

The Institute of Commercial Management

SUBJECT SYLLABUS



RETAIL TRAVEL OPERATIONS

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Introduction

Package and group tours

- Introduction
- Planning a group tour

Short breaks, special interest holidays, theme parks, holiday centres, accommodation and theatre reservations

- Short breaks
- Special interest holidays
- Useful addresses
- National Parks
- Skiing
- Holiday centres/hotels
- Accommodation
- Theatre Reservations

Coaching and incoming tourism

- Coaching
- European coach holidays
- Making a reservation
- Incoming tourism

Cruising

- Introduction
- Passengers and passenger density
- Factors in cruise costs
- Some nautical terms
- International river cruise destinations
- Ocean, river and canal cruising
- Client information on cruising
- Cruising areas

Car Rental

- Benefits of car rental
- Growth of car rental
- Tariffs
- Car groups
- Fuel consumption
- Car rental insurance
- Organising car rental

Ferry services and railways

- Ferry services
- Making the reservation
- Railways

Airlines

- Introduction
- IATA traffic and conference areas
- Most logical routings
- Aircraft types
- Fear of flying
- Deep vein thrombosis
- Seat pitch
- Charter airlines
- Organising an itinerary
- Time differences and elapsed flying time
- Passports, visas and health regulations
- Special services for passengers
- Airport information
- Stopover holidays

Technology

- Introduction
- Understanding systems
- Travel agency systems
- Viewdata
- Global distribution systems
- GDSs and e-commerce

The Internet

- Introduction
- A brief history
- How the Internet works
- Getting on-line
- Tour operators and the Internet
- The Internet as a marketing tool
- Travel portals

Insurance

- Holiday insurance
- What is included in a travel insurance policy
- Exclusions
- Specialist insurance – pre-existing illness, dangerous activities
- E111 coverage
- Association of British Travel Agents (ABTA) code of conduct
- Terminology explained
- Making a claim
- Information required before issuing a policy
- Insurance tips for travel agents

Finance

- Introduction
- How travel agents earn their income
- Operational costs of an independent travel agency
- Security
- Legal and regulatory requirements
- Handling cheques and credit cards
- Cheques
- Foreign currency
- Travellers' cheques
- The euro
- Disposable income

Skills

- Skills required to work in a travel agency
- Product benefits for the client
- Using the telephone
- Sales techniques in the office
- Identifying the client's needs
- Closing the sale
- After-sales service
- Client relations
- Time management

Handling complaints

- Introduction
- ABTA and arbitration

Reading List

Main Text:

- Manual of Travel Agency Practice (3rd Edition) – Gwenda Syratt and Jane Archer (Elsevier Butterworth Heine-
mann)