

**UDZUNGWA MOUNTAINS COLLEGE TRUST (UMCTO) FOR HIGHEST STANDARDS OF  
EDUCATION & BETTER CUSTOMER SERVICE**

**(Proudly Tanzanian Patriotic College & Tanzania's No. 1 Training Institute for Tour Management,  
Tourism Professionals, Hospitality Professionals, Foreign Languages, Tour Directors & Guides)**

COLLEGE HEADQUARTERS (Established since 2008) in Moshi – Municipality – The birthplace

Postal College Address / Mailing Address

P. O. BOX 17 MOSHI – KILIMANJARO, TANZANIA - EAST AFRICA

N. S. S. F – Former Building, First Floor, Old Moshi Road Street

Opposite – Idara ya Maji na Wakala wa Misitu Tanzania (TFS)

**PROSPECTUS FOR TRAVEL COURSES/CONDUCTING TOURS  
(TOURISM & TRAVEL AGENCY MANAGEMENT)**

Email: [trust@udzungwamountainscollege.com](mailto:trust@udzungwamountainscollege.com)

[www.udzungwamountainscollege.com](http://www.udzungwamountainscollege.com)

[www.udzungwamountainscollege.ac.tz](http://www.udzungwamountainscollege.ac.tz)

Websites: **COLLEGE TOURISM BUSINESS PROJECTS**

[www.domestictourismsafaris.co.tz](http://www.domestictourismsafaris.co.tz)

[www.domestictourismsafaris.com](http://www.domestictourismsafaris.com)

[www.tazamaramanitanzania.com](http://www.tazamaramanitanzania.com)

[www.watch-theworldmap.co.tz](http://www.watch-theworldmap.co.tz)

[www.watchtanzanianmap.co.tz](http://www.watchtanzanianmap.co.tz)

[www.watchtanzaniamap.co.tz](http://www.watchtanzaniamap.co.tz)

[www.tazamaramanisayaridunia.co.tz](http://www.tazamaramanisayaridunia.co.tz)

**UDZUNGWA MOUNTAINS COLLEGE STUDENTS CLUB OF ENTREPRENEURSHIP**

[www.umcsce.co.tz](http://www.umcsce.co.tz)

Cell Phones: + 255 784 815 517 /+ 255 762988 420 /+ 255 659 834 224

**Tanzania ... a country of striking differences – geographically and culturally. Nestled between the Indian Ocean and Lake Tanganyika. Tanzania has more to offer to the world than other African countries. Incredible natural beauty. A combination of the old and the new. Like medieval towns and ultra-modern hotels. As well as endless variety of sports, beaches, national parks, wildlife reserves, archaeological sites and festivals. It is unbelievable!**

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**PROSPECTUS - 2020-2025 & BEYOND FOR  
TRAVEL COURSES/CONDUCTING TOURS  
(TOURISM & TRAVEL AGENCY  
MANAGEMENT)**

- 1. TOUR OPERATOR/ TOUR PLANNER  
2020-2025**
- 2. TRAVEL AGENT 2020-2025**

## **ACADEMIC PROGRAMMES 2020-2025 AND BEYOND (CERTIFICATES& DIPLOMA PROGRAMMES)**

### **FOR TRAVEL COURSES (TOURISM & TRAVEL AGENCY MANAGEMENT)**

- A program designed to create knowledgeable professionals trained in tourism and travel organization and management

#### **Introduction:**

The tourism industry is becoming increasingly important in countries all over the world, and particularly in the united republic of Tanzania; and the “tourism income” earned contributes greatly to their economic progress. But for their economies and peoples to benefit fully, tourism development must be planned and be controlled- and be “sold” to tourists. Travel agencies are an important link between tourism and the travel products on offer, and travelers; to be profitable, they must be efficient and well managed, with knowledgeable staff. This program deals with both vital areas, and also with marketing of tourism and travel products- by state bodies, tour operators and travel agencies.

#### **KEY TOPICS COVERED ON BOTH CERTIFICATES & DIPLOMA IN TOUR OPERATOR/TOUR PLANNER & TRAVEL AGENT PROGRAM**

- 1. The tourism industry; structure, organization, products, services; national and international importance, effects on balance of trade.
- 2. Economic and social consequences of tourism; income from tourism, the income multiplier, invisible exports, factors in developing tourism.
- 3. Tourism markets; leisure and activity, business travel, VFR travel, cultural, educational, health travel; motivations for travel, destinations.
- 4. Tour operators, inclusive tours, types of transport, types and standards of accommodation offered, catering; economics of tour operation.
- 5. Travel agency establishment; premises, factors in location, furnishing; appointment, operations, management, IATA; recruiting & training staff.
- 6. Marketing and promoting tourism, travel and tour brochures, the internet and web sites, compilation and uses of tourism statistics;
- 7. Business Ethics & customer care
- 8. Air ticketing and fare introduction.

#### **QUALIFICATION;**

⇒ On successfully completing this professional program of study you will be awarded Udzungwa Mountains College – Certificate or Diploma in Tourism & Travel Agency Management.

#### **1. PROFESSIONAL TRAVEL AGENT**

## **(Curriculum and Inclusions)**

⇒ While guiding you on your path to becoming a professional travel agent, you will also learn about;

- 1. Geography.
- 2. Industry Organizations, Associations, Media.
- 3. The role of the Travel Professional.
- 4. GDS and Booking Systems.
- 5. Corporate Travel.
- 6. Travel and the Internet.
- 7. Researching Travel.
- 8. FAM & Free Trips; Myth and Reality.
- 9. The Travel Brochure and Terms and Conditions.
- 10. Travel Insurance.
- 11. Starting to work; Employee or Owner?
- 12. Marketing Travel to Consumers.
- 13. Working with clients.
- 14. In person seminars.
- 15. Travel Trade Show & Conference Invitations.

### **Learn how to become a professional travel agent selling.**

1. Airlines.
2. Hotels.
3. Car rentals.
4. Tour Operators/Travel Planners.
5. All – inclusive Tours/Safaris.

### **Professional Travel Agent Curriculum Focus on 4 Foundations;**

#### **1. Industry Knowledge**

Understanding the mechanics and logistics of travel, tourism and hospitality, airline and air travel, consolidators, rail, rental cars, hotels, ocean and river cruising, tours and tour operators, destinations and tourism authorities, travel insurance, travel, travel law, industry associations, consortia and host agencies.

#### **2. Geography for Travel Professionals;**

Understanding the regions of the world and the cultures of the vast array of countries and destinations. How to properly assist a client in choosing an appropriate destination, researching the destination and utilizing professional resources, understanding seasons of travel and how supply and demand affect the cost of travel.

### 3. Marketing, Sales and Consumer Service;

- ⇒ 1. Your business plan, strategies, goals, and tactics.
- ⇒ 2. Client knowledge – understanding the role of the travel consultant in assisting the traveler, empathy and being client centric.
- ⇒ 3. The psychology of marketing and sales.
- ⇒ 4. Business plan template and monitoring for 12 months.

### 4. Relationships with suppliers and clients;

- ⇒ 1. Developing relationships rather than being transaction oriented.
- ⇒ 2. Developing a mission statement and core values of your travel practice.

## NOTE & REMEMBER

(Course fees cover all learning and training materials, textbooks and testing, as well as other training materials/equipments. Udzungwa Mountains College Trust (UMCTO) draws on the resources of every major destination, airline, hotel company, and transportation provider, as well as travel industry associations to put together its curriculum and to assist with presentations to our college students. Plus, we provide a large network of opportunities for further training and career development.

### 1. CERTIFICATE IN TOURISM & TRAVEL AGENCY MANAGEMENT

- Total fees (1<sup>1/2</sup>year) – Tshs1,800,000/=

#### Payment system/program

1.	Half Training Fees Tshs 900,000/= (When Joining)
2.	Installment Tshs 600,000/= (Every three months)
3.	Full Amount Tshs 1,800,000/=

### DIPLOMA IN TOURISM & TRAVEL AGENCY MANAGEMENT

- Total fees (2.5years) – 2,800,000/=

#### Payment system/program

1.	Half Training Fees – Tshs 1,400,000/=
2.	Installment Tshs 700,000/= (Every three months)
3.	Full Amount Tshs 2,800,000/=

- The fees for studies in Professional Tourism and Travel Agency Management in both Certificate and Diploma Training may be paid in Tanzanian shillings (Tshs) or in United States Dollars (US\$) or in Euros (€) or in British pounds (£). In most cases fees may be paid “in full” on enrolment.

## **REFERENCES OF LEARNING BOOKS AND OTHER MATERIALS GIVEN TO COLLEGE STUDENTS BOTH CERTIFICATE & DIPLOMA**

1. An Introduction to Tourism (1997, 1<sup>st</sup> Ed), Lickorish, Leonard J.
2. Consumer Behavior in Tourism (1999), Swarbrooke, John.
3. Ecotourism and Sustainable Development; who owns paradise? (1999), Honey, Martha.
4. Marketing Tourism Destinations; A strategic planning Approach (1992), Heath, Ernie.
5. Tourism and the Hospitality Industry (1996, 2<sup>nd</sup> Ed), Fridgen Joseph D.
6. Tourism; An Introduction (2003, 1<sup>st</sup> Ed), Franklin, Adrian.
7. Tourism; Principles and Practice (1993, 1<sup>st</sup> Ed), Cooper, Christ et al.
8. Tourism Principles, Practices, Philosophies (1977, 2<sup>nd</sup> Ed).
9. Understanding Tourism (1997), Medlik, S.
10. Working in Tourism; The UK, Europe & Beyond (2004, 3<sup>rd</sup> Ed), Collins, VeriteReily.
11. Tourism and Leisure Research Methods (2000, 1<sup>st</sup> Ed), Finn, Mick et al.
12. The Tourism Business; An Introduction (2002, 1<sup>st</sup> Ed), Sharpley, Richard.
13. The Business of Tour operations (1995, 1<sup>st</sup> Ed), Yale, Pat.
14. Research Methods for Leisure and Tourism; A Practical Guide (1997, 2<sup>nd</sup> Ed), Veal, A.J.

## **WARNING! WARNING! WARNING! - TO GENERAL PUBLIC (COLLEGE STUDENTS, GUARDIANS, PARENTS, AND SPONSORS AT LARGE)**

The management and staff of the Udzungwa Mountains College Trust (UMCTO) in Moshi Municipality, Kilimanjaro Region, does not receive cash in hand at all and by any means, and instead all payments – including money for registration form, professional courses, study tours, or assistance of money to support the college projects from our friends and development stakeholders/partners - should be paid through college bank facilities, and general public should be aware and understand that the college operates only two bank accounts namely KENYA COMMERCIAL BANK (KCB) & NATIONAL BANK OF COMMERCE (NBC). Please, bring us your banks slip after making your payments and you will be given the college receipt of your hard earned money. It is strictly prohibited and illegal as well as risk taking to pay your money via the personal savings account/M-Pesa. No matter the person in the management of the Udzungwa Mountains College Trust (UMCTO) is Managing Director, College Principal, College Accountant, Public Relations Manager, etc. We are all guided and ruled by the college constitution/Trust Deed. No one is above the law of the college constitution/Trust Deed. The management and staff of the Udzungwa Mountains College Trust will not be responsible for any complaints from sponsors, guardians, parents or college students at large regarding this matter.

## **BANK FACILITIES**

- For those who wish to use the bank to send their fees they should use the college bank accounts as shown below;

### **1.KENYA COMMERCIAL BANK MOSHI BRANCH (KCB)**

Account No. 061274001350

Account name; UDZUNGWA MOUNTAINS COLLEGE TRUST

### **2.NATIONAL BANK OF COMMERCE MOSHI BRANCH (NBC)**

Account name; UDZUNGWA MOUNTAINS COLLEGE TRUST

Account No. 017101008396.

## **TERMS AND CONDITIONS**

- 1. The guardians, parents, sponsors, development stakeholders and college students should pay full amount or half of the training fee and the remaining fee should be paid after three months according to terms and conditions.
- 2. The money paid is non-refundable.
- 3. The registration form is Tshs 10,000.
- 4. Hostel facilities are available for those college students who are demanding this essential service, and its costs is Tshs 1,000, 000 per year, including both food and accommodation.