



Master 2 Tourism and Hospitality Marketing	2 nd TD	Dr. GOURI M
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Exercise:

- 1- Explain the concept of tour operation.
- 2- Enumerate the organization structure of travel agency/operation.

Solution:

1- Concept of Tour Operation:

The concept of tour operation refers to the process of planning, organizing, and managing travel services to create a complete and enjoyable travel experience for tourists. A tour operator acts as the manufacturer of tourism products by combining different travel components such as:

- Transportation (flights, trains, buses, car rentals)
- Accommodation (hotels, resorts, guesthouses)
- Food and beverages (restaurants, meal plans)
- Sightseeing and entertainment (guided tours, excursions, activities)

These components are combined into a single package tour sold at a fixed price, either directly to customers or through travel agencies.

Tour operations also include pricing, contracting with suppliers, marketing, risk management, and ensuring customer satisfaction throughout the travel experience.

In short, tour operation involves transforming separate travel services into a unified, well-organized, and value-added tourism product.

2. Organizational Structure of a Travel Agency / Tour Operation

Department / Position	Main Functions
Managing Director / General Manager	Overall management, planning, and coordination of all activities.
Operations Department	Designs itineraries, coordinates bookings, handles supplier contracts, and manages logistics.
Sales and Marketing Department	Promotes products, manages advertising, handles customer relations, and increases sales.
Ticketing / Reservation Department	Manages bookings for flights, trains, hotels, and car rentals.
Accounts and Finance Department	Controls budgeting, billing, payments to suppliers, and financial reporting.
Human Resources Department	Recruitment, staff training, and employee welfare.
Customer Service Department	Provides after-sales service, complaint handling, and feedback collection.
Tour Guides / Escorts	Accompany groups, ensure smooth travel, and provide local information.