



Managing the Travel Business

Partner-taught classroom or Self-study course

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

Upon 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

Target audience

- Agency administration
- Mid-level managers and supervisors
- Agency back-office personnel
- Travel Managers

Key topics

- Managerial and negotiation skills
- Marketing and pricing
- Tour production and event planning
- Administration and accounting
- Laws related to the travel industry

Study options

Enrol with an Authorized Training Center to study these materials with the help of a local trainer

Choose to study these materials on your own and order online to receive your self-study course materials

Course format

This course requires approximately 120 hours of study to be completed in 12 months from the purchase date (enrollment validity). After the enrollment validity expires, the users will not have access to the course content and will not be able to take the exam.

Student performance will be based on an examination.



Exam information

You may choose to take your exam online (with remote supervision) or at one of IATA's Exam Centers (where physical presence is required).

- You will be given 3 hours to complete 100 multiple choice questions. Open Text Book (Closed Text Book as of 2020). Foldout Maps are not permitted.
- Passing grade is 60 correct answers; 85 correct answers are needed for a distinction
- You will be given 2 attempts to successfully complete the final exam.

Table of contents

Managerial skills

- The supervisory role
- Planning for performance
- Communicating effectively
- Managing performance
- Motivation, de-motivation and inspiration
- Leading the team

Negotiation skills

- Understanding when/what to negotiate
- The seven elements of negotiation
- Requests for information/ quotation/ proposal

Special-interest travel and tour production

- Special-interest tours
- Eco-tours
- Inclusive-tour production for special-interest groups
- Tour negotiation: Air/land/water components
- Sales terms and conditions explained
- Travel safety

Corporate event and meeting management

- The event and meeting customer
- Basic event or meeting components
- The workflow in planning

 REGISTER

www.iata.org/training-ttg10

Please contact us www.iata.org/cs if you have any questions

Certificate awarded

Upon successful completion of the exam, you will be awarded an IATA e-Certificate available for you to print for your records.

Agency financial management and accounting

- Finance and business planning
- Bookkeeping and financial administration
- Business planning, budgeting and reporting
- Analysis, management and assessment
- Reporting and remitting agency sales

Marketing travel

- Marketing in travel
- Marketing principles, practices, and processes
- Marketing management and the marketing plan
- Market and marketing research
- Market research and analysis
- Customer and client focus, branding and competitive advantage
- The marketing mix
- Marketing in the digital age

Technology in the travel industry

- Information technology in the travel industry
- Social media strategy
- Managing travel apps and their social applications and implications for travel agents
- The flow of information through the agency systems

