

ACADEMIC AND EMPLOYABILITY SKILLS- BMSW4001_LON

Rafeda Rokshana Amin – 2022467

Lecturer: Sylvia Hoffmann

TRAVEL AGENT

- **A travel agent is someone that helps people on selecting, plan and choose their holidays.**

They normally work on a certain budget set out by the customer.

They also offer tour packages and advices the customer where to go.



MAIN DUTIES OF A TRAVEL AGENT

- **Booking hotel rooms and flights**
- **Advising clients on travel destinations**
- **Following travel and tourism trends**
- **Promoting and marketing the business**
- **Managing the business**
- **Planning**



SKILLS NEEDED



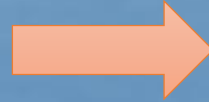
GOOD COMMUNICATION

- **Face to face communication**



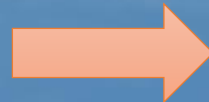
It is crucial because it helps you to create a relation with the customer

- **Telephone communication**



The smile is important because it has a positive impact on the voice, which is different from the face to face contact because you cannot be seen.

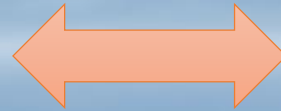
- **Effective listening**



An active listening is crucial as it not only means to paying attention but also feeding back or repeating what are you hearing so that the details are clear.

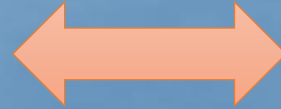
KNOWLEDGE

- Sales and marketing



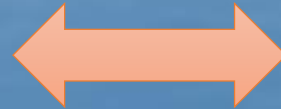
knowledge of the methods of marketing, promoting and selling of the products or services that offers.

- Transportation



knowledge of methods for moving people or good by air, rail, sea, or road, including the relative costs

- Customer personal service



Includes customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.

- Geography



knowledge of principles methods for describing a land, sea and air masses.

ORGANIZATIONAL SKILLS

- **Planning** - Since travel agents work on itineraries for many customers at the same time, planning makes the work easier.
Prioritizing – is the ability to recognize deadlines and work backward to plan and prioritize each task along the way.
- **Be informed** – as a travel agent your job is to give more information about a trip to your customer. A travel agent should have a good knowledge about accommodation, flights and transports so that can fix a problem immediately.



ACTIVE LISTENING

As a travel agent, the first thing you should do is listen to your customer. You should pay attention on what people are saying and take time to understand the main points and try to not interrupt the customer at inappropriate times.



TIME MANAGEMENT

Every travel agent must be able to handle their time effectively.

Organizing a trip can take several time,

particularly if you have to work on many

itineraries. Managing your time means to use your time productively and efficiently.



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