

## **FOCUS**

Students will learn:

- Essential principles and strategies of supervising and managing people.
- Develop customized tours and gain competitive advantage how to plan, organize and administer meetings, incentives, conferences and exhibitions.
- Be capable of establishing procedures and control costs.
- Understand the latest marketing trends and opportunities, and apply them in planning.
- Familiarize the student with the challenges and opportunities of information technology and internet strategies.

## **AUDIENCE**

This DIPLOMA is a widely recognized qualification in the travel and tourism industry world wide.

This course is designed for Junior management-level personnel in all fields of the travel industry

## **CAREER OPPORTUNITIES**

Executives, consultants, officers and agents for:  
Airline, Airports, Travel agencies, Ticketing offices,  
Customer services, Ground handling agencies

## **COURSE CONTENTS**

### **Strategy and Management**

The Travel & Tourism Industry and the Travel Professional, Geography in Travel Planning, Travel Formalities

### **Products**

Land Transport - Rail Water Transport – Ferry, Land Transport - Car and Camper, Tour Packages, Hotels  
Air Transport Essentials

### **Support Services**

Customer Service Technology in the Travel Industry

### **Air Fares and Ticketing**

Air Fares and Ticketing

## **EXAMINATION**

Type of Exam: External

Exam Duration: 1 paper of 3 hours

Exam Venue: To be advised as per IATA directives

Exam Date: TBA

## **REGISTRATION FEE**

**AED3,000/-** INCLUSIVE OF EXAMINATION FEE  
(Fees subject to change)

## **ADMISSION REQUIREMENTS**

2 Passport size photographs, Passport/Visa Copy  
and AED3,000/- to be paid at the time of  
Application