

# ADVANCED DIPLOMA IN TRAVEL & TOURISM

Advanced Diploma in Travel and Tourism is designed to serve employers' needs in a broad spectrum of organizations in the domestic, inbound tourism and outbound travel industry, for example, tour operations, visitor servicing, tourism development, marketing, customer service, retail and business travel agents, airlines airports and cruise operations.

## Year 1

- Structure of the Travel and Tourism Industry
- Communication: Business Communication
- Applying Marketing Principles in Travel & Tourism
- Economic Issues: An Introduction
- Creating a Culture of Customer Care
- Behavioural Skills for Business
- Information Technology: Applications Software
- Understanding and Managing Financial Resources : An Introduction
- International Tourist Destinations
- Influences on the Travel and Tourism Industry
- Developing Entrepreneurial Skills
- Management: Managing and Working with People
- Travel and Tourism : Graded Unit 1

## Year 2

- International Marketing: An Introduction
- Tour Operations
- Work Placement
- Preparing Financial Forecasts
- Continuous Workforce Development
- Hospitality : Financial Control Systems
- Business Culture and Strategy
- Preparation for Employment in Travel & Tourism
- Planning and Sustainable Development in Tourism
- Marketing Planning in Travel & Tourism
- Travel and Tourism : Graded Unit 2

## Career Opportunities:

Conference Centre Manager

Tourism Officer

Tour Manager

Customer Service Manager

