



DIT accredited

Travel Professionals Higher Certificate

Continuous Professional Development





Travel Professionals Higher Certificate for agency staff

ITAA are delighted to announce the launch of a new ***Travel Professionals Higher Certificate*** for 2009. This offers a huge boost to continuous professional development amongst members, by officially certifying the expertise and professionalism that ITAA participants secure with a third level qualification. This will further enhance the sector's competitiveness, especially in these challenging times, and is a great opportunity for staff with commitment and loyalty to engage in third level study in combination with work.



Main Benefits:

- ***Recognised qualification from Dublin Institute of Technology (DIT) accredited HETAC Higher Certificate level 6 (Diploma level)***
- ***Relevant curriculum to survive today's challenging times (4 core & 2 optional of your choice)***
- ***Formal qualification achieved through 6 full days attendance in combination with home study***
- ***Value for money - Skillnet funded to 55% for 2009***
- ***Available nationwide (min number 8 – 10)***

Reasons staff should take part in the unique programme:

- ***Chance to supplement experience with formal qualification***
- ***Added incentive & motivator for valued staff***
- ***Access to comprehensive DIT online library for research & learning***
- ***Induction seminar with back to study and report writing skills***
- ***European Credit Transfer System (ECTS) - 5 credits towards further third level studies***
- ***Relevant learning and expertise to enhance job performance***
- ***Finally, official Graduation Ceremony in DIT with hat and gowns!***

Programme Outline – 4 stages

1. Induction Seminar in DIT

Back to study guidelines

2. The Four Core Subjects (10% each)

Core subject	Aim & approach	Overall % & assessment
Travel Law	Improved awareness & understanding of all legalities of travel industry	10% - Role play of a small claims court (include completion of pro forma forms)
Online expert	Refine working knowledge of best practice email & internet resource usage; Using internet more effectively to promote your agency	10% - respond to a mock email query
Marketing & selling in challenging times	How to assess your business and devise a plan of action that will increase revenue and improved customer care	10% Devise an action plan for improved selling and customer care
Time Management & personal effectiveness	Deal with stress & develop mental toughness. Achieve professional goals	10% - Develop time log over 3 week period

3. Then choose *two* of the following product & destination options (10% each)

Cruise
Ski
South America
Wedding & Honeymoons (Short Haul)
Wedding & Honeymoon (Long haul)
South East Asia
Australia
Dynamic Spain

4. Finally, 3000 word written assignment (40%)



This is a reflected assignment based on the learning from the 6 modules, focusing on current challenges of the travel industry. 40% of overall marks

Introducing the training team



Cariona Neary who delivers Time Management is a consultant, writer and trainer in the areas of marketing, communication and personal effectiveness. She is the co-author of 'Coaching Champions – How to get the Absolute Best from your Sales Team', published by Oak Tree Press in 2001. She is also a member of the Associate Faculty, IMI and is a Mentor and Coach.

Marc Thornton who delivers Marketing & sales in tough time, MD DTA Marketing is a hospitality & travel agency consultant and trainer. He has worked with most travel agencies and hotels in Ireland and brings substantial industry experience and knowledge. He is a Fellow of the Irish Hospitality Institute and a graduate of marketing from the Marketing Institute of Ireland

Mark O'Sullivan who delivers Online Expert has worked in the Internet Industry since 1996. Besides working for Nua, Microsoft and Zartis, he has been an Internet technologies instructor for seven years, teaching a broad range of web and Internet related courses. He devised and delivered *Web Intellect's* successful *Web Marketing Professional Programme*.

Anne Dolan who delivers Travel law set up in private practice as a solicitor in 1999. Anne provides legal services exclusively to clients in the travel industry. Anne's principle involvement with clients comprises providing advice to clients as to how best to deal with and manage travel law issues which arise on a day to day basis. Anne is a member of the European Travel Agents Association's Legal Committee. She was appointed as a member of the Advisory Board of the School of Law at the University of Limerick in 2000.

Eilish O'Malley who delivers Product and destination training is a highly experienced travel professional, who for the past 15 years has amassed a wealth of experience in the travel industry. Eilish has held a variety of management positions in both tour operating and travel agencies for Irish, UK and international companies and has first hand experience of selling long haul weddings and honeymoons to the Irish public.

Gillian Binchy – Guest Lecturer, who delivers Product and destination training has over seven years in the tour operating business, Gillian worked in the skiing market, the European markets followed by nine months travelling extensively in South America, both her practical experience combined with her extensive knowledge of the travel and tour operating business offer the candidate a lecturer with both the practical, business and academic qualifications to deliver this course

Siobhan McDonald who delivers Product and destination training has eight years Travel Industry experience in Europe, Scandinavia, Thailand & Mexico with several Tour Operators. Two years, Customer Service in the Travel Industry in Ireland. IITD, Training & Development

Qualification for Design & Deliver, Government Agency & Travel Trade Training experience.
Failte Ireland Tour Guide Qualification.



Costs:

- The participant fee, for ITAA members is **€550** (Skillnet subsidised for 2009 only)
- Standard price is €1200
- Above includes tuition on 6 modules, online tutorial advice, graduation ceremony and certification
- Useful option to pay by 6 instalments of €95. This is open to staff members who are either totally or partially funding the programme.

Location:

The Travel Professionals Higher Certificate is offered on a nationwide basis. First programme is planned for Dublin in May 2009 with subsequent courses following in Cork & other areas.

Graduation Ceremony:



On successful completion, the Graduation ceremony will take place in DIT Dublin in December 2009.

Requirements:

Participants must be actively employed in the travel industry for a minimum of 2 years.

What to do next?

As there are limited spaces for the first roll out which is **beginning end of April**, please print off the enclosed DIT application form and return to Dervla / Fiona at ITAA, 32 South William Street, Dublin 2. Or scan and email to [us](#).

Closing date for receipt of application first programme is Thursday 9th April 2009.

To seek further clarification on any aspect of the above contact [us](#) or feel free to buzz us on (01) 6794179.





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Travel Professionals Higher Certificate
Training dates phase one 2009

Module & Trainer	Module dates
DIT induction Seminar	<ul style="list-style-type: none"> • All: Thurs 30th April
Time Management Carina Neary	<ul style="list-style-type: none"> • Dublin: Wednesday 13th May • Cork: Thursday 14th May
Marketing&selling in a recession Marc Thornton	<ul style="list-style-type: none"> • Dublin: Tuesday 26th May • Cork: Thursday 28th May
The Travel Professional online Mark O'Sullivan	<ul style="list-style-type: none"> • Dublin: Tues 9th June • Cork: Thursday 11th June
Product & Destination Mix of Trainer	<ul style="list-style-type: none"> • Dublin: Tuesday 23rd June • Cork: Wednesday 24th June
Product & Destination Mix of trainer	<ul style="list-style-type: none"> • Dublin – Wednesday 8th July • Cork: Tuesday 7th July
Travel Law (End) Anne Dolan	<ul style="list-style-type: none"> • Dublin: Tuesday 21st July • Cork: Thursday 23rd July

40% Final Assignment – Completed by Friday 18th September 2009