

Study program: Hotel Management and Tourism and Health Tourism				
Type and level of studies: Bachelor studies, first level				
Course unit: Management of Tour Operators and Travel Agencies				
Teacher in charge: Darko Dimitrovski, PhD				
Language of instruction: English				
ECTS: 7				
Prerequisites: N/A				
Semester: Sixt				
<b>Course unit objective</b>				
The aim of the course is to understand basic concepts and instruments of business operations within travel agencies and travel organizers sector. Within this course, students should acquire the necessary knowledge to prepare, promote and conduct tour package. Thus, central place of course goes around tour package, as the backbone of the service program of the travel agencies and tour operators sector. Moreover, course aim to study is to analyse of current trends in the business of these companies in the tourism market, as well as analysis of new competitive strategies and adaptation to future changes.				
<b>Learning outcomes of Course unit</b>				
Course will provide enhanced theoretical understanding in the field of business of travel agencies and travel organizers, as well as acquiring practical knowledge, skills and competences that will enable direct involvement in the work process of travel agencies and travel organizers, as well as in the sales sectors of other travel companies.				
<b>Course unit contents</b>				
The emergence of travel agencies and their place and role in the tourism market				
Fulfillment of conditions and necessary resources for the establishment and operation of travel agencies and tour operators				
Mediation between transport and hotel companies and users and other intermediary services				
Specificity of business of travel agencies and travel organizers				
The concept and types of tour packages				
Business operations in the process of creating a tour package				
Pricing and determining the conditions of the tour package				
Business operations in the sale of tour package				
Execution of the tour package and responsibility of the travel organizer				
Basic characteristics of the development of tour operators and travel agencies				
Business development of travel agencies and travel organizers in the world				
Changes in the tourist market and directions of adjustment of travel agencies and travel organizers				
Prospects for the development of travel organizers and travel agencies				
<b>Literature</b>				
1. Singh, L. K. (2008). <i>Management of travel agency</i> . Gyan Publishing House.				
2. Bhatia, A. K. (2012). <i>The Bussiness of Travel Agency and Tour Operations Management</i> . Sterling Publishers Pvt. Ltd..				
<b>Number of active teaching hours</b>				<b>Other classes</b>
Lectures: 3	Practice: 2	Other forms of classes: -	Independent work: -	-
<b>Teaching methods</b>				
Interactive lecturing through audio-visual presentations, exercises, seminar papers, practical classes (visits to travel agencies and travel organizers, meetings with experts from practice, visits to travel fairs, etc.).				
<b>Examination methods (maximum 100 points)</b>				
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>	
Student's activity during lectures	10	oral examination	30	
practical classes/tests	40	written examination	-	
Seminars/homework	20	Other		
<b>Grading system</b>				
<b>Grade</b>	<b>No. of points</b>		<b>Description</b>	
10	91-100		Excellent	
9	81-90		Exceptionally good	
8	71-80		Very good	
7	61-70		Good	
6	51-60		Passing	
5	0-50		Failing	