



# Travel and Tourism Consultant

Distance Learning course (ebook) offered via IATAN and ARC partnership

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, recognize how industry regulations affect your travel operations, and learn to sell your travel products and build a loyal customer base.

## Objectives

Upon completing this course you will be able to:

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Identify and consult on popular international travel and tourism destinations

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Advise on modes of transportation, accommodation, and tours

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Understand IATA resolutions that apply to accredited travel agencies

## Target audience

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

## Key topics

- Popular tourism destinations
- Sales techniques
- Travel industry laws and regulations
- Tour, luxury and group travel options

## Table of contents

- 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

- Accommodation (other than hotels)
- Social media marketing

## Course format

This course requires approximately 150 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.

## Certificate awarded

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

- 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
  
- Tour production, group and luxury travel
  - Tour production
  - Customization of individual tours
  - Tour documents; Tour pricing, presentation, sales
  - Group and luxury travel
  
- Laws and regulations
  - Key issues regarding country laws
  - Relationship between IATA and the travel agent
  - Travel agent associations
  
- 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