



KARLOVAC UNIVERSITY OF APPLIED SCIENCES

SYLLABUS



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SYLLABUS

General information

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| Course title: | Management of Travel Agencies |
| Studies in which the course is taught: | Study of Hospitality Management, study on regular basis |
| Course Instructor: | Silvija Vitner Marković, PhD, College Professor |
| ECTS credits: | 3 |
| Semester of the course execution: | fifth semester |
| Academic year: | 2019/2020 |
| Exam prerequisites: | Osnove turizma / Fundamentals of Tourism |

Course

| Course structure | Number of contact hours per week: | Number of contact hours per semester: | Student's requirements by type of teaching: |
|--------------------------|-----------------------------------|---------------------------------------|---|
| Lectures: | 2 | 30 | Lecture attendance 80% |
| Tutorials | 1 | 15 | Exercises attendance 80% |
| Practical (lab) sessions | | | |
| Seminars: | | | |
| Field work: | | | |
| Other: | | | |
| TOTAL: | 3 | 45 | |

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| Learning outcomes | Upon completion of the course the student should be able to: 1. define the term of travel agency, describe creation and development of the term "travel agency" and explain what kind of business a travel agency does in modern terms, 2. define the types of travel agencies, explain conventionally relations and its business partners, as well as distinctiveness of such relations, 3. differentiate distinctiveness of working process and manpower in tourism business, 4. describe political elements of travel agencies' products, to create a travel package and differentiate its types and distinctiveness, 5. compose a few types of calculations of travel packages and define policy of promotion and sales, 6. compose an example of record and enter in books of travel packages, prepare its realization and analyze business result upon completion. |
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Course

| Week | Topics/Units |
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| 1. | Position of tourism globally and in Croatia, economic importance, basic trends and movements in the last decade with special attention to roles and importance of travel agencies in terms of numbers, with the newest data from UNWTO and Eurobarometar. |
| 2. | Historic development of travel, tourism and travel agencies business in Croatia and worldwide, including present condition. Market requirements of forming travel agencies. The term of mediation related to business of travel agencies. |
| 3. | Distinctiveness in management of touroperators. |
| 4. | Definition and legal status of travel agencies. Terms and conditions of forming travel agencies |



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| 5. | Tasks and functions of travel agencies. The organization of sales in tourism, with special attention to distinctiveness of sales in business of travel agencies. |
| 6. | Merging of travel agencies and newest examples and trends, with special attention to travel agencies in Croatia. |
| 7. | Relations between travel agencies and its partners; hotels, carriers, other companies related to tourism, with special attention to relations between a travel agencies and its customer. |
| 8. | Travel contract, analysis, general terms & conditions for travel packages, legal aspect of such relations and distinctiveness. |
| 9. | Travel associations in the state and worldwide. Division of travel agencies, types of travel agencies, distinctiveness of each division. Distinctiveness of the process of reproduction and business of travel agents on case studies. Structure of business resources. Marketing conception of business. Decision-making in terms of travel agencies. |
| 10. | Tour packages, definition, types, creation of tour packages through different phases, interpretation and analysis of different kinds of packages, including special ones (IT, incentive, affinity). Excursion, definition and distinctiveness, other types of tour packages. |
| 11. | Tour packages through phases. Distinctiveness in terms of transfers, managing excursion programmes, managing tour guides. Creation of tour packages and daily excursions. |
| 12. | Pricing policy – forming and setting prices. Commercial costs of managing travel agencies. Forming calculations of several packages on exact examples. Seasonal work, costs convergence. |
| 13. | Sales policy in a travel agency. Management of booking and distribution systems, sales techniques. |
| 14. | Catalogues and brochures – planning, creating and distributing brochures. Distinctiveness of agencies' websites and online placement of services. |
| 15. | Management of travel agencies. Human resources management. Marketing management. Management of finance in a travel agency. Business analysis. |

REFERENCES:

1. Vukonić, B., Keča, K., Pukšar, I., The Business Activities of Travel Agencies, Libertas, Zagreb, 2015
2. Vukonić, B., Turističke agencije, Mikrorad, Zagreb, 2003

Evaluation and assessment

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| Prerequisites for course approval (lecturer's signature) | Min. 80% class attendance (lectures + tutorials) |
| Prerequisites for taking exams: | Lecturer's stamp |
| Factors that influence the assessment outcome: (e.g. Preliminary exams, quizzes, student practical work, student's activities and attendance etc.) | <p>Preliminary exam - 60 Active participation during lectures- 10 Final exam- 30 Total: 100 points</p> <p>Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade.</p> |
| Grading scale: | <p>(According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5)</p> <p>90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F)</p> |

Exams for the academic. year: 2019/2020

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| Regular exam dates: | According to the schedule of exams for academic year 2019/2020 |
| Additional exam dates: | According to the schedule of exams for academic year 2019/2020 |

Contact information:

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| 1. Course instructor/Lecturer | Silvija Vitner Marković, PhD, College Professor |
| e-mail: | Silvija.vitner@vuka.hr |
| Office hours / Consultations: | According to the schedule of lecturers' office hours |



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for academic year 2019/2020