



Foundation in Travel and Tourism

Distance Learning course (eBook format) offered via IATAN and ARC Partnership

Study the basics of the travel and tourism industry and understand what it takes to become a successful travel agent. Improve your customer service and sales skills in order to better advise clients about when and where to travel based on their needs. Learn how to provide the best flight, accommodation and tour options, and how to ensure clients fulfil all necessary travel requirements.

Objectives

Upon completion of this course you will be able to:

Provide excellent customer service and build customer loyalty

Understand the various services and facilities available to airline passengers during their travel

Advise customers on passport and visa requirements, as well as on travel insurance options

Plan and reserve travel itineraries using standard industry practices

Sell rail travel, car rental, hotel accommodation, cruises and pre-packaged tour products

Target audience

- Travel agents
- Airline reservation agents
- Tour operators
- Call center agents

Table of contents

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- Overview of the travel and tourism industry
 - International and regional travel and tourism organizations
 - Roles and responsibilities of travel agents
 - Geography in travel planning
 - Marketing and selling travel
 - Three-letter city codes

Study options

Order online to receive self-study course materials in either:

- eBook format

Key topics

- Overview of the travel and tourism industry
- Requirements to become a travel agent
- Customer service principles
- Air transport products and services
- Pre-packaged tour products
- Introduction to rail, land and water transport

Course format

This course requires approximately 170 hours of self-study, followed by a mandatory final examination

An IATA [Foundation in Travel and Tourism](#) course certificate is awarded upon successful completion of the final examination.

Certificate awarded

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

- Planning travel itineraries
- Travel formalities
 - Taxes, customs and currencies
 - Travel insurance
 - Auxiliary services and information supplied by travel agents
- Air transport essentials
 - Airline products and services for passengers
 - Industry codes, terms and definitions
- Introduction to rail products and services
- Land transport: car rental and campers
- Water transport: ferries and cruises
- Hotel products and services
- Pre-packaged tour products
 - Types of tours and tour components
 - Reservation and accounting procedures
 - Booking conditions and limitations of liability
- Customer service and communication
- Introduction to travel technology