



TRAVEL & TOURISM CONSULTANT

Study popular tourism destinations and improve your sales skills to successfully advise your clients on the best travel options. Learn how to customize and construct complex travel itineraries, gain the skills to process ticket exchanges and reissues, and understand how industry regulations affect your travel operations.

GRADING SYSTEM: PASS OR FAIL

TOTAL TRAINING HOURS: 160 HOURS

OBJECTIVES:

- Identify and consult on popular international travel and tourism destinations
- Advise on modes of transportation, accommodation, and tours
- Understand IATA resolutions that apply to accredited travel agencies
- Construct complex fares and manage changes to electronic tickets

KEY TOPICS:

- Popular tourism destinations
- Sales techniques
- Airfare construction and ticket exchanges/reissuance
- Travel industry laws and regulations
- Tour, luxury and group travel options
- Accommodation (other than hotels)
- Social media marketing

POTENTIAL JOB OCCUPATION:

The course is designed for graduates of IATA's Diploma in travel and tourism, travel agents, and reservation/sales person.

TARGET AUDIENCE:

- Foundation in Travel and Tourism graduates
- Travel agents
- Reservations and sales personnel

Completing this course:

- This course requires approximately 140 of study, followed by a mandatory final examination
- An IATA Travel and Tourism Consultant Diploma is awarded upon successful completion of the final examination
- This course is part of the Travel Sales and Operations Diploma

IATA AND ORIGIN ATC

Your pathway to become a travel professional

DESTINATION GEOGRAPHY

- Advanced geography in marketing and selling travel
- The world's continents and human diversity
- Major national geographical features
- Effect of climate change on travel
- Major world tourist destinations

LAND TRANSPORT - RAIL

- Luxury trains
- Rail passes and itineraries
- Tickets and fares
- Conditions of carriage

LAND TRANSPORT – BUS AND COACH

- Systems, services and quality of road passenger transport
- Travel planning
- Travel in North America, Britain and Europe, New Zealand, and other locations

ACCOMMODATION OTHER THAN HOTELS

- Understanding today's traveler
- Niche accommodation products
- Building your information database

WATER TRANSPORT – CRUISES

- History of cruising
- Major cruise destinations
- Cruise products, categories and duration
- Types of cruise ship and price categories
- The cruise ship as a resort
- Reservations, ticketing, and administrative procedures
- Conditions of carriage

LAWS AND REGULATIONS

- Key issues regarding country laws
- Relationship between IATA and the travel agent
- Travel agent associations

TOUR PRODUCTION, GROUP AND LUXURY TRAVEL

- Tour production
- Customization of individual tours
- Tour documents
- Tour pricing, presentation, sales
- Group and luxury travel

SELLING SKILLS

- Adapting to changes in travel sales
- Travel sales process and use of different media
- Recognizing the buying influences in large-account sales
- Selling travel insurance

ADVANCED JOURNEY PRICING AND TICKETING

- Review of fare selection criteria
- Currency rules and rounding procedures
- OW pricing units and fare component checks
- Add-ons
- Special mileage provisions
- RT/CT/RW fare construction
- Journeys with surface sectors
- Normal fare open jaw construction
- Lowest combination principles
- Limitations on indirect travel
- Review of taxes, fees and charges
- Mixed class travel
- Ticket alterations



ABOUT THE TRAINER

Peter is an IATA foundation & Consultant qualified instructor with a career extending over 30 years of training in Travel and Tourism, he was also awarded membership of the UK Institute of Travel and Tourism. Peter brings you a wealth of knowledge from Travel and Tourism industry as well as his experience in Singapore, the UK and various other countries in Asia and Europe.