



Module Name: Professional Career Development

Module Code: BMSW4012

Assignment Title: Practical Task

Student Name: Blimath Pereira Da Silva

Student Number: 2120427

Lecturer: Jonathan Wyatt

Deadline: 09.00 AM 6th of July 2026

Word Count 650

1. Job Description Job Title: Travel Agency Manager Department:
Operations Report to: Regional Operations Manager. Salary: £37,490.00
- £ 40,490.00/- Employment Type: Full-time, Permanent. Location:
Cardiff, St. David, United Kingdom.

Role Overview

As a Travel Agency Manager, you will oversee the day-to-day operations of the travel agency and ensure customers receive exceptional service. You will lead and support a team of travel consultants, monitor sales performance, develop travel packages, and ensure the agency meets its business objectives. The role requires strong leadership, excellent communication, and sound commercial awareness. You will build positive relationships with customers, airlines, hotels, tour operators, and other travel partners while ensuring all bookings comply with current travel regulations and company policies. You will also manage staff performance, provide coaching and training, handle customer enquiries and complaints, monitor budgets, and identify opportunities to increase sales and improve customer satisfaction.

Key Responsibilities

- Manage the daily operations of the travel agency to ensure efficient and high-quality service.
- Lead, supervise, motivate, and support a team of travel consultants to achieve individual and team performance targets.
- Develop and promote domestic and international travel packages that meet customer needs and business objectives.
- Provide expert advice to customers on destinations, flights, accommodation, travel insurance, visas, and holiday packages.
- Monitor sales performance and implement strategies to increase bookings and revenue.
- Handle customer enquiries, complaints, and complex travel issues professionally to maintain high levels of customer satisfaction.

- Build and maintain strong relationships with airlines, hotels, tour operators, cruise companies, and other travel suppliers.
- Ensure all bookings and travel arrangements comply with company policies, industry regulations, and legal requirements.
- Manage branch budgets, monitor expenses, and prepare financial and sales reports for senior management.
- Monitor travel industry trends, competitor activities, and new destinations to identify business opportunities.
- Promote the agency through marketing campaigns, social media, and community events to attract new customers.
- Ensure compliance with health and safety policies, data protection regulations, and company procedures.
- Maintain a professional, customer-focused environment that reflects the organisation's values and reputation.

Essential Criteria

- Level 4 qualification or equivalent experience.
- Previous experience working in a travel agency.
- Strong business and organisational skills.
- Excellent communication and conflict resolution skills.
- Budget management and financial reporting.
- Sales forecasting and target management.
- Knowledge of visa requirements, travel insurance, and travel regulations.
- Microsoft Office (Excel, Word, Outlook).
- Flexibility to work weekends, evenings, or public holidays when required.
- Ability to resolve customer complaints professionally and effectively

Desirable Criteria

- A degree or diploma in Travel and Tourism, Business Management, Hospitality, or a related subject.
- Experience supervising or managing a team.
- English / Ability to speak a second language.
- Experience with digital marketing, social media, or online travel promotion.
- Award or recognition for outstanding customer service or sales performance.

Full UK driving licence.

2. AI Acknowledgement

I acknowledge the use of Dola app on 05/07/2026 to support the planning and structure of my c.v and cover letter, asking for ideas to make them look more professional. I also used Google search to help with ideas on what skills are needed for my partner's job role. I can confirm I have not used any AI-generated words in my own work, and I have notes and drafts to confirm this.

3. Cover letter

Blimath Da Silva

1 Campbell Drive, Cardiff CF11 7QE

Blimathdasilva84@gmail.com

07908825167

Hiring Manager VistavoyageAgency Executive Office

01 July 2026

Dear Hiring Manager, Having worked for over 15 years within the travel industry as a Travel Partner Manager specialising in tailor-made holidays and understanding client requirements.

I offer personalised customer service with quality assurance and business support from my base in Cardiff. Portuguese and English speaking. Planning travel for clients from start to finish; Initial Consultation through to designing their itinerary, helping during their travels and subsequent debrief after their return. Designing holidays around all budgets, including flights, accommodation, transfers, cruises, insurance, activities and much more. Experience in delivering holidays to over 60 destinations worldwide through growing a client base via referrals and targeted online marketing. Training, recruiting and supporting new Travel Partners in your business to run their own, providing quality, consistent service. Experienced in using CRM systems, online booking systems, Microsoft Office Suite, Google Suite and social media marketing to help grow sales. Professional, proactive, highly organised and committed to delivering quality service to every customer. Along with my extensive experience within the travel industry, I have excellent communication skills and a real passion for travel. I believe that I could offer a valuable contribution to your company. I look forward to hearing from you.

4. cv

Blimath Da Silva

Travel Partner Manager

Cardiff, Wales, United Kingdom

Blimathdasilva84@gmail.com

07908825167

LinkedIn: Blimath Da Silva

Professionally, I am a dedicated Travel Partner Manager who specialises in curating personalised holidays & travel experiences for clients. Expert in travel consultancy,

relationship management, itineraries, sales and supporting both new and established Travel Partners to start and grow their own businesses. Above all, I pride myself on my customer service. Ensuring my clients are happy from the moment they first contact me until after they return home. Together, we can craft your dream vacation with my 15 years' experience in the industry.

Key Skills

Travel Consultancy

Tailor-Made & Luxurious Travel

Customer Relationship Management

Sales & Business Development

Training & Leading Teams

Travel Partner Enquiries & Support

Client Retention

Negotiation

Itinerary Planning

Travel Documentation

Flights, Hotels, Transfers & Cruises

Travel Insurance & Activities

Time Management & Organisation
Social Media Marketing
Telephone Customer Service (Remote)

Work Experience

- Manage all personalised travel enquiries and bookings for couples, families, solo travellers and groups
- Plan end-to-end holidays including flights, hotels, transfers, cruises, travel insurance, activities and anything in between Travel Partner Manager

VistaVoyageAgency | United Kingdom

2025 – Present

- Provide ongoing support throughout the customers journey from initial enquiry through to after their return
- Go the extra mile to ensure clients become long-term friends that will return and share their experiences with others
- Advise customers on suitable destinations, travel documentation they may require, and tailor holidays to fit their budget
- Recruit new Travel Partners for the company and guide them through their first sales and subsequent bookings

- Present my business to potential Travel Partners via online meetings
- Executed social media strategy to drive enquiries
- Negotiate with suppliers to find the best solution for clients and keep within their budget
- Respond to enquiries and follow up with quotes and potential customers.
- Work through and resolve travel related issues

Achievements

- Planned and organised holidays to over 60 destinations
- Developed a clientele of regular customers who find me through recommendations and by following our social media
- Designed customer journey that cater for every stage of the client's travel adventure
- Help new Travel Partners with establishing and growing their travel businesses

Education

Bachelor's Degree

Currently Studying

United Kingdom

Expected Graduation: 11/12/2026

Languages

Portuguese | Native

English | Professional Working Proficiency

Digital Skills

MS Office

Google Workspace

CRM Software

Social Media

Canva

Online Booking Systems

Zoom, Microsoft Teams (Video Calls)

Key strengths

Customer Obsessed

Good Communicator

Organised

Team player

Natural leader

Attention to detail

Problem solver

Self-Motivated

Can work under pressure

