

Foundation in Travel and Tourism Diploma

Casablanca (Morocco)

30 December 2024 - 3 January 2025

UK Training

PARTNER



Foundation in Travel and Tourism Diploma

Code: CC28 From: 30 December 2024 - 3 January 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

The Foundation in Travel and Tourism Diploma offers participants the opportunity to acquire essential knowledge and skills required to excel in the travel and tourism industry. Over 5 days, participants will become proficient travel professionals capable of providing expert advice on flights, accommodations, and tours while ensuring that travelers meet all necessary travel requirements. The course also emphasizes enhancing customer service and sales skills and utilizing global distribution systems for managing reservations.

Course Objectives

- To equip participants with the knowledge and skills necessary to work effectively in various roles within the travel and tourism industry.
- To develop expertise in advising customers on travel-related products and fulfilling travel requirements.
- To enhance customer service and sales skills tailored to the needs of travel customers.
- To provide training in the use of global distribution systems for creating and managing travel reservations.
- To prepare participants for managerial roles by covering key topics such as marketing, pricing, and legal aspects of the travel industry.

Course Outlines

Day 1: Introduction to Travel and Tourism

- Overview of the Travel and Tourism Industry.
- Key Roles: Travel Agents, Tour Operators, and Airline Reservation Agents.
- Understanding Traveler Behavior and Trends.
- Basics of Travel Requirements and Documentation.
- Introduction to Global Distribution Systems GDS.

Day 2: Customer Service and Sales in Travel and Tourism

- Principles of Customer Service in the Travel Industry.
- Sales Techniques for Travel Products and Services.
- Advising Customers: Best Times and Places to Travel.
- Handling Travel-related Customer Complaints.
- Enhancing Sales through Effective Customer Relationship Management.

Day 3: Managerial and Negotiation Skills

- Developing Managerial Skills in Travel and Tourism.
- Negotiation Techniques for Travel Professionals.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- Marketing and Pricing Strategies in the Travel Industry.
- Tour Production and Event Planning Essentials.
- Crisis Management in Travel and Tourism.

Day 4: Administration and Legal Aspects of Travel

- Administration and Accounting in the Travel Industry.
- Managing Travel Itineraries and Reservations.
- Laws and Regulations in the Travel Industry.
- Ethical Considerations in Travel and Tourism.
- Risk Management and Insurance in Travel.

Day 5: Professional Development and Future Trends

- Career Opportunities and Professional Development in Travel.
- Networking and Industry Connections.
- Preparing for Certifications in Travel and Tourism.
- The Future of Travel: Trends and Challenges.
- Final Assessment and Certification Preparation.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) in gold and silver, set against a background of concentric white circles on a light gray surface.

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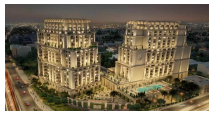
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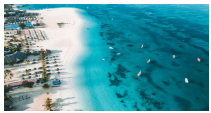
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