

DIPLOMA: Managing Your Travel Business

- Online, Self-Study Course
- Recommended to pair with our [Connect Program for Comprehensive Travel Industry Learning](#)

With over 1 billion international trips taken each year, the travel industry offers incredible opportunities for professionals looking to build a successful career. This diploma is designed to help you maximise those opportunities by enhancing your skills in supervision, management, and strategic business development. You'll gain the expertise needed to lead teams, create competitive travel products, and implement effective marketing strategies. Additionally, you'll develop a strong understanding of agency accounting to build sound financial business plans.

Objectives

Upon completion of this course, you will be able to:

✓ Advance your career in the travel industry

✓ Develop entrepreneurial and creative business strategies

✓ Start and grow your own travel agency or tour company

✓ Enhance operational efficiency and increase profitability

✓ Combined with our [Connect to Business Program](#), have a full immersive experience on how to launch, operate, grow a successful home based business

Target audience

- Travel Agents looking to advance career
- Mid Level Managers and Supervisors
- Agency back office personnel
- Home Based Business Owners

Key topics

- **Managerial & Negotiation Skills** – Learn how to effectively lead and negotiate in a business environment
- **Marketing & Pricing Strategies** – Develop techniques to position travel products competitively
- **Tour Production & Event Planning** – Create and manage successful travel packages and events
- **Administration & Accounting** – Understand agency financial processes for better business management
- **Travel Industry Regulations** – Gain insight into the legal framework governing the industry

Course format

This diploma can be completed through self-study or with the support of an instructor, taking approximately 120 hours, depending on your prior knowledge and experience. Course materials are available in both e-book and printed formats, and you will have 12 months from your enrollment date to complete the course and final exam.

Exam information

- Exam Method: [Online exam with remote supervision](#)
- Exam Format: 80 Multiple Choice questions
- Closed Textbook
- Time Allowance: 2 hours
- Passing Grade: 60%
- Distinction Grade: 85%
- Number of exam attempts: 2

Diploma awarded

Upon successful completion of the exam, you will be awarded an **IATA Diploma in Managing Your Travel Business**

[Enrol Here Now](#)

Units of Study

1. Managerial Skills

- Develop leadership techniques to manage teams and daily operations.
- Improve problem-solving and decision-making.
- Understand effective communication and delegation strategies.

2. Negotiation Skills

- Learn key negotiation techniques.
- Understand how to create win-win solutions in contracts and deals.
- Improve confidence in handling business discussions and disputes.

3. Marketing & Pricing

- Explore strategies for pricing travel products competitively.
- Learn how to market tours, packages, and services effectively.
- Understand consumer behaviour.

4. Tour Production & Event Planning

- Gain insights into designing and managing successful tour packages.
- Learn essential steps in planning and executing travel events.
- Develop strategies for coordinating group travel and special experiences.

5. Travel Agency Administration

- Understand key administrative tasks for running a travel business.
- Learn how to manage bookings, supplier relationships, and daily operations.
- Explore business policies, compliance, and best practices.

6. Travel Agency Accounting

- Learn financial management, budgeting, and expense tracking.
- Understand revenue streams and profitability in a travel agency.
- Explore reporting and compliance for business sustainability.

7. Laws Related to the Travel Industry

- Gain knowledge of travel industry regulations and legal responsibilities.
- Learn about consumer protection laws and compliance requirements.
- Understand risk management and dispute resolution in travel operations.