MERCURY

Principles of Travel and Tourism Management

14 – 18 December 2026
Vienna (Austria)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15708_1078528 **Date:** 14 – 18 December 2026 **Location:** Vienna (Austria) **Fees:** 5900 Euro

Introduction:

Principles of Travel and Tourism Management is a dynamic and multifaceted industry that plays a crucial role in the global economy. Understanding the principles of travel and tourism management is essential for navigating this complex sector, which involves coordinating various services, from transportation and accommodation to cultural experiences and customer service.

This Principles of Travel and Tourism Management course will explore the foundational concepts that underpin successful travel and tourism management, including tourism's economic, social, and environmental impacts, the role of technology in shaping the industry, and the importance of sustainable practices. By delving into these principles, participants will gain the knowledge and skills to manage and innovate effectively within the ever-evolving travel and tourism landscape.

Participants interested in furthering their credentials can pursue a Principles of Travel and Tourism Management certificate and delve into hospitality and tourism management with a master's in Travel and Tourism Management. These qualifications can help establish a solid educational foundation and signal a commitment to excellence within the industry.

Targeted Groups:

- Tourism Industry Professionals.
- Travel Agency Managers and Staff.
- Hospitality Managers and Executives.
- Event and Conference Planners.
- Government Tourism Officials.
- Travel Consultants and Advisors.
- Tourism Entrepreneurs and Business Owners.
- Students and Academics in Tourism and Hospitality.
- Destination Marketing Professionals.
- Sustainability and Ecotourism Advocates.

Course Objectives:

At the end of this Principles of Travel and Tourism Management course, the participants will be able to:

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- Understand the core principles of travel and tourism management.
- Analyze the economic, social, and environmental impacts of tourism.
- Develop strategic plans for tourism destinations and businesses.
- Implement sustainable tourism practices to enhance long-term viability.
- Improve customer experience through effective service management.
- Integrate technology to optimize tourism operations and marketing.
- Manage financial aspects of tourism businesses efficiently.
- Navigate legal and ethical issues within the tourism industry.
- Enhance cultural awareness and sensitivity in tourism services.
- Prepare for and manage risks and crises in the tourism sector.

Targeted Competencies:

By the end of this Principles of Travel and Tourism Management training, the participants competencies will:

- Strategic Tourism Planning.
- Destination Management and Marketing.
- Customer Experience Enhancement.
- Sustainable Tourism Practices.
- Financial Management in Tourism.
- Travel and Hospitality Operations.
- Cultural Awareness and Sensitivity.
- Technology Integration in Tourism.
- Risk and Crisis Management in Tourism.
- Legal and Ethical Considerations in Tourism Management.

Course Content:

Unit 1: Introduction to Travel and Tourism:

- Overview of the travel and tourism industry.
- Historical development of tourism.
- Key components of the tourism system.
- Types and categories of tourism.
- The role of tourism in the global economy.
- Current trends and challenges in tourism.
- Understanding the tourism value chain.
- Stakeholders in the tourism industry.

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Unit 2: Tourism Planning and Development:

- Principles of tourism planning.
- Destination development and management.
- Strategic planning for tourism growth.
- Assessing tourism potential in destinations.
- Creating sustainable tourism plans.
- Role of public and private sectors in tourism development.
- Community involvement in tourism planning.
- Measuring and monitoring tourism impact.

Unit 3: Sustainable Tourism Management:

- Concepts and principles of sustainable tourism.
- Environmental impacts of tourism and mitigation strategies.
- Social and cultural sustainability in tourism.
- Economic sustainability and local benefits.
- Implementing green practices in tourism operations.
- Certification and accreditation in sustainable tourism.
- Case studies of successful sustainable tourism initiatives.
- Challenges and barriers to sustainable tourism.

Unit 4: Marketing and Promoting Tourism Destinations:

- Fundamentals of tourism marketing.
- Market segmentation and targeting in tourism.
- Developing effective tourism marketing strategies.
- Role of digital marketing and social media in tourism.
- Branding and positioning tourism destinations.
- Creating compelling tourism campaigns.
- Understanding consumer behaviour in tourism.
- Measuring the success of tourism marketing efforts.

Unit 5: Managing Tourism Operations:

- Core functions of tourism operations management.
- Managing transportation, accommodation, and attractions.
- Enhancing customer service in tourism.
- Risk management in tourism operations.
- Technology in tourism operations management.
- Financial management for tourism businesses.
- Human resource management in tourism.
- Legal and regulatory considerations in tourism operations.