

# CURRICULUM FOR TRAVEL INDUSTRY

## VG3 / IN-SERVICE TRAINING AT A TRAINING ESTABLISHMENT

Laid down as a regulation by the Norwegian Directorate for Education and Training on 14 February 2008 as delegated in a letter of 26 September 2005 from the Ministry of Education and Research pursuant to the Act of 17 July 1998 no. 61 relating to primary and secondary education (Education Act) Section 3-4 first paragraph.

Applicable from 1 August 2008

### The objectives of the subject

Travel industry shall lay the foundation for exercising a profession related to travel and tourism products. This includes dealing with customers, customer service, sales, marketing, developing travel products, transportation and procurement of transport. The subject shall help develop competence to meet the needs of different client groups in a market with high demands to quality and experiences. This requires knowledge of the relationship between the destinations offered by your own business and destinations offered by other businesses that must be considered so the customer has a good travel experience.

Learning in the subject shall contribute to developing competence to support sustainable development at your company and at destinations. Furthermore, learning in the subject shall lay the foundation for vocational competence in tourism and travel activities. Learning in the subject shall promote competence in quality assurance, product development and economic conditions that are decisive for running a profitable business. Learning in the subject shall help the apprentice's learn to prepare reports to assess productivity at the company. Furthermore, learning in the subject shall promote knowledge of environment, health and safety.

Learning in the subject shall emphasise communication skills and interaction with customers, guests, colleagues and collaborators with different cultural backgrounds. Learning in the subject shall help the apprentice develop good service skills and in the role of host when meeting customers, guests and colleagues. Furthermore, learning in the subject shall organise things so the apprentice can help develop products for the business using marketing.

Training completed and passed in the subject will lead to a Trade Certificate.  
The professional title is Travel Agent.

### Structure

Travel industry consists of three main subject areas. The main subject areas complement each other, and should be viewed in relation to one another.

#### Overview of the main subject areas:

Year level	Main subject areas		
Vg3 / In-service training at a training establishment	Service and role of host	Sales and marketing	Operations

### Description of the main subject areas

#### Service and role of host

The main subject area covers customer service for all kinds of tourism and travel industry products. Giving guests and customers needed information, understanding the products your company imparts, knowing about ethics and cooperating with other travel agencies are central themes of the main subject area. Cross-cultural communication is also included. Furthermore, the subject deals with procurement of products and services from one's own business and in cooperation with other travel agencies.

#### Sales and marketing

The main subject area covers sales, aftersales and re-sales of product and services, and improvements to existing products. Furthermore, the main subject area covers written and oral communication with customers and collaborators in procuring, presenting and preparing marketing material and websites.

### Operations

The main subject area covers organising your business' activities, collaborators and core products. Furthermore, tasks related to economy and daily routines and current regulations are included.

## Basic skills

Basic skills are integrated into the competence aims for this course in areas where they contribute to the development of and are part of the subject competence. In Travel industry, basic skills are understood as follows:

*Being able to express oneself orally in Travel industry* involves communicating with colleagues, collaborators, customers and guests. The use of storytelling to present products and services is a part of expressing oneself orally.

*Being able to express oneself in writing in Travel industry* involves communicating with customers, guests, collaborators and different public agencies and governments.

*Being able to read in Travel industry* involves gathering information from literature as a basis for communications between guests and hosts.

*Numeracy in Travel industry* involves being able to perform calculations and mental reckoning, handling currencies and carrying out cash settlements.

*Digital literacy in Travel industry* involves gathering, handling, producing, disseminating and storing information. It also means using digital tools for profiling, distribution and sales over Internet.

## Competence aims

### After Vg3

#### Service and role of host

*The aims of the studies are to enable the apprentice to*

- communicate orally and in writing with customers and guests, also in English
- formulate simple sentences in a foreign language other than English with customers and guests
- impart products and services from one's own business and in cooperation with collaborators businesses based on the needs of the customer
- give service and adapt your communication, behaviour and clothing when meeting customers and guests with different cultural backgrounds and nationalities
- use different aids to present activities and experiences at your business and at your destinations
- plan and carry out activities and experiences based on general tourism and travel products offered
- share information on tourist attractions and the distinctive features of local and national culture and history
- use various sources of information, and recheck these for use in service and in the role of a host
- plan and carry out travel and tourism experiences based on current regulations for environment, health and safety, and out of consideration for the environment and cultural values
- communicate the most distinctive features of the general travel and tourism products that your business provides

#### Sales and marketing

*The aims of the studies are to enable the apprentice to*

- identify and describe the most important target groups for your business, and describe their needs
- give an account of factors that might influence product developments in your business
- give an account of the most distinctive features of the marketing plan for your business

- plan, perform and document work tasks in accordance with the action plan for your business
- evaluate, select and use marketing aids for the products your business offers in accordance with market demands, your company's profile and current regulations
- build, document and utilise customer relations in marketing work
- initiate, carry out and terminate sales and aftersales campaigns
- give an account of digital services available at your business and the development of your website
- act in accordance with ethical norms for sales and marketing
- use digital tools and aids for sales and marketing
- formulate a sales letter and other documents for communicating with customers

## Operations

*The aims of the studies are to enable the apprentice to*

- tell about the history of your company and give an account of its goals, main activities, priority areas, financial structure and organisation
- give an account of your work and your role in the business
- plan your workday, and carry out and improve daily routines at work
- cooperate with other operators to ensure that customers get an overall good travel experience
- evaluate how different factors can influence economic results of a travel company
- use cash and payment terminals, handle cash, perform settlements and carry out basic currency exchange estimates and calculations
- use the company's customer service system for orders, modifications and cancellations
- keep statistics and prepare reports in accordance with company needs and current legislation
- order goods and services for your business
- evaluate how employees may contribute to sustainable development at your business and in society in general
- explain and carry out work according to current regulations relative to the tourism industry
- evaluate the relationship between own work, the company's internal working environment, profitability in your department and the quality of your travel tourism products
- explain and work according to routines for safety for the company's employees and assets
- work according to the rules and agreements that regulate employment conditions in the travel industry, and give an account of the rights and obligations of employers and employees

## Assessment

### Vg3 Travel industry

Provisions for final assessment:

Main subject areas	Provision
Service and role of host Sales and marketing Operations	All apprentices shall sit for a Trade Examination, which is normally carried out over a period of three working days.

The provisions for final assessment are stipulated in the regulations of the Norwegian Education Act.