

New to Industry: Travel & Tourism Foundations Program

Content Overview

Program Structure

A nine-week structured pathway for people entering the travel and tourism industry for the first time, built around four practical modules.

PHASE	WEEKS	FOCUS	TOPICS	FORMAT	SUPPORT
Phase 1	Weeks 1–4	Understanding the Industry	12	Online	Live Q&A
Phase 2	Weeks 5–6	Working Across the Industry	8	Online	Live Q&A
Phase 3	Weeks 7–8	Becoming a Professional	12	Online	Live Q&A
Phase 4	Week 9	Putting It Into Practice	9	Applied	Live Q&A

PHASE	WEEKS	FOCUS AREA
Program	9 weeks	Travel & Tourism Foundations
WHAT THIS PHASE ACHIEVES Build broad industry knowledge, practical workplace skills and professional confidence before moving into a specialised role.		

4	41	9	\$1,200 + GST
MODULES	TOPICS	WEEKS	PER ENROLMENT

Fully online and self-paced, with live Q&A support. The program combines industry foundations, product and quoting knowledge, professional skills and scenario-based practice.

PHASE	WEEKS	FOCUS AREA
Phase 1	Weeks 1–4	Understanding the Industry
WHAT THIS PHASE ACHIEVES Participants learn how the travel industry is structured, the systems and language that hold it together, and the professional foundations every new starter needs.		

Foundation Topics · 1.1–1.6

#	Topic & Focus
1.1	Welcome to the Travel Industry Orientation, travel vs tourism, industry scale and the value of a travel professional.
1.2	How the Travel Industry Works Suppliers, distributors, agencies, OTAs, business models, consortia and franchise groups.
1.3	Travel Terminology & Acronyms Core industry language used across bookings, suppliers and client conversations.
1.4	Geography & Destination Fundamentals Routing, time zones, airport codes, passports, visas and entry requirements.
1.5	Supplier Relationships & Preferred Partners Preferred partnerships, commissions, BDM relationships, famils and staying current.
1.6	The Travel Technology Ecosystem OBT, GDS, NDC, mid-office, CRM, accounting and the flow of booking data.

Foundation Topics · 1.7–1.12

#	Topic & Focus
1.7	Airfare Basics Cabin and booking classes, alliances, fare types, quote components, ticketing limits and workflow.
1.8	Air Distribution: GDS & NDC How GDS and NDC work, PNR structure, offers and orders, content gaps and channel choice.
1.9	Land Distribution Channels Wholesalers, DMCs, OTAs and direct channels, including commission, nett rates and margin.
1.10	Groups & FIT Operational differences, group mechanics, deposits, naming deadlines and supplier choices.
1.11	AI in the Travel Workplace Practical AI for research, emails and admin, prompting well and sense-checking outputs.
1.12	Duty of Care, Compliance & Ethics Smartraveller, ATIA, Australian Consumer Law, privacy, documentation and ethical selling.

By the end of Phase 1

New starters can speak the language of the industry, understand how a booking moves through suppliers and systems, recognise the major distribution channels, and approach air, land, compliance and technology with a solid working foundation.

PHASE	WEEKS	FOCUS AREA
Phase 2	Weeks 5–6	Working Across the Industry
WHAT THIS PHASE ACHIEVES Participants gain a working overview of the environments travel professionals operate in, from quoting and margins through to leisure, cruise and tourism products.		

Foundation Topics · 2.1–2.8

#	Topic & Focus
2.1	Building a Quote, the Basics Gather the brief, check availability, apply margins and present a clear professional quote.
2.2	Quoting, Margins & Selling Gross, nett and markup pricing, protecting margin, and ethical upselling and cross-selling.
2.3	Budgeting & Client Proposals Per-person and total budgets, fixed and variable costs, transparency and contingency.
2.4	Complex Itineraries & Disruption Mixed suppliers, currencies, visas, changes, emergencies and in-trip problem solving.
2.5	Leisure Products & Suppliers Accommodation, tours, transfers, packages and experiences, with supplier comparison.
2.6	Introduction to Cruising Ocean, river and expedition cruise basics, cabins, pricing and working with specialists.
2.7	Tourism Products & Experiences Attractions, tours, adventure, wildlife and cultural tourism, destinations and visitor trends.
2.8	Niche Markets & Specialisation Identifying and building credibility in a niche that suits the client and consultant.

PHASE

WEEKS

FOCUS AREA

Phase 3

Weeks 7–8

Becoming a Professional

WHAT THIS PHASE ACHIEVES

Participants build the communication, sales and professional-judgement skills needed to work confidently with clients, colleagues and suppliers.

Foundation Topics · 3.1–3.12

3.1 Professionalism in Travel & Tourism

Workplace behaviours, accountability, note-taking, asking for help and managing priorities.

3.2 Communication Styles & Effectiveness

Recognise communication styles and adapt naturally across clients and generations.

3.3 Critical Thinking & Professional Judgement

Question sources, spot errors and bias, solve problems and make defensible recommendations.

3.4 The Art of the Discovery Conversation

Questioning, active listening and uncovering what clients really want.

3.5 Following & Implementing a Sales Process

Read the client, present options, recommend confidently and close without pressure.

3.6 Accessibility & Disability Awareness

Build genuine accessibility and inclusion into the client experience from the start.

3.7 Professional Communication

Phone, email and written standards, active listening and clear internal communication.

3.8 Clients for Life

Post-travel follow-up, client profiles, repeat business and genuine referrals.

3.9 Dealing with Difficult Situations

Complaints, disruption, difficult news and scenario-based client conversations.

3.10 Complaint Handling

ATAS, Australian Consumer Law, escalation, documentation and professional handover.

3.11 Motivation, Mindset & Resilience

Build routines, momentum and support networks through the early learning curve.

3.12 Amendments, Cancellations & Disruptions

Rebooking, supplier policies, client communication and accurate booking records.

PHASE	WEEKS	FOCUS AREA
Phase 4	Week 9	Putting It Into Practice
WHAT THIS PHASE ACHIEVES Participants bring prior learning together through simulations and applied exercises that mirror the real scenarios new starters will face on the job.		

Applied Topics · 4.1–4.9

#	Topic & Focus
4.1	Complex Corporate Scenarios Multi-destination and multi-traveller bookings, policy and approval pressure.
4.2	Difficult Leisure Client Scenarios Budget tension, overseas complaints and scenario-based client conversations.
4.3	NDC in Practice: Corporate Context Compare NDC and GDS content, explain changes and recognise reporting gaps.
4.4	Group & Tour Operations Simulation Manage a departure, supplier coordination, late changes and operational disruption.
4.5	Disruption Simulation Rebook under pressure, triage affected travellers and document decisions correctly.
4.6	Applied Travel Scenario Choose a practical scenario aligned to the type of travel work you want to explore.
4.7	Data, Reporting & Client Review Build a client travel summary, identify opportunities and present findings.
4.8	Destination Promotion Project Create a simple tourism campaign and present recommendations to stakeholders.
4.9	Visitor Experience Problem Solving Respond to weather, closures, transport disruption and visitor complaints.

A foundation for multiple career pathways

Business Travel • Holiday & Leisure Travel • Tourism & Visitor Experience