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# *Leisure Travel*

*tenth edition*

*Education Systems  
Travel Career Performance  
Training*

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## About The Authors

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Education Systems owns and operates TravelCampus, an Internet-delivered travel education program that allows you to study at your convenience 24/7. See [www.travelcampus.com](http://www.travelcampus.com) for a course list. In addition, Education Systems also administers travel and tourism programs in colleges. Our industry-driven student handbook series, detailed instructor guides and criterion-referenced examinations are utilized by additional colleges and travel organizations.

## Student Handbooks

### *Taking Off In Travel*

This introduction of the basics of a travel career gives a fun, realistic presentation of employment opportunities and skills necessary for these segments of the industry: air travel, car rentals, hotel accommodations, rail travel, tours, cruises and computer reservations systems. Group travel, incentive travel, meetings and conventions and in-bound tourism are also presented. A sample RTS© disk is available to provide hands-on experience making airline, hotel and car reservations.

### *Travel Reservations*

Travel Counseling skills, including sales and customer service are brought up to date for today's travel professional. Product knowledge of air travel, hotel accommodations, car rental and rail travel is presented in great detail. Application exercises provide practice using the major industry reference materials for all reservations procedures. Sales techniques are included with booking procedures.

### *Fares and Tickets (Canadian or U.S. version)*

Domestic and international airfare construction and application, transportation taxes, currency, ticketing procedures and refunds and exchanges are presented in detail using ARC and IATA guidelines. Practice is an integral part of each concept, with reviews and multiple application exercises that simulate work place situations.

### *Leisure Travel*

Current trends and tourism research in the leisure travel market take this text beyond the basics of travel reservations. The components include the leisure traveler, top leisure destinations, current cruise trends, the present and future trends in tours, including adventure tours and ecotourism. Leisure services such as groups, incentives and travel insurance are discussed.

### *Destination Geography - Eastern Hemisphere, Western Hemisphere*

Two volumes of travel geography focus on the major tourism destinations of the world and a **work-book** provides map practice and destination studies. The text presentation is easy to use as a study text as well as an excellent reference.

### *Corporate Travel Management*

In this one volume is everything students need to know about the field of corporate travel management. Every aspect of the industry is covered, including automation, cost cutting and professionalism.

### *Computer Reservations Systems*

Choose Apollo®, Sabre® or Worldspan®. These tutorials provide all the guidance necessary for hands-on training using any of the three major systems in the United States. The skills covered include creating PNRs, maintaining PNRs, air space, quoting fares and pricing itineraries, rental cars and hotel accommodations. The reviews and practices contribute to a high proficiency level.

### *Simulated Software*

RTS - Reservations Training System©, presents a realistic, on-line functionality allowing the learner work place application of the basic functions of the live CRS including PNRs, faring, pricing, ticketing, car rentals and hotel accommodations. As tours and cruises become more widely used in the CRSs, the simulated program will be so enhanced.

### *Instructor Guides*

Instructor guides are available, online, with the purchase of a student handbook. These comprehensive guides include:

- › **lesson plans**
- › **examinations**

*Lesson plans include materials checklists, advance preparation, recommended agendas and times, learning activities and active lecture suggestions.*

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## *Objectives*

The overall objective of Education Systems' TRAVEL CAREER PERFORMANCE TRAINING is to furnish the prospective travel professional with:

- › **Sales and Customer Service Skills**
- › **Product Knowledge**
- › **Computer Proficiency**
- › **Destination Awareness**

This knowledge and these skills are required to succeed as a travel professional whether with the airlines, cruise lines, hotels, car rental companies, travel agencies, tour agencies, as well as the newer entrepreneurial activities utilizing such technologies as the Internet and GDS home/business versions.

The objective of this particular text, *LEISURE TRAVEL*, is to provide you with current information and trends within the leisure market, including:

- › **identifying the leisure traveler**
- › **identifying current hot destinations**
- › **tours and vacation packages**
- › **cruises**
- › **exploring new and tested leisure products**

For more basic product information on Air Travel, Car Rentals, Accommodations and Rail Travel, see the Education Systems text entitled *Travel Reservations*.

## *Preface*

According to the U.S. Travel Association:

- 1 out of 9 U.S. jobs depend on travel and tourism
- Travel ranks #1 among all U.S. service exports
- Travel ranks 7th in terms of employment compared to other major private industry sectors
- 15 million jobs are supported by travel expenditures
- 5.7 million jobs are as a result of leisure travel
- \$644.9 billion spent directly on leisure travel yearly

This text brings you current on products and services of the leisure industry. We have utilized current research, published studies and up-to-date information from multiple trade references.

Leisure travel is defined as travel for pleasure, outdoor recreation and entertainments as well as visiting friends and relatives. You will study who uses leisure travel, why they travel, how they travel, where they travel, how they get there and what they do when they arrive. Product and services include groups, charters, tours and cruises.

### *For Training Purposes Only*

The advertisements, rates, taxes, displays, etc., presented in this student handbook are for training purposes only. You must always use current information in the work place.

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