how to save money for the business? Brainstorming exercise

Task 9 (homework): preparing a simplified income/cost list for the 1st business year of the previously planned own company.

Task 10 (final project work): My Own Tour Operator Company: a nicely elaborated presentation that includes the parts of the previous pieces of homework - it must be presented too

EVALUATION OF THE SUBJECT:

Students will be given continuous evaluation about the projects they prepare.

Deadlines must be kept, it forms a fundamental base to the result.

About 10-15 minutes of the seminars will be sacred to discuss the assignments and give detailed feedback on the work prepared. Students shall take active part in the evaluation process in form of questions/answers/suggestions.

If the quality of an assignment is below the expectations, or students face questions/difficulties while preparing the assignments, they are given opportunity to ask for help, discuss the questions as well as to re-submit the assignment to enhance the results.

Seminar performance:

70 % of the seminar result is composed of the 5 pieces of homework assigned. Every piece of work is given a point and then the points are added.

30 % of the seminar result is composed of the pairworks and groupworks performed during the seminars. At the end of the seminars we discuss (in 5 minutes) how many points the students gained on the given seminar.

Lecture performance:

Final project work (presentation and word document) and its oral presentation.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Bhatia, A. K.: *The business of travel agency & tour operations management*. Sterling, 2012
- Holland, Jakki.: *Tour operators and operations : development, management and responsibility*. , 2017

RECOMMENDED READING LIST:

- Badan, B. S. : *Travel agencies and tourism management*. Commonwealth, 2007
- Dickinson, Janet: *Slow travel and tourism*. Earthscan, 2010
- Holloway J. Christopher: *The business of tourism*. Pearson, 2012