



Travel Industry Studies Curriculum Outline/Syllabi

Chapter #1 Why Become a Travel Agent?

Travel Benefits

Can I be a Travel Agent (Hint: The Answer is "Yes!")

After High School

After College

Stay-At-Home Mothers

Something New: Changing Careers

So Now What? Travel Agent as Retirement Career

Who's the Boss? Me! Writing Your Own Paycheck

Travel Agent Specializations

Leisure Vacation Specialist

Corporate Travel Specialist

Combination Specialists: Leisure and Corporate Travel

Next Steps: Planning Your Own Adventure in the Travel Industry

Chapter 1 Quiz

Chapter #2 Building Blocks of the Travel Industry

Geography

Global Distribution Systems

Hotels

Resorts

Cruises

Escorted Tours

Hosted Tours

Rental Cars

Packaging Vacation Components

Conclusion

Chapter 2 Quiz

Chapter #3 Travel Consultants – Vacation Specialists

Planning Dreams and Making Memories

A Day in the Life

Getting Down to Details

Vacation Packages

Escorted Tours

Hosted Tours

Independent Tours (F.I.T.)

Cruise Vacations

What You Need to Know

Cruise Pricing

Cruise Itineraries

Conclusion

Chapter 3 Quiz

Chapter 3 Assignment

Chapter #4 Popular Vacation Destinations

Destination Education

Sun and Sand: Caribbean and Mexican Resorts

Mexico

The Caribbean and Bahamas

Sun and Surf: Caribbean, Alaskan and River Cruises

Caribbean Cruises

Alaskan Cruises

River Cruises

Apple Pie: Major Tourist Destinations in the United States of America

Florida

Las Vegas

Hawaii

Shepherd's Pie: Europe

AAAAA: Asia, Africa, Australia, Antarctica and South and Central America

Asia

Africa

Australia and New Zealand

Antarctica

South and Central America

Conclusion

Chapter 4 Quiz

Chapter 4 Assignment

Chapter #5 Specializations

Honeymoons and Destination Weddings

Family Travel or Disney Specialist

International Travel

Hawaii

Alaska

Group Travel

Other Options

Conclusion

Chapter 5 Quiz

Chapter 5 Assignment

Chapter #6 Corporate Travel Specialists

What

How

Why

Conclusion

Chapter 6 Quiz

Chapter 6 Assignment

Chapter #7 Show Me (Us) The Money!

How do Travel Agencies Make Money?
Commissions
Service Fees and Consulting Fees
Group Incentives
When Will Travel Providers Pay Commission?
How Customers Pay for Travel
So, How Are Travel Agents Paid?
Conclusion

Chapter 7 Quiz

Chapter 7 Assignment

Chapter #8 Sales, Customer Service and Relationships

Finding Customers
Closing the Sale
Follow-Up
Maximizing Income and Covering the Extras for Travelers
Know the Options
Be an Expert
Be Accessible
Know Your Customers
Baby Boomers
Gen. X
Millennial's
Generation Z
DINKS
Professionalism
Conclusion

Chapter 8 Quiz

Chapter 8 Assignment

Chapter #9 Travel Insurance

What is Travel Insurance, and What Does It Cover?
Travel Insurance: Illness and Accident
Travel Insurance: Disruptive Events
Why is Travel Insurance Good for the Client, and for the Travel Agent?
When Should Travel Insurance Be Sold?
Who Sells Travel Insurance?
What Else Do You Need to Know About Travel Insurance?
Customer Waivers
State Licensing
Other Business Insurance
Conclusion

Chapter 9 Quiz

Chapter 9 Assignment

Chapter #10 Passports and Visas

What Is a Passport?

What Is a Passport Card?

Passport Denial

What is a Visa?

Bon Voyage!

TSA Security

Known Traveler Number (KTN)

Trusted Traveler Programs

Travel Alerts

Smart Traveler Enrollment Program (STEP)

Traveling Abroad: Children

Traveling Abroad: Health Precautions

Traveling Abroad: Medications

Traveling Abroad: Crisis

Conclusion

Chapter 10 Quiz

Chapter 10 Assignment

Chapter #11 Avoiding Fraud and Scams

GDS Scams

E-Mail Scams

Credit Card Scams

Travel Agent Card Mills

Too Good To Be True? Probably.

Conclusion

Chapter 11 Quiz

Chapter 11 Assignment

Chapter #12 Travel Agent Benefits

Travel Agent Rates, Discounts and Perks

Familiarization Trips

Travel Agent Qualifications: Special Rates and Discounts

Perks from Travel Vendors

Hotel Discounts

Rental Car Discounts

Air Travel Perks

Resources: Finding Discounts and Perks

Professionalism

Conclusion

Chapter 12 Quiz

Chapter 12 Assignment

Chapter #13 How to Find Customers and Grow Into a Superstar Agent

- Getting Started
- Utilizing the Best Systems
- Network with Your Existing Contacts
- Get Involved
- Advertise
- Never Stop Learning
- Attend Industry Events
- Words of Wisdom
- Conclusion

Chapter 13 Quiz

Chapter 13 Assignment

Chapter #14 I've Learned a Lot. Now What?

- Getting Started
 - Find Your Client
 - Schedule a Meeting
 - Collect Information
 - Do Your Research and Compile a List of Options
 - Book the Travel
 - Collect the Client's Deposit or Full Payment
 - Track Your Bookings
 - Follow Up with Your Clients Before They Travel
 - When Problems Arise, Solve Them
 - Follow Up with Your Client Post Vacation

Sample Forms

- Prospect Tracking Forms
- Follow-Up Email Templates
- Travel Booking Timeline

Conclusion

Chapter 14 Quiz

Chapter 14 Assignment

Chapter #15 Final Project

Helpful Hints

- Sell Yourself
- Know Your Customers
- Ask (the right) Questions
- Focus on Your Client's Needs Rather than the Products You're Selling
- Knock Down Obstacles
- Close the Deal

How to Qualify a Client

Practical Assignment – Final Exam

Conclusion