



Asia Masters Center

Manage for a successful Business Travel



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Manage for a successful Business Travel

Course Objective

- Understand the manager's roles and responsibilities within a travel agency
- Coach and motivate employees
- Develop sound negotiating skills
- Develop new products and services
- Arrange special interest travel and tour production
- Set up proper back office operations

Target Audience

- Travel agency supervisors and mid-level managers
- Agency back-office personnel
- Sales and marketing managers
- Independent travel consultants



Course Outline

➤ **Day 1 – Business Core**

Principles of Management, Principles of Marketing, Basic Accounting, Basic Finance, Human Behavior in Organization, Business Communication, Management Information System.

➤ **Day 2 – Tourism Core**

Principles of Tourism, Tourism Planning and Development, Total Quality Management, Culinary Arts and Sciences, Entrepreneurship and Business Planning, Events Management.

➤ **Day 3 – Required Major Subjects**

World Tourism Geography and Culture, Philippine Tourism Geography and Culture, International and Domestic Tour Planning, Packaging and Pricing Air, Sea and Land Travel Sales and Management, E-Commerce, the Internet and the Global Distribution Systems, Travel Management.

➤ **Day 4 – Free Professional Subjects**

Air, Sea and Land Travel Sales and Management, Travel Accounting, Travel Documentation, Tour Guiding and Escorting, Tourism Laws, Legal Responsibilities and Taxation, Corporate Travel Management, Product Development, Ecotourism, Foreign Language Proficiency.



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➤ Day 5 – Guest Services

- A. Industry vocabulary
- B. Selling process
- C. Marketing research
- D. Cultural diversity

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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Price (USD)

Communicate with the training department
to know the participation fees

➤ **There are offers and discounts for groups**

The details of the bank account

Bank name: CIMB Bank Berhad

Account name: Asia Masters Center SDN. BHD

Bank account number: 80-0733590-5

Swift code: CIBBMYKL

IBAN: Null