



## CATALOGUE OF KNOWLEDGE

### 1. Module name: TOURIST ADVICE AND TOURISM PRODUCT SALES

#### 2. Indicative outcomes:

The student will be able to:

- work in a company providing services,
- work productively in a company providing services,
- plan and implement package programmes,
- find information on tourism and transport services and advise customers,
- show familiarity with bookings, sell tourism products and use the most common booking systems,
- work in accordance with quality requirements and professional development.

#### 3. Vocational competences:

- Present the offering of travel organisers.
- Provide information with the help of various media and include world natural and cultural heritage.
- Carry out booking and payment procedures.
- Presents terms and conditions.
- Provide advice in the case of difficulties and complications.
- Plan transport services.

#### 4. Operational outcomes:

Informative outcomes	Formative outcomes
<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• show knowledge of market research methods</li> <li>• understand market segmentation market positioning</li> <li>• show knowledge of the services offered by different travel organisers</li> <li>• show knowledge of the operations of travel organisers</li> <li>• show familiarity with tourism organisations in Slovenia</li> <li>• show familiarity with tourism organisations abroad</li> <li>• show knowledge of methods of presenting services to a market segment</li> <li>• show familiarity with European and world</li> </ul>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• identify and monitor needs in the market</li> <li>• use various sources to find the offering of travel organisers and other providers</li> <li>• design an offering</li> <li>• critically evaluate and compare different offerings</li> <li>• present an offering and provide advice</li> <li>• include world natural and cultural heritage in a tourism offering</li> <li>• acquire knowledge about existing travel agents</li> <li>• select and analyse the effects of presentation of an offering to a market segment</li> <li>• present a tourism offering in an effective manner</li> </ul>



Informative outcomes	Formative outcomes
<p>natural and cultural heritage</p> <ul style="list-style-type: none"> <li>• use various forms of communication</li> <li>• show familiarity with the possibilities of ICT for the presentation of a tourism offering</li> <li>• show knowledge of calculations relating to tourism products</li> <li>• show knowledge of booking procedures</li> <li>• show knowledge of payment methods</li> <li>• show knowledge of content of terms and conditions</li> <li>• understand the meaning of travel instructions</li> <li>• differentiate situations when additional warnings are necessary for guests</li> <li>• differentiate cultural and other differences of target destinations</li> <li>• show knowledge of the diplomatic missions of other countries and their work</li> <li>• show knowledge of the work of the responsible services in emergency situations</li> <li>• differentiates the competences of the travel organiser, the travel agent and other institutions</li> <li>• show knowledge of technical itineraries</li> <li>• show knowledge of forms of transport</li> <li>• show knowledge of transport hire procedures</li> <li>• show knowledge of booking procedures and documents in air, sea, road and rail transport</li> <li>• show familiarity with charters</li> <li>• show knowledge of time differences</li> <li>• show familiarity with the work of and relationship between a guide and a driver</li> </ul>	<ul style="list-style-type: none"> <li>• provide information on world natural and cultural heritage with the help of modern ICT</li> <li>• calculate the price of a tourism product</li> <li>• make a booking</li> <li>• issue an invoice and accept payment</li> <li>• present terms and conditions and attention to particular details</li> <li>• compile travel instructions</li> <li>• perform work taking into account geographical and cultural/historical characteristics</li> <li>• provide advice on arranging and obtain visas</li> <li>• show familiarity with the work and importance of embassies</li> <li>• show familiarity with the work of the responsible services in the case of illness, injury and accidents involving tourists</li> <li>• provide advice in emergency situations</li> <li>• take into account own competences in work</li> <li>• help guests in their contacts with those responsible for various complications</li> <li>• calculate kilometres and draw up a technical itinerary</li> <li>• present possibilities of travel using various means of transport</li> <li>• read timetables</li> <li>• understand the importance of location and time differences when making bookings and setting prices</li> <li>• perform transport hire procedures</li> <li>• book air tickets</li> <li>• interpret air tickets</li> <li>• differentiate documents in air, sea, road and rail transport</li> </ul>