

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Potovalne agencije  
**Course title:** Travel agencies

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih podjetij, dodiplomski študijski program 1.stopnje		2	1
Tourism Enterprise Management, 1st / Bachelor's degree study programme		2	1

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

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**Prerequisites:**

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**Vsebina:**

<ol style="list-style-type: none"><li>1. Potovalne agencije<ol style="list-style-type: none"><li>a. Vrste</li><li>b. Pravna subjektiviteta</li></ol></li><li>2. Ustanovitev potovalne agencije<ol style="list-style-type: none"><li>a. Osnovni pogoji</li><li>b. Posebni pogoji</li><li>c. Organizacijska struktura</li></ol></li><li>3. Storitveni portfelj<ol style="list-style-type: none"><li>a. B2B</li><li>b. B2C</li></ol></li><li>4. Potovanja<ol style="list-style-type: none"><li>a. Vrste</li><li>b. Pristopi</li><li>c. Koraki</li></ol></li><li>5. Pogodbena razmerja<ol style="list-style-type: none"><li>a. B2B</li><li>b. B2C</li></ol></li><li>6. Prodaja in rezervacije<ol style="list-style-type: none"><li>a. Proces</li><li>b. Orodja</li><li>c. Kalkulacije</li></ol></li><li>7. Trendi<ol style="list-style-type: none"><li>a. Digitalizacija</li><li>b. Zeleni prehod</li></ol></li></ol>
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**Content (Syllabus outline):**

<ol style="list-style-type: none"><li>1. Travel agencies<ol style="list-style-type: none"><li>a. Types</li><li>b. Legal aspects</li></ol></li><li>2. Establishment of a travel agency<ol style="list-style-type: none"><li>a. Basic conditions and requirements</li><li>b. Special conditions and requirements</li><li>c. Organizational structure</li></ol></li><li>3. Service portfolio<ol style="list-style-type: none"><li>a. B2B</li><li>b. B2C</li></ol></li><li>4. Travel packages and services<ol style="list-style-type: none"><li>a. Types</li><li>b. Approach</li><li>c. Steps</li></ol></li><li>5. Contractual relations<ol style="list-style-type: none"><li>a. B2B</li><li>b. B2C</li></ol></li><li>6. Sales and reservations<ol style="list-style-type: none"><li>a. The process</li><li>b. Tools</li><li>c. Calculations</li></ol></li><li>7. Trends<ol style="list-style-type: none"><li>a. Digitization</li><li>b. Green transition</li></ol></li></ol>
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**Temeljni literatura in viri / Readings:**

Archer, J., Syrratt, G. (2012). Manual of travel agency practice. New York: Butterworth-Heinemann  
Bryant, T. (2022). The Business of Travel Agency and Tour Operations. Murphy & Moore Publishing: New York.