

LESSON PLAN

Name of Assistant Professor: Dr. Shikha Bhatt

Class: BTM II Semester: 4th

Subject: An Introduction to Travel Agency & Tour Operations Business in India (405)

Lesson Plan: From January 2020 to April 2020

Week 1 01.01.2020-04.01.2020

Unit I Travel Agency/Tour Operations – meaning, definition, types, significance and growth over the years.

Week 2 06.01.2020-11.01.2020

Unit I Travel Agency/Tour Operations – meaning, definition, types, significance and growth over the years.

Week 3 13.01.2020-18.01.2020

Unit I Travel Agency/Tour Operations – meaning, definition, types, significance and growth over the years.

Week 4 20.01.2020-25.01.2020

Unit II Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.

Week 5 27.01.2020-01.02.2020

Unit II Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business.

Week 6 03.02.2020-8.02.2020

Unit III Travel Agency Organization Structure – Meaning and significance

<p>Week 7 10.02.2020-15.02.2020</p> <p>Group Discussion and Class Test</p>
<p>Week 8 17.02.2020-22.02.2020</p> <p>Unit III Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.</p>
<p>Week 9 24.02.2020-29.03.2020</p> <p>Unit III Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.</p>
<p>Week 10 02.03.2020-07-03-2020</p> <p>Group Discussion and Class Test</p>
<p>Week 11 09.03.2020-14.03.2020 KUK Vacation</p>
<p>Week 12 16.03.2020-21.03.2020</p> <p>Unit IV Tour Packaging – Concept, meaning, types</p>
<p>Week 13 23.03.2020-28.03.2020</p> <p>Unit IV Role and contribution of Air Couriers in India</p>
<p>Week 14 30.03.2020-04.04.2020</p> <p>Unit IV Role and contribution of Air Couriers in India</p>
<p>Week 15 06.04.2020-11.04.2020</p> <p>Unit IV Indian Railways in promotion of tour package business.</p>
<p>Week 16 13.04.2020-18.04.2020</p>

Unit IV Indian Railways in promotion of tour package business.

Week 17 20.04.2020-25.04.2020

Group Discussion

Week 18 27.04.2020-30.04.2020 Class Test