

PRACTICES OF AGENCIES AND TOURISM OPERATORS

Degree in Touristic Activities Management

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Code: 15823

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Vânia Natércia Gonçalves Costa

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

Provide students with methods and tools for analyzing the processes related to the operation of Travel Agencies and Tour Operators. The interpretation of the main problems, promoting a proactive attitude of study and search for solutions. Enable the student to be integrated management, being able to make use of the tools and knowledge of other disciplines to always obtain the best results, in a cost-benefit approach, assuming nonconformity and having in mind a methodical attitude in the search for optimum solutions taking into account the specificity of the tourism as an intangible product and as such of demanding professional treatment. To sensitize the student to the provision of added value and quality services contributing to the general qualification of the Agency and / or Tour Operator.

Learning Outcomes

It is expected that the student reach, at the end of the semester, the following learning outcomes:

Ability to characterize the tourist products on the market, to identify the demand and the offer, to be able to build adjusted and economically competitive solutions. Identify the main needs of the demand market and its trends and be able to anticipate integrated specialized offer solutions. Ability to carry out budgeting, organize products with respective programs, to prescribe tourists in a regime of receivers and to support the issuance of tourists as issuing agent, identifying the corresponding handling procedures. Enable for the use of the technical instruments provided by the operators, which allow the realization of the commercialization and use of tourism products. To enable the student to interpret the results of the tools and procedures used by tour operators and to promote the necessary adjustments.

Course Contents

1. Tour Operators and Travel Agencies
2. Technique of Travel Agencies
3. Hotel Reservations
4. Travel Program Reservations
5. Commercial Aviation - The language of aviation and simulated practice

6. The Global Distribution System - Galileo
7. Rates
8. Travel Organization
9. Travel Programs
10. Group Travel Budgeting
11. Receiving Tourism
12. Airport, Rail, Maritime and Road Handling

Recommended Bibliography

Abranja, N., Alcântara, A., Braga, C., Marques, A., Nunes, R. (2012). Gestão de agências de viagens e turismo. Lisboa: Lidel.

Chang, Y. W., Hsu, P. Y., Lan, Y. C. (2019). Cooperation and competition between online travel agencies and hotels. *Tourism Management*, 71, 187-196.

Mason, P. (2013). *Tourism impacts, planning and management*. Routledge.

Okumus, F., Altinay, L., Chathoth, P. (2010). *Strategic Management in the International Hospitality and Tourism Industry*. Routledge.

Travelport (2017). *Galileo for Travel Professionals - Using Travelport Smartpoint 6.0*. Ed. Travelport.

Learning and Teaching Methods

The objective of the discipline of Practical Agencies and Tour Operators is to equip students with the knowledge and techniques to develop a career in this area of Tourism. The universe of business and tourism organization has Tour Operators and Travel Agencies responsible for the development of the entire tourism offer. The knowledge imparted guarantees students the mastery of the inherent technologies, the technical language, the realization of business, the contracting, the assembling of tourist products by measure and the understanding of the needs of the tourist demand. The student will be able to understand the needs of the market and the knowledge obtained, will be able to build the technical solutions to satisfy these needs in tourism products made available by different Tour Operators.

The course is structured in 12 chapters, and in the first chapter an identification is made of Tour Operators and Travel Agencies, concepts, key characteristics, differences and future trends. In the second chapter we will deal with Techniques of Travel Agencies, regimes and technical nomenclature. In the third and fourth chapters, the themes of hotel reservations and travel programs and their most common characteristics will be addressed. Reservations will be differentiated by operator typology according to the existing specificities, taking into account the growing use of new communication and information technologies. The fifth, sixth and seventh chapters will seek to provide students with the knowledge of commercial aviation, technical language and existing tariffs as well as the trend of organic operation of these services. The eighth, ninth and tenth chapters focus on the transmission of knowledge about travel arrangements, their specificities, the most common behaviors of operators and tourists, conflicts management techniques, travel scheduling and budgeting including group travel. In the eleventh chapter will be treated in more detail the reciprocal tourism by the operators, quality of services and maintenance of the expectations of tourists,

supplements of services. . Your language. The last chapter will deal with airport handling, concepts, passenger services, boarding and disembarkation procedures, check-in, international traffic documentation, documentation for minors, and lost and found procedures.

Assessment Methods

Methodology of evaluation:

- Individual test 1 (40%)
- Individual test 2 - Galileo travel agency program (40%)
- Resolution of practical cases in room context and challenges in real context of Agencies and Tour Operators (20%)