

TRAVEL CONSULTANT

Travel consultants have a highly responsible role as they provide outstanding customer service, delivering a range of often complex travel arrangements, accommodation bookings and ancillary services which help to ensure their travellers benefit from journeys and time at their destination that is positive and aims to exceed their expectations. Usually travel consultants specialise in either 'corporate' or 'leisure' travel but either way employers agree that their essential knowledge, skills and behaviours are transferable across the industry.

 Level 3

 12 - 24 Months

 £9,000

Entry requirements

Employers will set their own entry requirements in order to start on this apprenticeship.

Qualifications

Individuals that successfully achieve the travel consultant apprenticeship standard will be well placed to progress within the industry into leadership or specialist travel roles and onto a higher level of training or apprenticeship in management.

Delivery method

Various delivery models available to suit your needs. For any enquiries, or to book an appointment with our training consultants, please contact us at solutions@howcollege.ac.uk.

What apprentices will learn

Skills

Geography	Source and provide reliable and relevant geographical information that will help inform enquiries, support customers' travel decisions and close sales
Travel Information	Source and provide accurate and relevant travel information that will ensure customers have a positive travel experience
Industry Practice	Carry out transactions, using a range of reservation and booking systems, according to standard industry practices and the procedures of the business, ensuring that customers are offered travel options that will meet their individual needs within agreed deadlines
Travel Options	Source travel options, work with relevant industry suppliers and produce detailed itineraries that best meet customers' needs
Product and Service	Match customer needs to products and services and identify opportunities to upsell, suggest alternatives, introduce an enhanced competitive offer when appropriate and always aim to maximise profit when closing the sale
Customer	Engage customers by building rapport and take opportunities to adapt communication styles to match their needs and deliver an enhanced service which encourages repeat business and consistently aims to exceed their expectations
Legal and Compliance	Conduct the business transaction in compliance with travel industry regulations, approved codes of practice and business policy and continuously monitor the process to ensure accurate information and advice is given to customers
Industry Technology	Use technology effectively and efficiently and input data accurately in accordance with business procedures
Business	Actively support business performance by meeting agreed targets and providing travel solutions for customers varying needs and budgets in a way that is profitable to the business
Sales	Achieve and exceed commercial targets by applying selling techniques that are appropriate to all customer types, take opportunities to maximise sales for example by selling promotions and preferred supplier programmes and maximise financial performance by upselling, cross-selling and calculating fares and refunds accurately
Team and Personal Performance	Work constructively with team members to deliver travel plans and experiences that meet customer needs and recognise opportunities for self and team development to improve performance

What apprentices will learn

Skills

Communication Select and use appropriate methods of communication including digital technologies according to the customer and the nature of the travel details being conveyed, ensuring quotes and prices are presented accurately

Sustainability Adapt working practices to minimise the negative effect on the environment

Knowledge

Geography Know a varied range of world-wide geography and popular travel destinations to help inform customers' travel plans

Travel Information Know travel information including: passport and visa requirements, diversity for example local cultures, customs and tradition, differences in time zones, climate, medical safety information, foreign office advice and foreign exchange information

Industry Practice Know the travel industry and the systems that support it, including those for reservations and booking, the importance of booking the correct product / service and key information such as travel terminology, abbreviated industry codes, preferred operators' current fare and ticketing rules, and travel regulations

Travel Options Know the variety and alternative combination of travel options that are available to customers including modes of transportation, types of accommodation and how to produce an itinerary that will meet customers' precise needs

Product and Service Know the unique selling points of travel products and services and understand how to match their features to benefit the customer and provide an enhanced competitive proposition

Customer Know different customer profiles, including sole travellers and groups, how to recognise and identify their requirements and individual needs, their preferred method(s) of booking travel, the need for providing a flexible service to support the process, and how to meet the increasing demand for an enhanced travel experience

Legal and Compliance Know how to keep customers' details safely and to lawfully process business transactions, recognising the connection with travel industry regulations, business compliance and relevant legislation

Industry Technology Know how to utilise technology in line with customer and business requirements and the scope of technology used within the business and the industry as a whole

What apprentices will learn

Knowledge

Business	Know the business vision, objectives and brand standards, the market it competes in, external factors that affect customer behaviour and business performance and understand the importance of meeting customers' needs profitably
Sales	Know how to operate commercially with the aim of exceeding sales target, how to calculate complex travel costings, understanding the difference between turnover and profit, and how own targets contribute to achieving the overall sales budget
Team and Personal Performance	Know and understand the factors that both motivate and impair individual and team performance and recognise how own and team dynamics impact on the experience of the customer and ultimately business success
Communication	Understand how to professionally communicate to different audiences using a variety of methods, including available digital resources
Sustainability	Understand the impact that the business activity has on the environment and the organisation's approach to operate in a more responsible and sustainable manner

Behaviours

Geography	Proactively keep up to date with worldwide geography and current affairs that could impact on customers
Travel Information	Proactively keep up to date with travel information according to the customer profile of the business and the ever changing dynamics of the industry
Industry Practice	Take a keen interest in travel industry developments to keep professional knowledge current and up to date
Travel Options	Demonstrate commercial awareness and consideration for customers' unique needs when selecting and combining different elements of customers' travel plans
Product and Service	Promote confidence in customers by demonstrating a passion and belief in the products and services being sold
Customer	Respond positively and imaginatively to customers' requirements, demonstrating an enthusiasm to inspire and delight them

What apprentices will learn

Behaviours

Legal and Compliance

Be diligent in upholding protocols and business reputation to ensure customers receive the best quality service and advice and communicate and explain emerging issues and updates

Industry Technology

Use technology responsibly and embrace developments in travel technology

Business

Engage with the culture and ethos of the business and be a positive advocate and driver for high quality performance and achievement

Sales

Proactively seek ways of engaging customers to increase and enhance sales

Team and Personal Performance

Evaluate own personal performance in a consistently positive and professional manner, take on feedback and welcome personal development opportunities

Communication

Be clear and coherent to effectively communicate accurate and complex information professionally and confidently to a diverse audience, in line with business expectations

Sustainability

Demonstrate an on-going commitment to reducing impact on the environment in all work activities

End point assessment

The End Point Assessment (EPA) can only be triggered after 12 months of starting the apprenticeship and is dependent on when the employer and training provider decide the apprentice is ready. EPA is typically expected to conclude within 3 months. The employer has the final decision to progress the apprentice to EPA. The apprentice and training provider should feel confident the learning outcomes have been achieved.

The EPA consists of three elements, all of which may be completed online. All assessment methods need to be passed. Each assessment method should directly assess the knowledge, skills and behaviours of the Standard. The assessor has the final decision.



Knowledge Test

The apprentice undertakes a multi-choice test to last a maximum of 60 minutes and include 50 equally weighted multi-choice questions with four possible answers each. The assessment should typically be passed before the apprentice progresses to the interview and presentation. The test is to be completed online and requires invigilating.



Portfolio-based Interview

The interview is for 30-45 minutes and scored out of 100 by the Independent Endpoint Assessment Organisation. The interview assesses:

- Understanding of the portfolio to validate competence shown.
- Self-reflection of performance, demonstrating knowledge and how appropriate skills and behaviours have been applied.
- Judgement and understanding to explain appropriate examples.



Project Presentation:

The apprentice delivers a presentation to the EPAO on a project they have completed or a process they have improved. The presentation lasts 10-15 minutes, with a further 10-15 minutes for a Q&A session. The presentation is out of 100. The project is completed from month 9 of the apprenticeship and should be completed prior to EPA being triggered. The project is submitted to the EPAO and they provide a question to answer in the presentation, for example:

- How have you improved a process or operating practice?
- What were the steps you took to implement the project?
- What worked well and how would you improve the results in future?