LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Marketing for Hospitality and Tourism

LAPT — London Academy of Professional Training

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4	150	949	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1 **Sales and Marketing** 88 chapters · 513 classes **100 marks**

- **1 Understanding Marketing Fundamentals** — 6 classes
  - 1.1 Introduction to Marketing: Key Concepts and Definitions
  - 1.2 The Marketing Mix: Understanding Product, Price, Place, and Promotion
  - 1.3 Market Research: Techniques for Gathering Customer Insights
  - 1.4 Target Market Identification: Segmentation and Positioning Strategies
  - 1.5 Branding Basics: Building a Strong Brand Identity in Hospitality
  - 1.6 Digital Marketing Essentials: Leveraging Online Channels for Engagement
- **1 Market Research Techniques** — 6 classes
  - 1.1 Understanding Market Research Fundamentals
  - 1.2 Qualitative vs Quantitative Research
  - 1.3 Designing Effective Surveys
  - 1.4 Focus Groups and Their Importance
  - 1.5 Utilizing Secondary Research Sources
  - 1.6 Interpreting Research Findings
- **3 Branding and Positioning Strategies** — 6 classes
  - 3.1 Understanding Branding: The Foundation of Hospitality Marketing
  - 3.2 Crafting Your Brand Identity: Elements That Resonate
  - 3.3 Positioning Strategies: Finding Your Niche in the Market
  - 3.4 Competitive Analysis: Positioning Against Rivals
  - 3.5 Brand Storytelling: Engaging Your Audience Emotionally
  - 3.6 Measuring Brand Equity: Tools for Assessment and Improvement
- **4 Digital Marketing in Hospitality and Tourism** — 6 classes
  - 4.1 Understanding Digital Marketing Fundamentals in Hospitality and Tourism
  - 4.2 Crafting an Effective Digital Marketing Strategy for Hospitality Businesses
  - 4.3 Leveraging Social Media Platforms to Enhance Customer Engagement
  - 4.4 Utilizing SEO Techniques to Increase Online Visibility for Tourism Services
  - 4.5 Analyzing Digital Marketing Metrics to Improve Campaign Performance
  - 4.6 Creating Compelling Content for Digital Marketing in the Hospitality Sector
- **5 Customer Relationship Management (CRM)** — 6 classes
  - 5.1 Understanding CRM: Foundations and Importance in Hospitality
  - 5.2 Identifying Customer Needs: The Key to Effective CRM
  - 5.3 Building Customer Profiles: Utilizing Data for Personalization
  - 5.4 Implementing CRM Tools: Technology to Enhance Customer Relationships
  - 5.5 Measuring CRM Success: Key Metrics and Evaluation Techniques
  - 5.6 Developing a CRM Strategy: Integrating Insights into Action Plans
- **1 Understanding Digital Marketing Fundamentals** — 6 classes
  - 1.1 Introduction to Digital Marketing in Hospitality: Key Concepts and Terminology
  - 1.2 Building Your Digital Presence: Creating an Effective Website for Hospitality Businesses
  - 1.3 Social Media Strategies: Engaging Customers through Popular Platforms
  - 1.4 Search Engine Optimization (SEO) Basics: Enhancing Online Visibility for Hospitality Services
  - 1.5 Email Marketing Essentials: Crafting Compelling Campaigns for Customer Retention
  - 1.6 Analyzing Digital Marketing Metrics: Measuring Success and Making Data-Driven Decisions
- **2 Building an Effective Online Presence** — 6 classes
  - 2.1 Understanding the Importance of Online Presence in Hospitality
  - 2.2 Crafting a Compelling Brand Story for Your Hospitality Business
  - 2.3 Optimizing Your Website for User Experience and SEO
  - 2.4 Leveraging Social Media Platforms to Engage Customers
  - 2.5 Creating Engaging Content that Attracts and Retains Guests
  - 2.6 Measuring and Analyzing Your Online Presence Effectively
- **3 Content Marketing Strategies for Hospitality** — 6 classes
  - 3.1 Understanding the Basics of Content Marketing in Hospitality
  - 3.2 Crafting Compelling Stories for Your Hospitality Brand
  - 3.3 Utilizing Social Media for Effective Content Distribution
  - 3.4 Creating Engaging Visual Content for Hospitality Marketing
  - 3.5 Measuring the Impact of Your Content Marketing Efforts
  - 3.6 Developing a Content Calendar for Consistent Engagement
- **5 Best Practices in Digital Marketing** — 6 classes
  - 5.1 Creating Engaging Content
  - 5.2 Optimizing for Search Engines
  - 5.3 Utilizing Social Media Effectively
  - 5.4 Email Marketing Best Practices
  - 5.5 Leveraging Influencer Marketing
  - 5.6 Maintaining Brand Consistency Online
- **1 Understanding Hotel Sales** — 5 classes
  - 1.1 Basics of Hotel Sales
  - 1.2 Sales Cycle in Hospitality
  - 1.3 Key Sales Metrics
  - 1.4 Understanding Customer Needs
  - 1.5 Sales Strategies Overview
- **2 Identifying Sales Opportunities** — 5 classes
  - 2.1 Market Analysis Techniques
  - 2.2 Spotting Trends in Hospitality
  - 2.3 Leveraging Customer Feedback
  - 2.4 Networking for Sales Leads
  - 2.5 Identifying Target Markets
- **3 Promoting Additional Services** — 5 classes
  - 3.1 Upselling Techniques
  - 3.2 Cross-Selling Strategies
  - 3.3 Creating Service Packages
  - 3.4 Marketing Additional Services
  - 3.5 Customer Education on Services
- **4 Engaging Customers Effectively** — 5 classes
  - 4.1 Building Customer Relationships
  - 4.2 Personalizing Customer Interactions
  - 4.3 Effective Follow-Up Techniques
  - 4.4 Handling Customer Complaints
  - 4.5 Creating Loyalty Programs
- **2 Utilizing Social Media Platforms** — 5 classes
  - 2.1 Choosing the Right Platforms
  - 2.2 Building a Social Media Strategy
  - 2.3 Engaging with Your Audience
  - 2.4 Analyzing Social Media Metrics
  - 2.5 Creating Shareable Content
- **3 Creating Engaging Content** — 5 classes
  - 3.1 Understanding Your Audience
  - 3.2 Crafting Compelling Headlines
  - 3.3 Using Visual Elements Effectively
  - 3.4 Incorporating Storytelling Techniques
  - 3.5 Optimizing Content for SEO
- **4 Measuring Digital Marketing Success** — 5 classes
  - 4.1 Defining Key Performance Indicators
  - 4.2 Using Analytics Tools
  - 4.3 Interpreting Data Insights
  - 4.4 Adjusting Strategies Based on Data
  - 4.5 Reporting Marketing Outcomes
- **1 Understanding Team Diversity** — 6 classes
  - 1.1 Recognizing Individual Strengths
  - 1.2 Cultural Awareness in Teams
  - 1.3 Leveraging Different Perspectives
  - 1.4 Building Trust Across Differences
  - 1.5 Fostering Open Communication
  - 1.6 Understanding Generational Differences
- **2 Promoting Inclusion in Sales** — 6 classes
  - 2.1 Creating Inclusive Sales Strategies
  - 2.2 Engaging Underrepresented Groups
  - 2.3 Addressing Bias in Sales Practices
  - 2.4 Training for Inclusive Mindsets
  - 2.5 Celebrating Team Achievements
  - 2.6 Feedback Mechanisms for Inclusion
- **3 Creating a Supportive Work Environment** — 6 classes

2

Hotel Revenue Management and Distribution

18 chapters · 124 classes **100 marks**

- **1 Principles of Revenue Management** — 5 classes
  - 1.1 Understanding Revenue Management Concepts
  - 1.2 Importance of Revenue Management
  - 1.3 Key Performance Indicators in Revenue
  - 1.4 Revenue Management Strategies Overview
  - 1.5 Role of Technology in Revenue Management
- **2 Analyzing Revenue Streams** — 5 classes
  - 2.1 Identifying Different Revenue Streams
  - 2.2 Evaluating Revenue Performance
  - 2.3 Segmenting Revenue Sources
  - 2.4 Forecasting Revenue Trends
  - 2.5 Using Data for Revenue Analysis
- **3 Dynamic Pricing Strategies** — 5 classes
  - 3.1 Understanding Dynamic Pricing
  - 3.2 Factors Influencing Pricing Decisions
  - 3.3 Implementing Dynamic Pricing Models
  - 3.4 Customer Perception of Pricing
  - 3.5 Evaluating Pricing Effectiveness
- **4 Maximizing Revenue Opportunities** — 5 classes
  - 4.1 Identifying Revenue Opportunities
  - 4.2 Leveraging Upselling Techniques
  - 4.3 Creating Packages and Promotions
  - 4.4 Enhancing Guest Experience for Revenue
  - 4.5 Collaborating with Other Departments
- **1 Understanding Revenue Streams** — 6 classes
  - 1.1 Identifying Different Revenue Sources
  - 1.2 Analyzing Revenue Mix
  - 1.3 Impact of Seasonality on Revenue
  - 1.4 Revenue Optimization Techniques
  - 1.5 Understanding Ancillary Revenue
  - 1.6 Revenue Streams in Hospitality
- **2 Pricing Strategies for Hotels** — 6 classes
  - 2.1 Dynamic Pricing Techniques
  - 2.2 Value-Based Pricing Models
  - 2.3 Discounting and Promotions
  - 2.4 Competitor Price Analysis
  - 2.5 Psychological Pricing Strategies
  - 2.6 Implementing Price Changes
- **3 Forecasting and Budgeting** — 6 classes
  - 3.1 Creating Accurate Forecasts
  - 3.2 Budgeting for Revenue Goals
  - 3.3 Utilizing Historical Data
  - 3.4 Adjusting Budgets Based on Trends
  - 3.5 Forecasting Techniques in Hospitality
  - 3.6 Understanding Variance Analysis
- **4 Analyzing Market Trends** — 6 classes
  - 4.1 Identifying Key Market Indicators
  - 4.2 Utilizing Market Research Tools
  - 4.3 Competitor Analysis Techniques
  - 4.4 Understanding Customer Preferences
  - 4.5 Impact of Economic Factors
  - 4.6 Emerging Trends in Hospitality
- **5 Implementing Revenue Strategies** — 6 classes
  - 5.1 Developing a Revenue Strategy Plan
  - 5.2 Monitoring Revenue Performance
  - 5.3 Training Staff on Revenue Practices
  - 5.4 Adjusting Strategies Based on Feedback
  - 5.5 Collaborating with Sales Teams
  - 5.6 Evaluating Strategy Effectiveness
- **1 Understanding Revenue Management** — 6 classes
  - 1.1 Fundamentals of Revenue Management
  - 1.2 Key Performance Indicators in Revenue
  - 1.3 Role of Revenue Managers
  - 1.4 Impact of Seasonality on Revenue
  - 1.5 Revenue Management Systems Overview
  - 1.6 Challenges in Revenue Management
- **3 Forecasting Demand** — 6 classes
  - 3.1 Quantitative Forecasting Methods
  - 3.2 Qualitative Forecasting Techniques
  - 3.3 Using Historical Data for Forecasting
  - 3.4 Identifying Demand Patterns
  - 3.5 Adjusting Forecasts Based on Trends
  - 3.6 Forecasting Tools and Software
- **4 Managing Distribution Channels** — 6 classes
  - 4.1 Types of Distribution Channels
  - 4.2 Channel Management Strategies
  - 4.3 Role of OTAs in Distribution
  - 4.4 Direct vs Indirect Distribution
  - 4.5 Evaluating Channel Performance
  - 4.6 Negotiating with Distributors
- **5 Optimizing Revenue Streams** — 6 classes
  - 5.1 Identifying Revenue Opportunities
  - 5.2 Enhancing Ancillary Revenue
  - 5.3 Cross-Selling and Up-Selling Techniques
  - 5.4 Revenue Stream Diversification
  - 5.5 Leveraging Technology for Revenue
  - 5.6 Monitoring and Adjusting Revenue Strategies
- **14 Hotel Performance Measures and Key Ratios** — 10 classes
  - 14.1 Why Hotels Track Performance Ratios
  - 14.2 Occupancy Rate Calculation
  - 14.3 Average Daily Rate Calculation
  - 14.4 Revenue per Available Room Explained
  - 14.5 Gross Operating Profit per Room
  - 14.6 Market Share and Index Comparisons
  - 14.7 Reading a Daily Flash Report
  - 14.8 Reading a Monthly Operating Report
  - 14.9 Comparing Actuals with Budget
  - 14.10 Forecasting Demand With Artificial Intelligence Tools
- **15 Online Travel Agents and Direct Booking Channels** — 10 classes
  - 15.1 Types of Distribution Channels
  - 15.2 Online Travel Agent Commission Basics
  - 15.3 Hotel Website and Direct Booking Engine
  - 15.4 Global Distribution Systems and Travel Agents
  - 15.5 Corporate and Group Sales Channels
  - 15.6 Wholesalers and Tour Operator Contracts
  - 15.7 Channel Cost of Acquisition
  - 15.8 Rate Parity and Rate Integrity
  - 15.9 Channel Mix Review Exercise
  - 15.10 Reducing Dependence on Costly Channels
- **16 Channel Managers and Property Systems** — 10 classes
  - 16.1 Role of the Property Management System
  - 16.2 Role of the Channel Manager
  - 16.3 Rate and Availability Updates Across Channels
  - 16.4 Preventing Overbooking Errors
  - 16.5 Room Type Mapping and Inventory Setup
  - 16.6 Booking Engine Settings and Rules
  - 16.7 Daily System Checks and Reconciliation
  - 16.8 Handling Sync Failures
  - 16.9 Reservation Report Review
  - 16.10 Channel Manager Hands On Practice
- **17 Group, Event and Ancillary Revenue Management** — 10 classes
  - 17.1 Evaluating Group Room Requests
  - 17.2 Displacement Analysis for Groups
  - 17.3 Contracts Cut Off Dates and Attrition
  - 17.4 Meeting Room and Banquet Revenue

3

Hospitality IT and Digital Tools

32 chapters · 192 classes **100 marks**

- **1 Introduction to Data Analytics** — 6 classes
  - 1.1 Understanding Data Analytics Concepts
  - 1.2 Types of Data in Hospitality
  - 1.3 Tools for Data Collection
  - 1.4 Data Visualization Techniques
  - 1.5 Ethics in Data Analytics
  - 1.6 Future Trends in Data Analytics
- **2 Collecting and Analyzing Data** — 6 classes
  - 2.1 Methods of Data Collection
  - 2.2 Surveys and Feedback Mechanisms
  - 2.3 Data Cleaning and Preparation
  - 2.4 Analyzing Customer Preferences
  - 2.5 Using Software for Data Analysis
  - 2.6 Visualizing Data Insights
- **3 Using Analytics for Performance Improvement** — 6 classes
  - 3.1 Identifying Key Performance Indicators
  - 3.2 Benchmarking Performance Metrics
  - 3.3 Implementing Performance Improvement Strategies
  - 3.4 Measuring Impact of Changes
  - 3.5 Continuous Improvement through Analytics
  - 3.6 Case Studies in Performance Improvement
- **4 Data-Driven Decision Making** — 6 classes
  - 4.1 Understanding Data-Driven Decisions
  - 4.2 Framework for Decision Making
  - 4.3 Role of Analytics in Decision Making
  - 4.4 Balancing Data and Intuition
  - 4.5 Overcoming Decision-Making Biases
  - 4.6 Practical Exercises in Decision Making
- **5 Visualizing Data Insights** — 6 classes
  - 5.1 Importance of Data Visualization
  - 5.2 Types of Data Visualizations
  - 5.3 Creating Effective Charts and Graphs
  - 5.4 Tools for Data Visualization
  - 5.5 Storytelling with Data Visuals
  - 5.6 Common Mistakes in Data Visualization
- **3 Using Data to Drive Decisions** — 6 classes
  - 3.1 Data-Driven Decision Making
  - 3.2 Identifying Trends and Patterns
  - 3.3 Making Informed Choices
  - 3.4 Scenario Analysis for Planning
  - 3.5 Balancing Data with Intuition
  - 3.6 Real-Time Decision Making
- **4 Performance Metrics and KPIs** — 6 classes
  - 4.1 Defining Key Performance Indicators
  - 4.2 Measuring Service Quality
  - 4.3 Setting Performance Benchmarks
  - 4.4 Analyzing Financial Metrics
  - 4.5 Using KPIs for Staff Evaluation
  - 4.6 Reporting Performance Results
- **5 Case Studies in Data-Driven Service** — 6 classes
  - 5.1 Successful Data Implementation Cases
  - 5.2 Lessons from Hospitality Failures
  - 5.3 Analyzing Real-World Examples
  - 5.4 Innovations in Food Service
  - 5.5 Impact of Data on Customer Experience
  - 5.6 Future Trends in Data Usage
- **2 Key Performance Indicators for Kitchens** — 6 classes
  - 2.1 Identifying KPIs for Kitchen Success
  - 2.2 Measuring Food Cost Percentage
  - 2.3 Analyzing Labor Efficiency
  - 2.4 Tracking Waste and Losses
  - 2.5 Setting Realistic Performance Targets
  - 2.6 Using KPIs for Continuous Improvement
- **3 Using Data for Decision Making** — 6 classes

- **5 Analytics and Reporting Tools** — 6 classes
  - 5.1 Understanding Key Performance Indicators in Front Office Operations
  - 5.2 Exploring Data Sources for Front Office Analytics
  - 5.3 Employing Statistical Techniques for Accurate Reporting
  - 5.4 Utilizing Analytical Software for Front Office Insights
  - 5.5 Interpreting Reports to Enhance Front Office Efficiency
  - 5.6 Implementing Data-Driven Decision Making in Front Office Management
- **2 Analyzing Guest Data** — 6 classes
  - 2.1 Collecting Guest Feedback
  - 2.2 Segmenting Guest Profiles
  - 2.3 Identifying Guest Preferences
  - 2.4 Using Surveys for Insights
  - 2.5 Data Patterns in Guest Behavior
  - 2.6 Predictive Analytics for Guests
- **3 Performance Metrics in Operations** — 6 classes
  - 3.1 Key Performance Indicators Overview
  - 3.2 Measuring Operational Efficiency
  - 3.3 Analyzing Revenue Performance
  - 3.4 Guest Satisfaction Metrics
  - 3.5 Operational Benchmarking Techniques
  - 3.6 Reporting Performance Metrics
- **5 Improving Service Quality through Data** — 6 classes
  - 5.1 Identifying Service Quality Gaps
  - 5.2 Using Data to Enhance Services
  - 5.3 Training Staff Based on Data
  - 5.4 Monitoring Service Quality Metrics
  - 5.5 Feedback Loops for Quality Improvement
  - 5.6 Continuous Improvement Strategies
- **2 Collecting and Analyzing Feedback** — 6 classes
  - 2.1 Methods of Collecting Feedback
  - 2.2 Analyzing Customer Satisfaction Data
  - 2.3 Creating Effective Surveys
  - 2.4 Using Feedback for Improvement
  - 2.5 Interpreting Qualitative Feedback
  - 2.6 Feedback Loop in Housekeeping
- **3 Identifying Improvement Opportunities** — 6 classes
  - 3.1 Recognizing Key Performance Indicators
  - 3.2 Gap Analysis for Housekeeping
  - 3.3 Benchmarking Best Practices
  - 3.4 Root Cause Analysis Techniques
  - 3.5 Prioritizing Improvement Areas
  - 3.6 Utilizing SWOT Analysis
- **4 Performance Measurement Techniques** — 6 classes
  - 4.1 Defining Performance Metrics
  - 4.2 Quantitative vs Qualitative Metrics
  - 4.3 Setting Performance Targets
  - 4.4 Monitoring Performance Trends
  - 4.5 Reporting Performance Results
  - 4.6 Using Dashboards for Performance Tracking
- **5 Implementing Data-Driven Decisions** — 6 classes
  - 5.1 Creating a Data-Driven Culture
  - 5.2 Strategies for Data Implementation
  - 5.3 Overcoming Resistance to Change
  - 5.4 Evaluating the Impact of Decisions
  - 5.5 Continuous Improvement Cycle
  - 5.6 Case Studies of Successful Implementations
- **3 Making Informed Decisions** — 6 classes
  - 3.1 Data-Driven Decision Making
  - 3.2 Identifying Key Insights
  - 3.3 Risk Assessment in Decisions
  - 3.4 Scenario Planning Techniques
  - 3.5 Evaluating Decision Outcomes
  - 3.6 Feedback Loops for Improvement
- **4 Performance Metrics in Events** — 6 classes

4

Tourism and Travel Basics

12 chapters · 120 classes **100 marks**

- **1 Introduction to Tourism and Its Types** — 10 classes
  - 1.1 Meaning and Standard Vocabulary of Tourism
  - 1.2 Tourist Traveller and Excursionist Compared
  - 1.3 Historical Growth of Travel
  - 1.4 Domestic Inbound and Outbound Tourism
  - 1.5 Leisure Business and Pilgrimage Travel
  - 1.6 Adventure and Wellness Tourism
  - 1.7 Rural and Heritage Tourism
  - 1.8 Components of the Tourism Product
  - 1.9 Motivations for Travel
  - 1.10 Tourism Types Classification Exercise
- **2 Tourism Industry Structure and Careers** — 10 classes
  - 2.1 Sectors of the Tourism Industry
  - 2.2 Role of Tour Operators and Travel Agents
  - 2.3 Accommodation and Attractions Sector
  - 2.4 Transport and Support Services
  - 2.5 Government and Tourism Boards
  - 2.6 Careers in Tourism and Hospitality
  - 2.7 Job Roles in a Travel Office
  - 2.8 Skills Employers Look For
  - 2.9 Tourism Policy and Government Planning
  - 2.10 Career Pathway Planning Exercise
- **3 Impacts of Tourism on Economy, Society and Environment** — 10 classes
  - 3.1 Economic Benefits of Tourism
  - 3.2 Employment and Local Income
  - 3.3 Tourism Leakage and Dependence
  - 3.4 Social and Cultural Effects
  - 3.5 Environmental Pressures at Destinations
  - 3.6 Carrying Capacity and Overcrowding
  - 3.7 Sustainable Tourism Principles
  - 3.8 Responsible Traveller Behaviour
  - 3.9 Community Based Tourism Examples
  - 3.10 Contemporary Issues Facing Tourism Today
- **4 Geography of Indian Tourist Destinations** — 10 classes
  - 4.1 Reading Maps and Understanding Regions
  - 4.2 Major Tourist Circuits of India
  - 4.3 Northern India Destinations
  - 4.4 Western and Central India Destinations
  - 4.5 Southern India Destinations
  - 4.6 Eastern and North Eastern Destinations
  - 4.7 Hill Stations and Beach Resorts
  - 4.8 Wildlife Parks and Sanctuaries
  - 4.9 Heritage Sites and Festivals
  - 4.10 Destination Mapping Exercise
- **5 World Geography and International Destinations** — 10 classes
  - 5.1 World Regions and Time Zones
  - 5.2 Popular Destinations in Asia
  - 5.3 Destinations in Europe
  - 5.4 Destinations in the Middle East and Africa
  - 5.5 Destinations in the Americas
  - 5.6 Oceania and Island Destinations
  - 5.7 Seasons and Best Time to Visit
  - 5.8 International Landmarks and Cultures
  - 5.9 Currency and Language Basics by Region
  - 5.10 International Itinerary Mapping Exercise
- **6 Air Travel, Rail, Road and Cruise Transport** — 10 classes
  - 6.1 Modes of Tourist Transport
  - 6.2 Airline Types and Cabin Classes
  - 6.3 Airport Terms and Check In Process
  - 6.4 Reading Flight Schedules and Timetables
  - 6.5 Rail Travel and Reservation Basics
  - 6.6 Road Transport and Coach Services
  - 6.7 Car Rental and Transfers
  - 6.8 Cruise Travel Basics
  - 6.9 Baggage Rules and Restrictions
  - 6.10 Transport Selection Exercise
- **7 Travel Documents, Visas and Health Requirements** — 10 classes
  - 7.1 Passport Types and Validity
  - 7.2 Visa Categories and Application Steps
  - 7.3 Visa on Arrival and E Visa Concepts
  - 7.4 Customs and Immigration Procedures
  - 7.5 Health Certificates and Vaccinations
  - 7.6 Travel Insurance Coverage Explained
  - 7.7 Prohibited and Restricted Items
  - 7.8 Foreign Exchange Basics
  - 7.9 Checking Entry Requirements for a Client
  - 7.10 Document Checklist Preparation Exercise
- **8 Itinerary Planning and Tour Costing** — 10 classes
  - 8.1 Understanding Client Travel Needs
  - 8.2 Selecting Destinations and Dates
  - 8.3 Building a Day by Day Itinerary
  - 8.4 Choosing Hotels and Transfers
  - 8.5 Adding Sightseeing and Experiences
  - 8.6 Costing Components of a Tour
  - 8.7 Margins Taxes and Service Charges
  - 8.8 Writing a Clear Quotation
  - 8.9 Revising Itineraries After Feedback
  - 8.10 Complete Itinerary and Costing Project
- **9 Reservations, Ticketing and Booking Systems** — 10 classes
  - 9.1 Booking Process in a Travel Office
  - 9.2 Using Online Booking Platforms
  - 9.3 Reading Fare Rules and Conditions
  - 9.4 Issuing and Checking Tickets
  - 9.5 Hotel and Package Reservations
  - 9.6 Group Booking Handling
  - 9.7 Payment Methods and Receipts
  - 9.8 Cancellations Refunds and Amendments
  - 9.9 Record Keeping for Bookings
  - 9.10 Mock Booking Practical
- **10 Tour Operations and Tour Guiding Skills** — 10 classes
  - 10.1 Types of Tours and Packages
  - 10.2 Role of a Tour Manager
  - 10.3 Role of a Local Guide
  - 10.4 Preparing Briefings and Rooming Lists
  - 10.5 Managing Groups on the Road
  - 10.6 Presenting Attractions Accurately
  - 10.7 Handling Delays and Changes
  - 10.8 Cultural Sensitivity During Tours
  - 10.9 Safety and Emergency Handling on Tour
  - 10.10 Guided Tour Presentation Practice
- **11 Customer Handling in Travel Services** — 10 classes
  - 11.1 Welcoming Travel Enquiries
  - 11.2 Asking the Right Questions
  - 11.3 Selling Travel Products Honestly
  - 11.4 Handling Special Requests and Needs
  - 11.5 Dealing With Complaints From Travellers
  - 11.6 Assisting Elderly and Disabled Travellers
  - 11.7 Serving Travellers Across Language and Cultural Differences
  - 11.8 Follow Up After Travel
  - 11.9 Providing Tourist Information Services
  - 11.10 Client Interaction Role Play
- **12 Destination Marketing and Travel Business Basics** — 10 classes
  - 12.1 What Destination Marketing Means
  - 12.2 Promoting Destinations Through Brochures
  - 12.3 Using Social Media for Travel Promotion
  - 12.4 Destination Management Planning Basics
  - 12.5 Pricing Seasonal Offers
  - 12.6 Starting a Small Travel Agency
  - 12.7 Licences and Registrations for Travel Businesses
  - 12.8 Basic Records and Accounts
  - 12.9 Legal Duties Towards Travellers
  - 12.10 Travel Business Plan Exercise

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