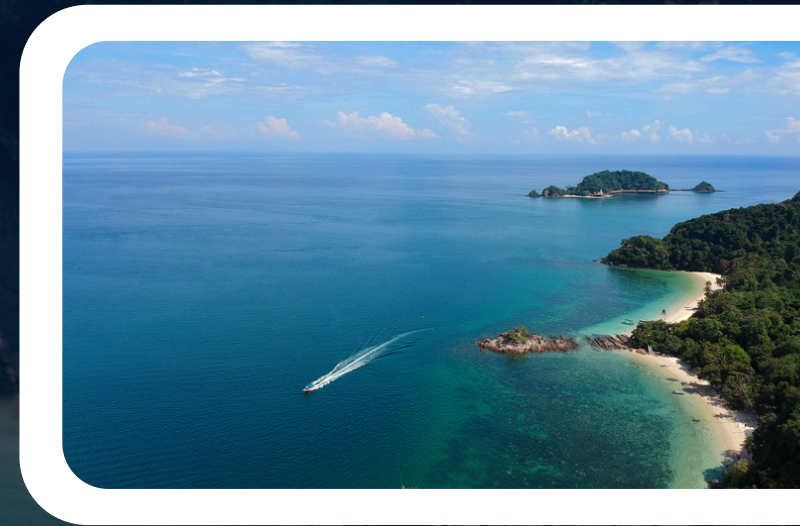




TRAVEL AND TOURISM SERVICES



**INSTITUTE FOR TOURISM
PROFESSIONALS OF NIGERIA**

Introduction to Travel and Tourism

- **Definition and Scope of Travel & Tourism**
- **History and Evolution of Tourism**
- **Components of the Tourism Industry**
- **Types of Tourism (Domestic, International, Eco-tourism, etc.)**
- **Impact of Tourism on Economy, Society, and Environment**





Tourism Products and Services



- **Tourism Product and Service Characteristics**
- **Accommodation Types (Hotels, Resorts, Homestays, etc.)**
- **Transportation in Tourism (Air, Rail, Road, Water)**
- **Food & Beverage Services in Tourism**
- **Travel Itineraries and Packages**

Travel Agencies and Tour Operations



- **Role and Functions of Travel Agencies**
- **Types of Travel Agencies (Retail, Wholesale, Online)**
- **Tour Operators and Their Functions**
- **Itinerary Planning and Costing**
- **Travel Documentation (Passports, Visas, Permits)**

Hospitality and Customer Service



- **Importance of Customer Service in Tourism**
- **Communication and Interpersonal Skills**
- **Handling Customer Complaints and Feedback**
- **Cross-Cultural Sensitivity in Tourism**
- **Service Quality in Travel & Tourism**

Ticketing and Reservations

Tourism Marketing and Promotion



- **Airline Ticketing & Reservation Systems (GDS, CRS)**
- **Hotel Booking and Reservation Systems**
- **Travel Insurance and Its Importance**
- **Fare Calculation and Discount Offers**



- **Marketing Strategies in Tourism**
- **Branding and Positioning in Travel Industry**
- **Role of Digital Marketing and Social Media**
- **Destination Image and Promotion**

Sustainable and Responsible Tourism



- **Principles of Sustainable Tourism**
- **Ecotourism and Community-Based Tourism**
- **Tourism Policies and Guidelines**
- **Responsible Traveler Behavior**

Legal and Ethical Issues in Tourism



- **Tourism Laws and Regulations**
- **Consumer Rights and Protection in Tourism**
- **Ethical Considerations in Travel and Hospitality**
- **Safety and Security in Tourism**

Emerging Trends in Travel and Tourism



- **Smart Tourism and Technology in Travel**
- **Medical and Wellness Tourism**
- **Adventure and Sports Tourism**
- **Future Trends and Career Opportunities**





THANK YOU

FOR YOUR ATTENTION



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