

# Our Professional Training Courses

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## How to Sell A Destination

Date:	to be indicated
Duration:	80 hours
Schedule:	to be indicated
Investment:	Upon Request
Pre-Requisites:	-----

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## Target Audience

Professionals in the tourism sector, travel agents, tourism consultants, university students on tourism-related courses and anyone interested in developing skills in selling tourist destinations.

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## Educational Resources

All teaching materials are provided by Abacate Amarelo *Career Mastery*.

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## Assessment

Diagnostic, formative and summative assessment.

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For more information, fill in the contact form.

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## General Objectives

The objectives of this training are to enable participants to develop the skills and knowledge needed to effectively sell tourist destinations, understand the tourism sector, identify customer profiles, develop personalized itineraries and even master sales techniques.

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## Specific Objectives

Getting to know tourist destinations and attractions and promoting the culture, history, natural resources and attractions of a destination

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Understanding the tourism sector

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Promoting ethics and sustainability in tourism and demonstrating corporate social responsibility in the context of tourism

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Providing excellence in customer service and problem solving

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Identifying and understanding customers

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Use destination marketing and promotion strategies