

Certified Travel Counselor (CTC) Program

Skill Area: Professional Development Elective

***Employee
Training and
Development***



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Introduction

Overview

Despite widespread industry support of training and development, many travel professionals neglect investing the time and resources needed to properly select, develop, deliver, evaluate, and reinforce training programs. This course is designed to provide practicing travel professionals the basic tools and knowledge they need to embrace training as one of the most effective means for developing employees. First, you will learn the role training plays in today's travel industry; then you will examine some important issues to consider as you prepare to train your employees. For those who occasionally wear the "trainer" hat, a few suggestions are offered for facilitating and evaluating training sessions. Finally, you will identify some techniques to protect your investment in training by reinforcing the learning that has occurred and encouraging employees to make use of their new skills and knowledge in the workplace.

Learning Outcomes

After completing the readings and activities in *Employee Training and Development*, you will be able to:

- Identify the purpose and role of training and development.
- Conduct practical and purposeful needs assessments.
- Determine key issues to consider when developing training programs.
- Prepare concise, well-organized training plans.
- Use effective techniques for facilitating and evaluating group training sessions.
- Reinforce training with practical strategies suitable for travel organizations.

