

# IATA International Travel & Tourism Foundation Course

## COURSE CONTENTS

**OBJECTIVES:** To Impart the knowledge of general working environment of Travel & Tourism industry & Calculate restricted and unrestricted, one-way and return-trip fares.

**REFERENCES:** IATA Reading Material.PAT, Thomas Cook rail time Table, World maps etc.

Module	Module Objective	Unit
Module 1 The Travel & Tourism Industry and the Travel Professional	Students will <ul style="list-style-type: none"> <li>- realize that tourism is an organised industry that contributes to a nation's economy</li> <li>- learn the attributes that make tourism destinations successful as well as the relevant skills for a travel agent</li> <li>- gain insight into the benefits of employment in the tourism industry</li> <li>- learn the names of travel industry associations and the roles they play in the industry</li> <li>- define Corporate Social Responsibility and important consumer demand for travel products that contribute to the preservation of the planet</li> </ul>	1 – The Role Of The Travel Industry Professional In The Travel & Tourism Business  2 – Business Activities That Generate Income  3 – The 5 A's Essential To A Successful Destination  4 – Business Requirements And Commercial Skills  5 – Types Of Employment In The Travel & Tourism Industry  6 – Characteristics, Attributes And Skills  7- Major International Travel and Tourism Organizations  8 – Regional And National Travel & Tourism Organizations  9 – Responsible Travel and Tourism  Module revision quiz
<b>Total Module 1</b>		

<p>Module 2 Geography in Travel Planning 1</p>	<p>Students will</p> <ul style="list-style-type: none"> <li>- learn names and location of continents, countries, major cities and memorize the city and airport codes of a broad selection of destinations worldwide</li> </ul>	<p>1 – Marketing And Selling Travel With Geography</p> <p>2 – Understanding And Reading Maps</p>
	<ul style="list-style-type: none"> <li>- convert between time zones</li> <li>- measure elapsed travel time</li> <li>- identify world currencies</li> <li>- understand the common modes of transportation per continent</li> </ul>	<p>3 – Three-Letter City Codes</p> <p>4- Planning Travel Itineraries</p> <p>5 – World Time Zones And Elapsed Travel Times</p> <p>6 – Local Currencies Around The World</p> <p>7 – Modes Of Transport Around The World</p> <p>Module revision quiz</p>
<b>Total M 2</b>		
<p>Module 3 Travel Formalities</p>	<p>Students will:</p> <ul style="list-style-type: none"> <li>- recognize and understand the use of different travel documents.</li> <li>- identify key information required to determine requirements for visa/passport/health/customs and taxes</li> <li>- read and interpret the Travel Information Manual and understand the terms therein</li> <li>- learn terms related to the sale of travel insurance and understand the relevance of insurance</li> </ul>	<p>1Travel Documents</p> <p>2–Health &amp; Preventative Measures For Travellers</p> <p>3–Taxes, Customs And Currencies</p> <p>4–Travel Insurance</p> <p>5-Auxillary Services And Information Supplied By Travel Agents</p> <p>6-The Travel Information Manual</p> <p>Module revision quiz</p>
<b>Total M3</b>		
<p>Module 4 Air Transport Essentials</p>	<p>Students learn global industry codes, terminology, definitions; interpret flight schedules; understand limitations in the transportation of baggage; identify aircraft types; learn international laws and regulations applicable to the airline industry</p>	<p>1-Industry codes, terminology and definitions</p> <p>2-Flight schedules</p> <p>3-Baggage</p> <p>4-The airport and the flight</p>

		5-International Air Transportation Regulations Module revision quiz
<b>Total Module 4</b>		
Module 5 Land Transport – Rail 1	Students will <ul style="list-style-type: none"> <li>– learn and practice locating train schedules in the Thomas Cook timetable</li> <li>– identify key rail services around the globe.</li> </ul>	1- The Timetable 2- Why the train 3- The Timetable Revisited 4. Special Trains for Tourists Module revision quiz
<b>Total Module 5</b>		
Module 6 Land Transport: Car & Camper	Students will <ul style="list-style-type: none"> <li>– learn about the benefits of the car rental industry for travelers</li> <li>– learn advice to give to vehicle rental customers</li> <li>– compare car to camper van rentals</li> <li>– learn the general rules for renting a vehicle</li> </ul>	1-The Car Rental Industry 2-The Car Rental Procedures 3-Hints For Your Clients En Route 4- Camper Van Rentals Module revision quiz
<b>Total Module 6</b>		
Module 7 Hotels	Students will <ul style="list-style-type: none"> <li>– learn about the hotel industry</li> <li>– identify differences in accommodation products</li> <li>– learn terminology</li> <li>– understand hotel and room rate categories and reservation procedures</li> </ul>	1-Know Your Market 2- Hotel products 3-The Language Of Accommodations 4-Resources 5-Rates 6-Reservations & Administration 7-Terms And Conditions
<b>Total Module 7</b>		
Module 8 Water Transport	Students will <ul style="list-style-type: none"> <li>– differentiate between ferry and</li> </ul>	1-History And Types Of Maritime Services

<p>– Ferries and Cruise 1</p>	<p>cruise products</p> <ul style="list-style-type: none"> <li>– describe the history of cruising and impact on tourism business</li> <li>– identify cruise associations, companies and products</li> <li>– understand factors that affect cruise sales</li> </ul>	<p>2-Cruising: A Growth Industry</p> <p>3-Cruises</p> <p>4-Structure Of The Cruise Industry</p> <p>5-Cruise Product Features</p> <p>6- Cruise Product Benefits</p> <p>7-Selling A Cruise</p> <p>Module revision quiz</p>
<p><b>Total Module 8</b></p>		
<p>Module 9 Tour Packages 1</p>	<p>Students learn the types of tours available and their components; students examine tour brochure contents and learn reservation and administration procedures and understand the general formalities associated.</p>	<p>1-Types of tours and tour components</p> <p>2-Tour brochures and price quotations</p> <p>3-Reservation and accounting procedures</p> <p>4-Tour booking conditions and limitations of liability</p> <p>Module revision quiz</p>
<p><b>Total Module 9</b></p>		
<p>Module 10 Customer Service</p>	<p>Students understand the roles of the travel agent and customer and learn how to deal with difficult or upset clients</p>	<p>1-Role Of The Travel Agent</p> <p>2-Techniques: Making Customers Feel Important</p> <p>3-Methods For Responding To Customer Needs</p> <p>4-Handling Upset Customers</p> <p>5-Stress: Principle Sources/Methods To Cope</p> <p>Module Revision Quiz</p>

<b>Total Module 10</b>		
<p>Module 11 Technology in the Travel Industry 1</p>	<p>Students learn how technology has contributed to the growth of the travel industry and understand the travel technology tools available today.</p> <p>This training is in CD-ROM format.</p>	<p>1-The Role of Information Technology</p> <p>2-Computer hardware</p> <p>3- Computer software</p> <p>4-Front Office and Back Office Software</p> <p>5 – GDS</p> <p>6 – The Internet and Online Booking Sources</p> <p>7 – Conclusion</p> <p>8 – Review Questions</p>
<b>Total Module 11</b>		
<p>Module 11 Air Fares and Ticketing 1</p>	<p>Students will use the Passenger Air Tariff manual to find international air fares, associated rules, and MPM;</p> <p>Students will apply basic international standards and regulations in quoting air fares for international travel.</p> <p>Students will practice the theory learned in this module through synchronized workbook activities.</p>	<p>1-Passenger Air Tariff (PAT)</p> <p>2-Journey Concept Vs Pricing Unit Concept</p> <p>3-IATA Geography And Global Indicators</p> <p>4-Fare Selection Criteria</p> <p>5-Currency Rules</p> <p>6-Specified Routings</p> <p>7-OW Through Fare Construction</p> <p>8-RT And CT Fare Construction</p> <p>9-Ticketing</p> <p>10-Credit Cards</p> <p>12-Taxes, Fees and Charges</p>

		<p>13-Children and Infant Fares</p> <p>14-Special Fares</p> <p>15-Consolidator (NET) Fares</p> <p>16-Billing and Settlement Plan (BSP) Revision Quiz</p> <p>Module Summary Quiz</p>
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**Total Module 11**

Electronic Booking Tools	Through 20 lessons of a simulated GDS training on CD-Rom, students perform basic entries and commands to retrieve information, create transactions to make reservations and learn to read screen displays for one of four global distribution systems used by travel agents.	<p>Signing On/Off, Encoding &amp; Decoding</p> <p>    Signing on Signing off Switching areas</p> <p>    Encoding Decoding</p> <p>File retrieval and File Fields Retrieving PNR Retrieving name list Display fields</p> <p>Flight Schedules &amp; Availability</p> <p>    Schedule displays</p> <p>    Flight availability</p> <p>Return Availability Flight details Follow-up avail entrees</p> <p>Mandatory Reservation Fields Selling by flight segment</p> <p>    Psgr name filed</p> <p>    Fone field TKT filed RCVD field</p> <p>    Waitlist segment</p>
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ARUNK segment

Open segment

Completing Reservations

Optional Reservation Fields

FOP field Address fields Loyalty programmes

Remarks

OSI and SSR Messages OSI messages SSR  
messages

Managing PNR Elements Cancelling booked  
segments

Rebooking segments Insert segments Changing  
mandatory fields

Changing optional fields

Dividing a reservation

Seat Assignment Assigning seats by area

Changing seat assignments Cancelling seat  
assignments

Seat Maps and Changes Displaying seat maps Assigning  
seats from a seat map

Car Bookings Retrieving a car availability display

Booking cars

Other car entries

Car Booking Rules and Policies

Displaying car rules Displaying rental car policies  
Corporate policies Location policy description  
Miscellaneous entries

Hotel Reservations

Hotel index  
Hotel availability  
Hotel descriptions

Additional Hotel Entries

Air Fare Displays

Classes of service Retrieving fares Fare rules

Pricing & Ticketing Finding the lowest fares

Filing fares Cancelling filed fares E-ticketing  
online  
E-ticketing interline  
Paper ticketing PTA transactions Voiding  
tickets  
E-ticketing benefits

E-Ticketing, Interlining, Net  
Fare Ticketing

Queues

Queue count Queue sign-in Sending a reservation  
to a queue  
Changing segment status  
Schedule changes



		<p>Consolidator fares</p> <p>Currency Conversion &amp; Miscellaneous  + / - dates calculator  + / - times FLIFO MCT  Local time</p> <p>Help Function</p> <p>Timatic (not offered for  SABRE)</p> <p>Timaticweb  Passport info Visa info Health info Country  info  Terms/definitions City/country codes News  items</p> <p>Quizzes/Revision</p>
<p><b>Total M1.13</b></p>		