

Certificate in Travel and Tourism (Level 5)

Course overview and outline

This self-paced programme is available 24/7 providing you with the flexibility to train at the pace, location and time of your choosing.

Course Benefits

Enrolling in this Travel & Tourism Certificate - Level 5 course offers multiple benefits to learners:

- Learners will be able to start and complete the course at their suitable time- they can even create their own study schedule.
- Learners can participate in this course from the comfort of their homes.
- Learners will enjoy 24/7 quality access to the e-learning platform.
- They can claim a certificate from a registered awarding body.

Learning Objectives

Our most advanced Travel & Tourism Certificate has been designed for both newcomers to the industry and those in pursuit of promotion. With no specific prior education or experience required, course content begins with the basics and gradually introduces the more intensive and complex travel industry issues.

Along with an overview of the mechanics of the contemporary Travel & Tourism industry, learners explore the various roles and responsibilities of its primary participants at every level. Explore the essential HR and marketing elements of Travel & Tourism operations, along with the steps required to establish and manage an independent Travel & Tourism organisation.

Upon successful completion of this Travel & Tourism Certificate (Level 5) course, you will benefit from an array of new skills, talents and knowledge including:

- A comprehensive overview of the contemporary travel and tourism industry
- How the industry has evolved and developed over recent years
- The essential features that make up quality travel and tourism products
- What it takes to deliver superior customer service for every client
- How to effectively plan and manage national and international tour operations
- The importance of effective marketing in travel and tourism
- Essential human resource management issues and responsibilities
- Consideration of transportations options and logistics
- The importance of sustainable tourism and environmental awareness
- Crisis management, PR and public awareness in travel and tourism
- The basics of establishing and running a successful travel business

Upon successful completion of our **Travel & Tourism** Level 5, candidates may choose to pursue an extensive range of careers including:

- Travel agent
- Tour guide
- Concierge manager
- Ship director
- Information clerk
- Recreation worker
- Tour & travel guide

Course Outline

This intensive yet digestible Travel & Tourism Certificate (Level 5) is delivered across 18 modules – each concluding with an online assessment to verify your acquired knowledge and competencies.

Module 1 - An introduction to Travel & Tourism

- Leisure Tourism
- Business Tourism
- The Development of Leisure Travel
- Advantages of a Package Holiday
- The Disadvantages of Package Holidays
- Self- Packaged Holidays
- Changes in Travel and Tourism
- Types of Tourist Destinations
- Culture and Heritage
- Plus More

Module 2 - Tourism Management: Tourism Products & Services

- The Marketing Mix
- The Components of the Tourism Product
- The Product Life Cycle
- Plus More

Module 3 - Concept of Tourism & Tourism System

- Organisers and Retailers
- Tour Operators
- Travel Management Services
- Information Technology and The Travel Trade
- Consumer Protection
- Checklist - Working With the Travel Trade
- Plus More

Module 4 - Tour Operations Management

- Transportation Reservations
- Finding a Reputable Agent
- Using a Travel Agent for International Travel

Module 5 - Travel and Tourism Marketing and Sales

- A Marketing Strategy
- The GTA's Marketing Role
- Travel Trade Shows and Exhibitions
- Measuring Promotional Effectiveness
- Marketing Objective and Results
- Marketing Activities

Module 6 - Communication Skills

- Active Listening
- Responding to Feelings
- Reading Cues
- Demonstration Cues
- Tips for Becoming a Better Listener
- Non-Verbal Messages
- Managing the Mingling
- The Handshake

Module 7 - Telemarketing

- Verbal Communication
- Exceptional Things About Telephone Sales
- Active Listening Skills
- Developing Your Script
- Pre-Call Planning

Module 8- Techniques for Maximum Sales

- Essential Skills for Smart Selling
- Productivity Techniques for Maximum Selling
- Plus More

Module 9 - Importance of Quality Customer Service

- The Concept of Quality Management In Services
- Quality Management in Tourism
- Caring For Customers in Tourism

Module 10 - CRM (Customer Relationship Management)

- Different Faces of CRM
- Privacy Issues
- Development of Customer Relationship Management Plan
- Strategies for Customer Retention

Module 11 - Dealing with Difficult Peoples

- Understanding Conflicts and Its Types

- Different Stages of Conflict
- The Role of Communication in Conflict Resolution
- Conflict Management

Module 12- Managing Human Resources in Tourism Industry

- The Importance of Human Resources
- The Human Resources Development Strategy
- A National Council for Tourism Education and Training
- Linking Types and Levels of Training
- Rewards, Benefits, and Compensation
- Human Resources Information Systems

Module 13 - Time Management

- Prioritising your Time
- Changing Our Perspective
- Setting Goals with SPIRIT
- Putting an End to Procrastination
- Managing Your Workload

Module 14 - Stress Management

- Understanding Stress
- Strategies to Manage stress
- Plus More

Module 15- Transport Management System

- Changes in Transportation
- Transport Principles
- Comparing Different Forms of Land Travel
- Advantages and Disadvantages of Different Types of Transportation
- Issues In Transport Management
- Transport and Environment

Module 16 - Crisis Management

- Following a Crisis: Restoring Tourist Confidence
- Putting a Communications Strategy in Place
- Prepare A Crisis Management Plan
- Reviewing Security Systems
- Minimising Damage in a Crisis

Module 17 -Managing Public Awareness Programmes

- The Role of Public Awareness
- Local Community Involvement
- The Role of a Local Community Tourism Action Group
- Relations with the Press

- Workshops and Seminars
- Campaigns
- Making the Tourists Aware

Module 18 - Sustainable Tourism

- Sustainable Development
- Sustainable Tourism and Development
- Roles and Responsibilities