



Travel and Tourism Consultant

 Distance Learning course (Print or eBook format)

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, gain the skills to process ticket exchanges and reissues, and understand how industry regulations affect your travel operations.

Objectives

- Identify and consult on popular international travel and tourism destinations
- Advise on modes of transportation, accommodation, and tours
- Understand IATA resolutions that apply to accredited travel agencies
- Construct complex fares and manage changes to electronic tickets

Key topics

- Popular tourism destinations
- Sales techniques
- Airfare construction and ticket exchanges/reissuance
- Travel industry laws and regulations
- Tour, luxury and group travel options
- Accommodation (other than hotels)
- Social media marketing

Target audience

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

Completing this course

- This course requires approximately 140 of study, followed by a mandatory final examination
- An IATA Travel and Tourism Consultant Diploma is awarded upon successful completion of the final examination
- This course is part of the Travel Sales and Operations Diploma

Available course formats

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

- Printed format
- CD-ROM (eBook) format

Enrol at an [Airline Training Center](#) to study these materials with the help of a local trainer.



For on-line registration: <http://atc.com.gr/en/line-registration>

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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
- **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
- **Advanced journey pricing and ticketing**
 - Review of fare selection criteria
 - Currency rules and rounding procedures
 - OW pricing units and fare component checks
 - Add-ons
 - Special mileage provisions
 - RT/CT/RW fare construction
 - Journeys with surface sectors
 - Normal fare open jaw construction
 - Lowest combination principles
 - Limitations on indirect travel
 - Review of taxes, fees and charges
 - Mixed class travel
 - Ticket alterations

**AIRLINE TRAINING CENTER****CLASSROOM COURSES**

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

E-LEARNING COURSES

- Travel & Tourism Consultant : (EUR1600.00)
 IATA + University HARVARD (EUR3600.00)

Family Name:

First Name:

Mr. Mrs. Ms.

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:

Course Code		METHODS OF PAYMENT: <input type="radio"/> EUROCARD/MASTERCARD <input type="radio"/> 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:		

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: _____



Authorised
Training Center

AIRLINE TRAINING CENTER GR-AIR

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