



Zenith Professional
Training



2019
PROSPECTUS

Travel and Tourism
Operations Management

Managing Travel and Tourism Operations—TT 5001

Dates: 18th -22nd March (Dubai), 26th -30th August (London) and 21st -25th October, 2019 (London)

Overview

Managing travel and tourism operations is made more challenging by the dynamic nature of people and pattern of life as well as ever competing destinations. This course is for those who manage day to day operations in a travel and tourism focused organization.

Learning Outcomes

- Better understanding of people and patterns of life
- Understanding destination as a marketing mix
- Conduct, Analyse and Interpret visitors' survey
- Able to take advantage of both emerging and popular attractions
- Able to provide necessary safe guards for company and consumers

Indicative Contents

- The place (natural characteristics, political standards & systems, history & arts)
- Tourist destination (types of destinations, special focus destinations and)
- The Image of a destination
- Market research and evaluation
- Quality and quality management
- Regeneration and re-engineering of a tourism project
- Managing emergencies
- Case studies

Duration and Certification

This is a one-week course involving intensive role play and presentations. A certificate is granted on completion of the course.

Location and Fees

- The course will be held in London (UK) and Dubai (UAE)
- Travel and accommodation is to be paid at source by delegates

Course fee for tuition, course materials and certificate: **£3,750 (excl. VAT)**

Managing Travel and Tourism Development—TT 5002

Dates: 18th -22nd March (Dubai), 26th -30th August (London) and 21st -25th October, 2019 (London)

Overview

Designed for those responsible for long term development of travel and tourism projects and activities, the course provides strategies for the planning and delivery of sustainable tourism project within the interaction of cost, infrastructure, culture, perception, security and environment.

Learning Outcomes

- Better appreciation of sustainable tourism development
- Understanding concepts for describing social differences
- Appreciation of lifestyle in holiday travel
- Understanding the environmental impact of travel and tourism

Indicative Contents

- Delivery of sustainable tourism development
- The development of leisure
- Lifestyle and sustainability during leisure
- Leisure travel and the environment
- Creating a leisure destination
- Case studies

Duration and Certification

This is a one-week course involving intensive role play and presentations. A certificate is granted on completion of the course.

Location and fees

- The course will be held in London (UK) and Dubai (UAE)
- Travel and accommodation is to be paid at source by delegates

Course fee for tuition, course material, and certificate: **£3,750 (excl. VAT)**