



## **BETHLEHEM UNIVERSITY**

### **THE INSTITUTE FOR COMMUNITY PARTNERSHIP –ICP**

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The Institute for Community Partnership-ICP in cooperation with the Institute of Hotel Management and Tourism, is pleased to announce the **Professional Program** in:

#### **TRAVEL AGENCY MANAGEMENT إدارة مكاتب سياحية**

#### **INTRODUCTION:**

Aviation/Airline industry is one of the world's fastest growing industries at between 7 and 9 percent annually, and by the end of 2020 there are likely to be well over than 750 million international travelers worldwide. Despite fuel , airport taxes the real cost of travel remains competitive , more and more people are on the move , whether on holiday , away for short break , business trip , tourism – all this activity provides employment for millions , generates income for millions , therefore , that travel business should be properly planned for and managed , and much of this has to be done at the local level.

#### **PROGRAM DESCRIPTION:**

The Travel Agency Management composed of eleven modules with a total of **212** contact hours . It lasts over a period of eight to nine months, and at the end of the program the participants will be given an accredited certificate.

#### **CONTENTS OF THE PROGRAM:**

1. PASSENGER TRANSPORT- THE AVIATION BUSINESS (15 hrs.)
2. UNDERSTANDING TRAVEL MARKETS, STRUCTURES, CONDUCT (10 hrs.)
3. THE ECONOMICS OF COMPLAINTS AND SERVICE RECOVERY ( 05 hrs.)
4. TRAVEL RETAILING (25 hrs.)
5. SETTING UP AND RUNNING A TRAVEL AGENCY (08 hrs.)
6. AIRLINE FREQUENCY - SCHEDULE CHOICES (06 hrs.)
7. CHARTER AND PACKAGE OPERATION (10 hrs.)
8. AIRCRAFT LEASING (05 hrs.)
9. FUNDAMENTALS AND ADVANCED LEVEL IN AIR FARES AND TICKETING, TARIFFS AND DOCUMENTATION, CONSOLIDATORS AND NET FARES, BILLING SETTLEMENT PLAN. PROMOTIONAL FARES – GDS/CRS, AIRLINE TECHNICAL TERMS, CODE SHARING, ROLE OF IATA, DEEP DISCOUNTING, FREQUENT FLYER PROGRAMS, FREIGHT. (100 hrs.)
10. INTERNET ON-LINE BOOKINGS – E- TICKETS (18 hrs.)
11. CUSTOMER CARE AND VALUE (10 hrs.)

**PROGRAM DURATION:** One hour and thirty minutes a day on **Monday, Tuesday, Wednesday and Thursday**, from **4:00pm to 5:30pm** .

**STARTING DATE:** August, 2017

**COURSE FEE:** 1100 US\$

#### **HOW TO APPLY:**

Interested applicants may get the application from ICP, near Bethlehem University or from our webpage: [www.bethlehem.edu/ICP](http://www.bethlehem.edu/ICP)..

For further information please contact the ICP – Mrs. Louba Zeidan at: [Lzeidan@bethlehem.edu](mailto:Lzeidan@bethlehem.edu), Tel: 02 - 277 0936 or 02 – 274 5559