



MANAGING THE TRAVEL BUSINESS DIPLOMA

With more than 1 billion international trips each year, the travel industry offers travel professionals excellent business opportunities. This course will help you take advantage of these opportunities by improving your skills in supervising and managing people and by building business relationships based on win-win negotiating strategies. Learn how to be competitive by developing new products and market them effectively. You will also gain insight on agency accounting procedures to build business plans that lead to good financial health.

OBJECTIVES:

On completion of this course you will be able to:

- Increase your opportunity for career advancement
- Become entrepreneurial and creative
- Open your own travel agency or tour company
- Grow your business and profits
- Improve operational processes

Content

1.0 MANAGERIAL SKILLS

- 1.1 The Supervisory Role
- 1.2 Planning for Performance
- 1.3 Communicating Effectively
- 1.4 Managing Performance
- 1.5 Motivation, De-motivation and Inspiration
- 1.6 Leading the Team

2.0 NEGOTIATION SKILLS

- 2.1 Understanding When/What to Negotiate
- 2.2 The Seven Elements of Negotiation
- 2.3 Requests for Information/Quotation/Proposal

3.0 SPECIAL INTEREST TRAVEL AND TOUR PRODUCTION

- 3.1 Special-Interest T ours
- 3.2 Eco-tours
- 3.3 Tour Production for Special Interest Tours
- 3.4 Tour Negotiation: Air/Land/Water Components
- 3.5 Sales Terms and Conditions Explained
- 3.6 Travel Safety

4.0 EVENT AND MEETING MANAGEMENT

- 4.1 The Event and Meeting Customer
- 4.2 Basic Event or Meeting Components
- 4.3 The Workflow in Planning

5.0 FINANCIAL MANAGEMENT & ACCOUNTING

- 5.1 Finance and Business Planning
- 5.2 Bookkeeping and Financial Administration
- 5.3 Business Planning, Budgeting and Reporting
- 5.4 Analysis, Management and Assessment
- 5.5 Reporting and Remitting Agency Sales



Duration:

120 hours



Certificate:

An IATA Certificate is awarded upon successful completion of the final examination.



Target Audience:

- Foundation Diploma in Travel and Tourism Graduate
- Consultant Diploma in Travel and Tourism Graduate
- Agency administration
- Mid-level managers and supervisors
- Agency back-office personnel
- Travel Managers



Examination:

- You will be given 3 hours to complete 100 multiple choice questions
- Passing grade is 60 correct answers; 85 correct answers are needed for a distinction

Inquiries & Registration:

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