

TRAV 2230 - TRAVEL AND TOURISM (2 credits)

Travel Sales and Customer Service

Sales techniques related to the travel, tourism and meetings industries, and strategies for building customer service skills.

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

1. Identify principles and techniques used for sales transactions within the travel and tourism industry.
2. Explain the connection between suppliers, intermediaries and consumers for the travel and tourism industry.
3. Distinguish the various stages of the sales cycle process.
4. Describe travel product knowledge prior to the sale.
5. Implement a strategy for sales success.
6. Demonstrate how to establish rapport with the consumer.
7. Interpret the components of a travel brochure.
8. Compare and contrast the differences between telephone sales and in-person sales.
9. Determine the client's needs and select the product that fits those needs.
10. Demonstrate methods of presenting ideas through persuasive presentations
11. Recognize professional and ethical standards in travel sales.
12. Identify customer profiles along with customer travel needs to sell the travel product.
13. Differentiate between various travel booking procedures.

Topical Outline:

1. Sales and service for the travel industry.
2. Travel buyer evaluation.
3. Travel product knowledge.
4. Sales Cycle – information collection.
5. Sales Cycle – information dissemination.
6. Technology for sales techniques.
7. Customer service skills.
8. Professional standards.
9. Sales and marketing skills.
10. Travel related organizations and associations.