



Special Qualifications

Training Field Description
Business Tourism

Modules:

- Tour Operator
- Travel Agency
- Hotel
- Non-Hotel

Business Tourism: Training Field Description

1. Targets/Target group

The Business Tourism training field comprises 4 target group-specific modules for employees of tour operators, travel agencies, hotels and small boarding houses (non-hotel).

After the completion of the "Business Tourism" module employees of tour operators, travel agencies, hotels and small boarding houses (non-hotel) will be able to:

- recognise and systematise the requirements of target groups
- develop and offer new products for business tourists
- cultivate, systematise and consolidate customer relations
- implement measures for personnel development and quality management
- select and use effective marketing instruments.

In addition to this, the rather more comprehensive module for small boarding houses (non-hotel: especially Bed & Breakfast) provides support for participants when it comes to business start-ups/organisation and provides comprehensive insights into network management. Here, owners and operators of small boarding houses can learn about regional and European networking and the efficient use of alternative and cost-effective marketing strategies.

2. Definition of the training field

Business tourism is clearly differentiated from leisure-time and holiday tourism. It distinguishes itself in so far as business travellers have only little leeway when it comes to choosing their destination or planning their itineraries. Business tourism comprises trips for business purposes such as, for example, conferences, trade fairs, meetings, congresses and bonus trips. Business travellers tend to go out more often than guests travelling for leisure purposes.

3. Scenarios

The target-group specific modules are backed by numerous examples from practice:

- Planning, offering and carrying-out a bonus trip to Crete (tour operator)
- Planning, handling and follow-up evaluation of business trips (travel agency)
- Marketing of business hotels for weekend trips (hotel)
- Development of 2-3day all-inclusive packages for business travellers (non-hotel)

4. Information on training methods

- Inputs – for an initial in-depth exploration of a topic there are brief theoretical inputs and figures, data, facts
- Participants are actively and continuously involved in the acquisition of the necessary knowledge. The exercises focus on work on specific practical examples taken from the tourist sector
- Partner and teamwork, creativity exercises (making use of up-to-date practical knowledge)
- Case studies from the business tourism segment
- Finding solutions to specific examples taken from the circle of participants; the participants can very often select their own specimen area / specimen company
- Checklists that can be used for the exercises as well as later in practice

5. Contents of the training field

- Business Tourism for Tour Operators (M1 – 22 hrs.)
 - Product development (6 hrs.)
 - Personnel management/Human resources (4 hrs.)
 - Customer relationship management (6 hrs.)
 - Marketing/e-marketing (6 hrs.)
- Business Tourism for Travel Agencies (M2 – 20 hrs.)
 - Product development (5 hrs.)
 - Personnel management/Human resources (4 hrs.)
 - Customer relationship management (5 hrs.)
 - Marketing/e-marketing (6 hrs.)
- Business Tourism for Hotels (M3 – 18 hrs.)
 - Product development (6 hrs.)
 - Personnel management/Human resources (3 hrs.)
 - Customer relationship management (3 hrs.)
 - Marketing/e-marketing (6 hrs.)
- Business Tourism for Non-Hotels (M4 – 40 hrs.)
 - Business start-up (8 hrs.)
 - Planning and development of offers (8 hrs.)
 - Organisation (8 hrs.)
 - Marketing management (8 hrs.)
 - Network management (8 hrs.)

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