



COURSE SYLLABUS

Course title: Basics on Travel Industry

Content (Syllabus outline):

Travel industry as generator of development:

- Cross-section of travel activities
- The role of travel activities in tourism
- Specifics of the travel industry market
- Specifics of the tourism industry
- The travel industry as an industry of the future

Analysis of the travel Industry:

- production level: travel organization
- Sales and intermediate level
- Service level
- The basic suppliers in outbound travel markets
- Inbound travel markets activities

The basic tasks of special travel industry operators:

- Basic tasks of tour operators in emitive tour market
- Basic tasks of tour operators in the receptive markets
- Tasks of travel agents in the emitive markets
- Tasks of service agencies in the receptive markets
- Tasks of service agencies in the emitive markets

Workflow technology in the specific levels of the travel industry:

- Technology creation, placement, sale and implementation of packaged travel arrangements
- Arrangement of package travel
- Distribution and distribution channels of package travel
- Sales and support, consulting and technology provisioning package travel
- Service of package travel

Specialized travel agencies:

- Specialized tourorganizers Travelmaximarket - supermarket tourist services
- Specialized agents to sell travel on request
- Specialized repair agencies
- A specialized form of organization and dissemination of travel services

Europe's tourism product:

- Identification and evaluation of receptive markets of Europe
- Comparison of Slovenian tourism to European destinations:
- Specifics of the longer trips

international can-logistics integration of individual tourism products

- Tool sales of packaged travel arrangements in Europe

Report:

- documentation and presentation of applied document