

### **OTHM Individual Certificate Tourism Geography & Tour Management**

#### **Background**

This is an essential unit for individuals working in Tour operations, Travel Agencies and Tourist Boards. Marketing managers in the hospitality sector will also find the knowledge gained of great value.

#### **Aims and Objectives**

The course aims to provide participants with:

- An understanding of different cultures, regions and main tourist attractions worldwide
- A knowledge of the governing bodies in the industry and the Political and economic environment of various markets
- An awareness of the role and responsibilities of Tour operators in the supply chain
- An understanding of the impact of tourism on various destinations
- An explanation of travel trends and factors affecting demand for the different markets and products
- A working knowledge of the tools of tour operations and successful planning for the tourist visitor

#### **Learning Outcomes**

At the end of the course, students will:

##### **An Introduction to the geography of travel & tourism**

- Understand the nature of tourist destinations
- Understand the scale and scope of tourism in different countries

##### **Stakeholders involved in travel & tourism**

- Understand and identify different types of stakeholders
- Understand the power and influence of different stakeholders

##### **Tourist typologies: satisfying their expectations**

- Understand different types of tourists
- Understand their expectations
- Understand travel requirements in relation to typologies

### **The roles and responsibilities of a tour operator (Inbound & Outbound)**

- Define tour operations
- Identify valuable market segments
- Assess the impacts of eCommerce on tour operations

### **Characteristics of Travel Businesses**

- Identify the different types of businesses in the travel sector
- Identify services that are required at the destination

### **Tourism Impacts**

- Understand environmental impacts of tourism
- Understand financial impacts of tourism
- Understand socio-cultural impacts of tourism

### **Tourism products and market trends**

- Identify changing trends in travel
- Understand the issues that these trends highlight or create

### **Travel & tourism demand**

- Understand the nature of supply and demand
- Understand demand for travel
- Understand Governments role in tourism
- Understand the supply of services at destinations

### **Tour planning for individuals and groups**

- Have knowledge of a guided tour with all its requirements and problems.
- Understand the expectations of the tour company and the expectations of the client

### **Arranging an itinerary**

- Investigate logistics
- Arrange Itineraries
- Acquire appropriate accommodation, meals and stops.
- Understand the role of the tour manager and their responsibilities