

THE BUSINESS OF
TRAVEL AGENCY
& **TOUR OPERATIONS**
MANAGEMENT

A. K. Bhatia

STERLING



Remembrance

To our beloved father

Your memories are like fragrance spread in our life. You may not be with us but your presence is felt with every breath. Your simplicity, honesty, greatness and caring nature always inspire us to lead a life full of respect and dignity. We all miss you a lot, but your presence is felt in our hearts.

To our loving and caring mother

Thank you for continuing to give us love, strength and blessings.

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A.K. Bhatia

Preface

In line with continuing shift in economic power to Asia, particularly to India and China and boosted by the concluded Commonwealth Games last year in New Delhi, the Asia-Pacific region will continue to lead world tourism growth in 2011.

The forecasts based on Asia Travel Monitor, part of the IPK International's World Travel Monitor as well as on interim inbound arrival data gathered by the UN World Tourism Organization (UNWTO) and the European Travel Commission (ETC), show that the Asia-Pacific region will be the fastest growing inbound and outbound tourism region in the world.

International tourist arrivals in Asia-Pacific increased by more than 8% in 2008 after recording a rise of 7% in 2006. And in terms of outbound travel demand, a number of Asian markets are showing even more impressive growth. The top eight markets alone (Japan, China, South Korea, Taiwan, Singapore, India, Malaysia and Thailand) generate over 80 million outbound trips between them, as well more than 650 million foreign overnights a year, according to the Asia Travel Monitor.

Regarding international tourism arrivals the figure has crossed 900 million in the year 2008 and over a billion in 2010 according to the World Tourism Organisation.

The growth in the tourism industry being witnessed today, is a visible result of the great advancements in the technology which has changed social and economic fabric of people globally. Today, millions of people seem to enjoy the prospects of not only moving from one continent to another but within their own countries in a matter of hours.

The ever expanding tourism business resulting in the creation of millions of jobs presupposes the availability of trained manpower in the tourism sector. Maintaining high standards of professionalism in the industry is of paramount importance. As per the World Travel and Tourism Council (WTTC), employment opportunities in Travel and Tourism are expected to rise from over 49 million jobs in the year 2010 to over 58 million jobs by the year 2020, i.e., one in every 9.6 jobs. The industry is now ranked fifth in long term (10 years) growth and is expected to be the second largest employer in the world by the year 2019. On the other hand, the domestic tourism sector is expected to be the second largest employer globally by 2019.

The book is an effort to help upcoming professionals in the field of travel and tourism to acquire knowledge and skills in the area of managing the world's largest industry. The book will also be of help as a refresher programme to those already in the profession.

The book has been divided into thirteen chapters, each covering key areas of travel agency and tour operation business. All through, the approach has been to provide a simple and comprehensive outline of relevant areas.

The format of the book has been designed to assist the upcoming professionals pursuing systematic study of travel and tourism as a career, both at undergraduate as well as post graduate levels at colleges, training institutes, universities and management institutes.

Each of the chapters begins with chapter objectives. Appendices make the book more valuable, add interest and are an excellent support to the subject. The appendices include Hotel Industry Terms, Travel Trade Publications, International Tourism Periodicals, Travel Industry Journals and Periodicals. A list of Travel Research Journals, Education and Training in Travel and Tourism Institutes, International Organisations, Travel Related Publications of International Organizations and a Bibliography are also included. Later in the book, a comprehensive glossary of travel terms with special reference to Travel Agency and Tour operations has been added.

No single publication, however comprehensive, it may be, is sufficient to cover any subject in detail. Those who wish to make further detailed study of any particular topic will obviously have to undertake more reading.

A.K. Bhatia

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Different Products on Eurail • Child Discount • Senior Travellers • Youth Passes • 1st and 2nd class • Tour passes • Sleeping Accommodation • Reservation • Compulsory Seat Reservations • Refund • British Rail • Swiss Rail • Swiss Pass • Car Rentals • Car Rental Reservation Checklist • Sightseeing/Excursions/Tours • Hire of Private Car with Chauffeur • Land Arrangements • Selecting Accommodation • Selecting Sight Seeing Places at Destinations • Booking Flights • Computerised Travel Agency Systems • Hotel Reservation • Car Rental Reservation • Reserve the Car • Tour Package Reservation • Ferry Reservation

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