

TRAV 1202 - TRAVEL AND TOURISM (3 credits)

Business Management for the Travel Professional

Covers the critical skills necessary to manage and succeed in the travel industry, including office routines, best business practices, compensation, operations, marketing, training, technology, legal issues, accounting and strategic planning skills.

Upon successful completion of the course the student should be able to do the following:

1. Define management skills necessary for operating a travel agency/organization.
2. Identify travel industry associations/organizations and explain their function.
3. Distinguish the differences between a corporate and leisure travel agency.
4. Differentiate between independent contractors and employees and interpret relationships within a travel organization for legal matters.
5. Compare and contrast different travel industry employee/independent contractor compensation plans based on salary, commissions, fees, service charges and mark-ups.
6. Summarize how to integrate e-mail and web sites into a travel distribution marketing plan.
7. Analyze the value of a brick-and-mortar location versus a home-based location.
8. Review the function of an accounting system and the general purpose of financial statements and reports.
9. Debate initiatives to create and protect an organization's consumer brand to compete with large online agencies.
10. Construct a simple strategic business plan.
11. Generalize employment practices and the purpose of an employee handbook.
12. Analyze the role of technology in travel distribution.
13. Demonstrate efficient goal-setting skills and strategies in relation to travel distribution.
14. Identify and describe the different roles a manager must perform for training a sales-oriented staff, negotiating with suppliers and developing a marketing plan.
15. Evaluate core risk management issues and the legal aspects of operating a travel agency.

Topical Outline:

1. Day-to-day travel agency office policies and procedures.
2. Travel agency ownership and manager qualifications.
3. Corporate brick-and-mortar travel agencies.
4. Leisure brick-and-mortar travel agencies.
5. Commissions received from suppliers.
6. Professional fees received from customers.
7. Employee/independent contractor compensation alternatives, including familiarization trips and pass benefits.
8. Legal issues in operating a travel agency.
9. Errors and Omissions insurance.
10. Travel industry associations, organizations, consolidators and consortia.
11. E-mail distribution and travel web sites as part of a marketing plan.
12. Strategic business plans and best business practices.
13. Sales-oriented staff training.
14. Risk management issues.
15. Supplier negotiations.
16. Employee handbooks.
17. Employee interviewing, hiring and dismissing practices.
18. Global Distribution System (GDS) and back-room accounting technology.