



Managing the Travel Business

 Distance Learning course (Print or eTextbook format)

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

On 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

Available course formats

- Order online to receive self-study course materials in either Printed Textbook or eTextbook format.
- You may enrol at an [Airline Training Center](#) to study these materials with the help of a local trainer.



AIRLINE TRAINING CENTER GR-AIR

Authorised
Training Center

ATHENS : Stadiou & 2 Karageorgi Servias str . 105 62 , Syntagma Tel.+30 210 3731 800 Fax.+30 210 3731 702

THESSALONIKI : 2 Venizelou str , 546 24 ,Center Tel.+30 2310 250 710 Fax.+30 2310 279 690

Mail: info@atc.com.gr Url: www.atc.com.gr Facebook : www.facebook.com/ATC.com.gr

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Completing this course

- This course requires approximately 120 hours of study, to be completed in 18 months.
- All candidates will be given 2 attempts to successfully complete the final exam.
- To successfully pass the exam, the student must achieve a grade of 60% or higher.
- An IATA Certificate is awarded upon successful completion of the final examination.
- This course is part of the IATA Travel Sales and Operations Diploma

Table of Contents

1.0 Managerial Skills

- 1.1 The Supervisory Role
- 1.2 Planning for Performance
- 1.3 Communicating Effectively
- 1.4 Managing Performance
- 1.5 Motivation, De-motivation and Inspiration
- 1.6 Leading the Team

2.0 Negotiation Skills

- 2.1 Understanding When/What to Negotiate
- 2.2 The Seven Elements of Negotiation
- 2.3 Requests for Information/Quotation/Proposal

3.0 Special interest Travel and Tour Production

- 3.1 Special-Interest Tours
- 3.2 Eco-tours
- 3.3 Tour Production for Special Interest Tours
- 3.4 Tour Negotiation: Air/land/Water Components
- 3.5 Sales Terms and Conditions Explained
- 3.6 Travel Safety

4.0 Event and Meeting Management

- 4.1 The Event and Meeting Customer
- 4.2 Basic Event or Meeting Components
- 4.3 The Workflow in Planning

5.0 Financial Management & Accounting

- 5.1 Finance and Business Planning
- 5.2 Bookkeeping and Financial Administration
- 5.3 Business Planning, Budgeting and Reporting
- 5.4 Analysis, Management and Assessment
- 5.5 Reporting and Remitting Agency Sales



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CLASSROOM COURSES

- Location Athens : (EUR1500.00)
- Location Thessaloniki : (EUR1800.00)
- IATA + University HARVARD (EUR3600.00)

E-LEARNING COURSES

- Managing the Travel Business : (EUR1600.00)
- IATA + University HARVARD (EUR3600.00)

Family Name: _____ **First Name:** _____ **Mr. o Mrs. o Ms. o**

Mailing/Shipping Address: _____

City/State: _____ **Country:** _____ **Postal Code:** _____

Telephone Number **(Mandatory)** _____ Fax Number _____

Country Code: _____ City Code: _____ No.: _____ City Code: _____ No.: _____

E-mail (please print): _____ **Mobile phone:** _____

Settlement of course fees. All fees are non-refundable/non-transferable and are subject to change without prior notice. Those paying by credit card and bank transfer may fax (+30 2310 279 690) their application form.

Course Code		METHODS OF PAYMENT:
		<input type="checkbox"/> EUROCARD/MASTERCARD <input type="checkbox"/> VISA
Course Fee:		Cardholder's name:
Taxes: (Canadian residents only) Please include applicable GST and PST.		Card no.:
		Expiry date: MONTH: _____ YEAR: _____
		Signature/date:
Total:		BEN: ATC AVIATION TRAINING LTD
		IBAN: MT57STBA19116000200050619572535
		Bank: SATABANK P.L.C.
		BIC/SWIFT: STBAMTMT

IMPORTANT NOTICE

Your application will be processed following receipt and clearance of your payment by A .T .C back. From the date of this payment clearance, please allow 4-6 weeks for delivery of kit.The amount for kit and registration fee are NON-refundable.

Date: _____ **Signature:** _____



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