

A STUDY ON FUNCTIONS OF TOURIST AGENCIES ON TOURISM

Author 1: Prof.Dr.K. KAVITHA

Principal

Sambhram College of Hotel Management

Kolar Gold Fields, Karnataka.

ABSTRACT

This India is very ancient and central to many religions and cultures. The various states and territories in this country are many spiritual centres. Because of this a large percentage of people are interested in going to places of worship with this regard the role of the tourist agency is very important at this time. Their role is to open our India tourist income also. The main purpose of the agencies is to create tour planning and tour packages by understanding of tourists socio-economical conditions. This is an attempt to find the functions and services of travel agencies in the country for their existence.

KEYWORDS: Travel agencies, Travel Agent, Tourists, Tour Operators.

INTRODUCTION

Tourist Agencies continue to do their business for the sake of the importance of Indian tourism and focus on ancient areas. This system will promote the transportation and economic development of many places of worship in India. In fact, there is a wide variety of services, such as hotels, restaurants, and various kinds of spiritual needs will grow through their cooperation. These agencies facilitate the exchange of foreign currency to meet the needs of not only the tourist in India but also the foreign tourists.

Thomas Cook set up the first Travel Agency of the world in 1845 in England. The utilization of the term travel exchange goes again from the early long periods of the nineteenth century; however, this ought not dark the way that what we today portray as travel exchange (travel agency and visit activity business) was occurring a lot before ever.

From the beginning of time, there was travel go-between who helped the shippers travelling for exchange and other people who travelled for strict purposes.

In 1841, a lucky day comes throughout the entire existence of travel exchange when Thomas Cook, as secretary of South Midland Temperance Association, composed an outing by a train for 570 individuals for his relationship to the separation of 22 miles. He purchased railroad tickets in mass to offer them to individuals.

The examination was effective and everyone was excited. Mr. Cook had carried out his responsibility on a no-benefit premise. Nevertheless, unexpectedly, it gave him another thought and transformed it into a visiting business.

After four years in 1845, he set up a 'World's First Travel Agency' to compose outings. Because of this imaginative methodology, Mr. Thomas Cook is known as the Father of Travel Agency Business. He is coordinated with railroad and steamship journeys all through England, Scotland and Europe.

Notwithstanding, the railroads just gave him 5% commission that was insufficient to meet his overheads, so he chose to expand this business into visit activity.

In 1855, Mr. Cook began working package visits. He directed the world's first universal visit from England to Paris.

Travel Agent

A travel agent is an individual who has a bit of full information about visitor's item – goals, methods of travel, atmosphere, settlement and different regions of the administration segment. He follows up for the sake of item suppliers/standards and consequently get a commission. In fact, a travel agent is a proprietor or administrator of an agency; however, different representatives are liable for prompting tourists and selling packages visits/singular parts of travel items.

Travel Agency

A travel agent might be an individual/firm or partnership that generally known as a travel agency. An agency implies the workplace of travel agent or association where all travel merchandise and ventures is collective and composed for the smooth lead of travel agency business.

The travel agency is one of the most significant associations in the travel industry private part, which plays a huge and essential job in the whole procedure of creating and advancing the travel industry in the nation or at a goal. It is a travel agency, which packages and procedures every one of the attractions, gets to, luxuries and subordinate administrations of a nation and present them to tourists. That is the reason travel agency is known as 'Brand Builder' of a nation.

A forthcoming travel agency is one, which makes plans of travel tickets (air, rail, street, and ocean); travel records (identifications, visa and different archives required to travel); settlement, amusement, and other travel-related administrations from guideline providers. It might likewise verify travel protection, outside money for travelling individuals.

REVIEW OF LITERATURE

As indicated by **Airlines Reporting Corporation (ARC)** a retail travel agency is characterized as " a business that plays out the accompanying capacities: cites charges, rates, reserve a spot, orchestrate travel tickets and settlement, organize travel protection, remote cash, archives and acknowledges instalments."

As indicated by **SARC (1967)**, " retail travel agency business comprises of the exercises engaged with selling tourism items/benefits straightforwardly to the tourists and performs typical capacities, for example, giving air tickets, making settlement and transportation reservation, giving specific administrations, and tolerating and making instalments."

Poyther (1993) characterizes, "visit administrator is one who has the obligation of assembling the visit fixings, promoting it, reserving a spot and taking care of real activity."

Holloway (1992) expressed that visit activities embrace a particular capacity in the tourism business; they buy separate components of tourism items/administrations and consolidate them into a package visit, which they sell legitimately, or in a roundabout way to the tourists.

MATERIAL AND METHODS

This is a theoretical research paper, where secondary information produced by different authors and researchers they has been used. For obtaining necessary information, various websites, journals as well as books have been explored by the researcher, which has been mentioned in the reference section.

OBJECTIVE OF THE STUDY

- To find the role of tour agencies in tourism
- To find the factions and services of tour agencies in tourism

FUNCTIONS AND SERVICES OF TRAVEL AGENCY

Today, Travel Agencies have been perceived as an essential segment of travel and tourism and have become a fundamental piece of the travel and tourism industry worldwide. They represent over 90% of universal and 70% of household vacationer traffic

Further, over 60% of all travel agency incomes got from business travel. Most travel organizations sell both business and recreation travel yet there are many travel offices, which just had some expertise in one division or the other.

The activity of each travel agency depends on the extent of its exercises and authoritative size. Here we examine the elements of an enormous scale travel agency that plays out a wide range of exercises, for example, Retail travel agency, wholesaling and visit tasks and so forth. The fundamental elements of a huge scale travel agency are:

Travel Information

Whatever the size of a travel agency, it needs to give essential travel data to tourists. A travel agency must offer cutting-edge, precise and convenient data with respect to goals method of travel, convenience, touring, shopping, movement, identification, visa, customs freedom and methodology, wellbeing and security rules and about different grants required to travel specifically territories and so forth.

Agenda Preparation

The term visitor's agenda is utilized to recognize the source, goal and all the halting focuses on a traveller's visits. It is an arrangement of different components and structured after an itemized investigation of the market. Travel offices set up a schedule for visit packages.

Aircraft Ticketing and Reservation

A travel agency sells an assortment of tourism items. Aircraft ticketing and reservation is as yet a significant wellspring of income. Travel offices play out a component of carrier ticketing and reservation in the interest of different aircraft.

Visit Packaging and Costing

Travel organizations set up a visit package and offer them to tourists. The drifting and valuing of visit packages depend to a great extent on the capacity of travel agent concerning how adequately he can haggle with the essential providers.

Reservation

It is significant capacity for a wide range of travel offices. A travel agency reliably makes linkage with the convenience division, transport part and other amusement associations to save rooms, and seats in the social projects and transportation.

Travel Insurance

Some enormous scale travel offices play out extra capacities to serve their customers. Travel protection ensures the travellers against the individual just as stuff misfortunes coming about because of a wide scope of travel-related happenings and issues.

Money Services

Affirmed travel agency approved by Govt. body gives money trade administrations to the visitor.

The association of Conference/Conventions

Huge scale travel organizations offer a total show/meeting package, which incorporates enrolment of the members at the scene to be gotten for dropped to the air terminal/inn, overhead projectors, slide projectors, TV, VCR, data counter, touring and so on.

CONCLUSION

This study highlights the central role of tourism and the impact of tour agencies in the country. Tour agency is just like an organization for serving tourists with maintaining close ties with Airlines, hotels, car rentals, banks, insurance companies, railways, government, trade associations, foreign tour operators and travel agents, ground operators, cruise companies and tourism educational institutes. The main role of the agencies is to link the tourists with famous places around their boundaries by creating service packages. It will build the country's economy and makes the places are more popular.

REFERENCES

1. <http://businessdayonline.com/2014/01/travel-agents-operating-beyond-the-ticketsales-regime/>
2. <http://www.investopedia.com/terms/b/btob.asp>
3. <http://www.hospitalitynet.org/news/4053884.html>
4. <http://www.balidiscovery.com/other/code.asp>
5. http://www.stepuptravel.org/downloads/library/e_tourism_rj.pdf
6. <http://www.coxandkings.com/>
7. <http://www.smallbusiness.wa.gov.au/marketing-promotion-strategy/>
8. <http://www.sotc.in/>
9. <http://www.tcindia.com/>
10. <http://www.thomascook.in/tcportal/px/tcportal/home.do>
11. http://www.ehow.com/info_7831294_duties-uftaa.html#ixzz2jN7mheqK
12. <http://www.rbcsgroup.com/ihctm/IATA.htm>
13. <http://www.tradewinginstitute.com/courses/iata1.htm>
14. Chand, M., 2000, MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATION, Anmol Publications Pvt. Ltd, New Delhi.
15. Chudhary, M., 2010, TOURISM MARKETING, First Edition, Oxford University Press, New Delhi.
16. Negi, J., 2008, TRAVEL AGENCY AND TOUR OPERATION – CONCEPTS AND PRINCIPLES, Kanishka Publishers', Distributors, New Delhi.
17. Swain, S.K. & Mishra, J.M.(2012). TOURISM PRINCIPLES & PRACTICES, Oxford University Press, New Delhi