BLACKBIRD FOR TRAINING

Foundation in Travel and Tourism

30 November – 4 December 2026
Lyon (France)



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Ref: 3254494_311670 **Date:** 30 November – 4 December 2026 **Location:** Lyon (France) **Fees:** 5200 GBP

Introduction

The Foundation in Travel and Tourism Diploma offers a thorough introduction to the travel and tourism industry, providing participants with the knowledge and skills necessary to excel in this dynamic field. Across five intensive days, this course covers everything from travel management fundamentals to advanced customer service techniques. Whether you're pursuing a career as a travel agent, tour operator, or in tourism management, this program ensures you are prepared to meet the demands of the ever-evolving industry. Participants will also gain insights into global distribution systems GDS, compliance with travel requirements, and strategies for professional success.

Course Objectives

By the end of the course, participants will:

- Gain essential knowledge and skills to excel in roles within the travel and tourism sector, including customer service and managerial positions.
- Develop expertise in advising clients on travel-related products such as flights, accommodations, and tours while ensuring compliance with travel regulations.
- Enhance customer service and sales techniques, specifically tailored to the travel and tourism industry.
- Learn how to operate Global Distribution Systems GDS to manage reservations and improve operational efficiency.
- Build foundational knowledge in Tourism Management, covering marketing, pricing, and legal frameworks.

Course Outlines

Day 1: Introduction to Travel and Tourism

- Overview of the Travel and Tourism Industry, highlighting key players such as travel agents, tour operators, and airline reservation agents.
- Understanding traveler behavior, tourism definitions, and key trends.
- Introduction to basic travel requirements and documentation, including passports and visas.
- Familiarization with Global Distribution Systems GDS and their role in travel management.



Day 2: Customer Service and Sales in Travel and Tourism

- Core principles of customer service in the travel industry, emphasizing the importance of building relationships.
- Effective sales strategies for promoting tourism products and services.
- Techniques for advising customers on destinations, travel times, and accommodations.
- Handling travel-related complaints and managing client expectations.
- Exploring Customer Relationship Management CRM tools for enhancing sales.

Day 3: Managerial and Negotiation Skills

- Developing managerial skills for leadership roles in tourism management.
- Negotiation techniques specific to travel professionals, ensuring favorable outcomes.
- Strategies for marketing, pricing, and tour production.
- Addressing crisis management and navigating challenges within the travel industry.

Day 4: Administration and Legal Aspects of Travel

- Administrative roles in travel and tourism, including accounting and itinerary management.
- Overview of laws and regulations governing the industry, such as consumer protection.
- Ethical considerations and compliance with safety standards.
- The importance of risk management and travel insurance.

Day 5: Professional Development and Future Trends

- Career opportunities and professional growth in travel and tourism.
- Strategies for networking and building industry connections.
- Preparing for travel industry certifications and qualifications.
- Examining future trends such as eco-tourism, digital innovations, and emerging challenges.
- Final assessments and personalized feedback to ensure career readiness.

Why Attend this Course: Wins & Losses!

- Gain a recognized tourism diploma that opens doors to diverse career opportunities in the global travel industry.
- Develop cutting-edge customer service and sales techniques that enhance your ability to meet client needs.
- Learn essential GDS operations and improve your expertise in handling reservations and travel systems.
- Build a foundation in tourism management with insights into marketing and pricing strategies.



Conclusion

The Foundation in Travel and Tourism Diploma is the perfect entry point for individuals aiming to build a thriving career in the travel and tourism industry. This course combines theoretical knowledge with practical applications, empowering participants to handle travel management, offer exceptional customer service, and navigate industry challenges confidently.

By focusing on essential skills, from GDS operations to customer relationship strategies, participants will be well-equipped to advance in roles such as travel agents, tour operators, or tourism managers. Enroll today to gain your tourism diploma and set the foundation for a rewarding career in this exciting and ever-growing field!

