

Prospectus



Air Travel & Related Studies Centre *(For Travel, Hotel, Tourism, Languages & Manangement Studies)* **KAREN**



'Setting Standards in Training'



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Welcome Message from the C.E.O

It is my great pleasure to welcome you.

Air Travel and Related Studies Centre has a long-standing reputation in providing courses in Travel and Tourism, Cabin Crew, Airport Operations, Hotel Management, Food Production and international languages. Based on over twenty years of excellence in education we provide relevant work-related programmes through attachment placements to students who successively complete their training. A course in Air Travel and Related Studies Centre is one of the most adaptable foundations for which you could ask.

The investment you make in your future now can bring huge rewards in terms of career success and personal confidence. We are constantly reviewing our programmes to update and improve while making sure that students gain thinking skills, analytical frameworks, interpersonal and communication skills which will be advantageous to them in the future. All courses carry certification. In addition, we provide programmes certified by internationally recognized examining bodies like IATA and ICM.

We also ensure to provide students with a supportive and welcoming environment in which they will be encouraged to develop themselves personally and professionally. We prepare students for a bright and positive future in the world of work or of further study.

This prospectus provides a small flavor of the very special atmosphere which makes Air Travel and Related Studies Centre a unique college in which to study. Further information may be found on our website ***www.airtravelcentre.ac.ke*** or by contacting the college office by phone 0721380590/0733604139

I look forward to welcoming you to Air Travel and Related Studies Centre.

Charles Gakuu

C.E.O

Vision

To become a leading training, research and consulting institution in Africa and beyond which sets standards to be emulated by other institutions.



INTERNATIONAL HOTEL AND CATERING MANAGEMENT



1. INTERNATIONAL HOTEL & CATERING MANAGEMENT

COURSE DURATION: 2 Years

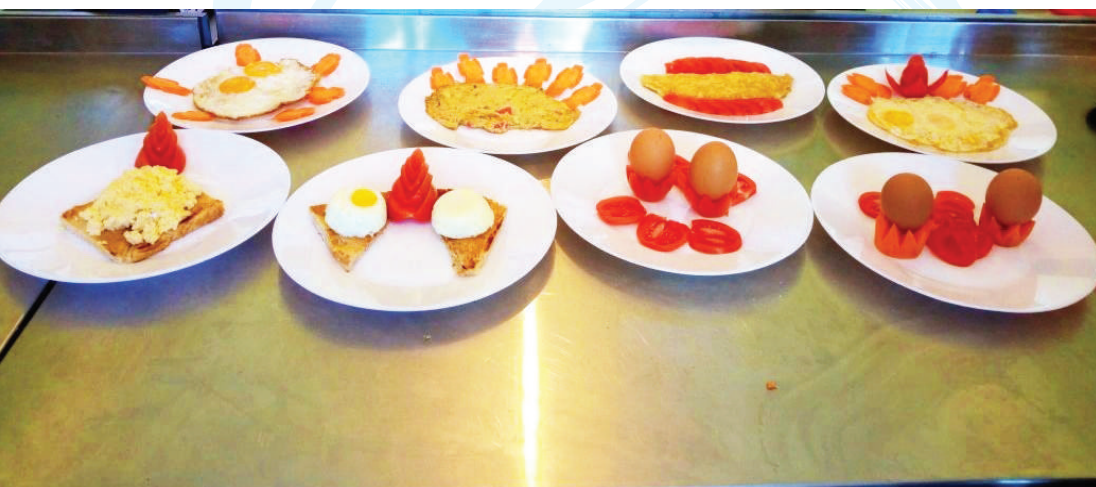
OBJECTIVES

This is a programme aimed at giving an overview of the International Hotel and catering concepts.

Hotel and Catering Management students get to understand how the industry impacts on the economy and its relationship

with other sectors in the service industry and specifically the Tourism Industry.

Being a management course, candidates are taken through various programs aimed at equipping them with both practical and theoretical management skills.



COURSE STRUCTURE AND SCHEDULE;

First Year

This comprises theory and practical lessons covering the following;

1. Front Office Operations and Administration
2. Culinary Theory
3. Food Production Practicals
4. Restaurant Services

- 6. Restaurant Services Practicals
- 7. Housekeeping and Accommodation Management
- 8. Fundamentals of Hotels and Catering Industry

- 9. International Business communication.
- 10. International Language
- 11. Computer proficiency

Second Year

Students study the following areas

- 1. Food and Beverage Management
- 2. Marketing Hotel and Tourism Products

- 3. Hospitality Management
- 4. Hotel and Catering Law.
- 5. Human Resource Management in Hospitality



7. Entertainment and leisure Facility Management
8. Events and Banqueting Management
9. Accounting and Finance
10. Entrepreneurship

The following areas are also covered;

1. Strategic Management in Hospitality
2. Organizational Behaviour in Hospitality
3. Economics and Hospitality
4. Environmental Management
5. Customer Service

Industrial attachment;

We guarantee a 6 months industrial attachment in five star Hotels.

Examiner.

Students sit international examinations set and certified by ICM (Institute of Commercial Management.) London UK.

Award

On successful completion of the programme, candidates are awarded An Associate Degree in Hospitality Management.

Career opportunities

Graduates in this course can end up working in Hotels, Restaurants, NGOs, Clubs, Government Institutions and other hospitality outlets where they can be employed as Supervisors, Departmental Assistants, or head of departments and eventually as overall managers.

2. INTERNATIONAL FOOD PRODUCTION

Course Duration: 02 Years

Objective

The course is tailored to achieve the following objectives among others,

- To produce qualified personnel who are able to produce quality food/meals

- To help those who have been working in the industry without professional and academic qualifications to obtain them

Students are exposed to managerial skills and concepts like customer service, planning, budgeting, cost control and other that help in maximizing profits.



Course Structure and Schedule

Students are introduced to the following areas of study;

1. Culinary Theory
2. Food Production Practicals
3. Fundamentals of Hotel And Catering Industry
4. Events and Banqueting Management
5. International Language
6. Computer proficiency
7. Food and Beverage Management
8. Hotel Finance and Accounting.
9. Hotel and Catering Law.
10. Marketing Hotel and Tourism Products
11. Customer Service
12. International Business communication.

Industrial attachment

We guarantee a 09 months industrial attachment organized in two sessions of 3 months and 6 months.

Examinations.

Food production students are examined by ICM (Institute of Commercial Management) UK.

Awards

The successful student will be awarded a Diploma in Culinary Theory, Food production Practicals, International Language fundamentals of Hotels & Customer Service.

Career Prospects

Career opportunities for graduates of these two Courses exist in: Hotels, Lodges, Hospitals, Schools, Hostels, Institutions, Clubs, NGO.s, Restaurants.

One is also equipped in readiness

to venture into private business as a provider of Food & Beverage, Accommodation and banqueting facilities to the General Public or Institutions.



INTERNATIONAL TRAVEL & TOURISM



1. IATA INTERNATIONAL TRAVEL & TOURISM

Course Duration: 2 Years

Course Objective

This training is geared towards responsible travel and tourism, aimed at bridging the cultural differences and fostering an environment which enriches our lives through the bringing together of people for leisure, family, business and educational purposes.

Course Outline

Foundation & EBT Course

Air Fares of EBT, Travel and Tourism general knowledge.

Consultant Level

- Air fares & ticketing II.
- Gain knowledge about cruise products, one of the fastest growing components of the industry.

Management Level

- Open your own travel agency/

tour operator.

- Develop customized tours and gain a competitive advantage.
- Apply the most of information technology and the internet. Grow your business and profits.

Marketing Travel

- Learn strategic management and marketing principles.
- Learn the legalities of the industry and overcome legal hurdles.
- Learn how to better manage and motivate your staff.

Professional Techniques in Tour Operations

- Touristic Circuits.
- Preparations of Various Itineraries.
- Tour Planning. Reservations and Booking Procedures.



Advanced Professional Techniques in Tour Operations

- Online Tour Planning.
- Online Tour Costing.

Grounds Operations Management

- Safe Reliable and Efficient Handling of Airport Services

Airline Customer Service

- Client Handling Procedures
- Leadership.

Career Prospects

- The travel & tourism industry employs more than 250 million individuals around the world in:-
 - Airline Ticketing companies
 - Airport Administration
 - Nature Reserve Staffing



- Cruise Ship Marketing
- Package Tour Sales
- Attraction Management
- Religious Site Guiding
- Travel Agencies
- Tour companies
- NGO's
- Organizations(e.g United Nations)
- Government departments among many others

Examinations Bodies

IATA - International Air Transport Association (Montreal, Canada)

Industrial Attachment

Students pursuing Travel and tourism will be required to attend an industrial attachment for a period of 3 months at the end of the course.



2. INTERNATIONAL TOUR GUIDING & ADMINISTRATION

DURATION 2 Years

COURSE OBJECTIVE

To train personnel who will professionally fit in tour companies as tour/reservations officers, customer service staff, safari guides, naturalists and therein be able to proficiently handle visitors from all walks of life.

COURSE CONTENTS

- Eco Tourism

- Customer Service
- Social Studies
- Touristic Geography
- Travel & Tourism (Foundation, Consultant, Management & Senior Management Levels)
- Advanced Professional Techniques in Tour Operations
- First Aid
- Course Excursions & Tours



CAREER OPPORTUNITIES:

Graduates may join the travel industry as Tour/Travel Consultants, Tour/Driver Safari Guides, Naturalists, Airport representatives, Reservation Officer, Tour Leaders, On-site Guides and eventually become Tour Managers.

COURSE SAFARIS

City Tour, Shopping & Excursions

07 Days Tanzania:

Arusha, Lake Manyara, Ngorongoro, Serengeti, Olduvai Gorge and Tarangire

05 Days Rift Valley/ Masai Mara:

Lake Baringo, Lake Bogoria, Naivasha, Nakuru & Masai Mara

05 Days Central & Northern Kenya:

Mt. Kenya, Aberdares, Samburu, Shaba & Buffalo Springs

07 Days Coast Safari:

Amboseli, Tsavo West, Tsavo East, Shimba Hills & Malindi

07 Days Western Kenya:

Kericho, Kisii, Kisumu City, Kakamega Forest, Mt. Elgon, Saiwa Springs, Kerio Valley

10 Days Safari:

Owen Falls, Murchison's Falls, Kampala, Ruhengeri, Kigali, Nyungwe & Bujumbura

3. INTERNATIONAL CABIN CREW DUTIES

Course Duration: 2 Years

Objective

To train personnel who will be providing service to air passengers.

Special Requirements

- Max. Weight - Men 72kgs,
- Ladies 62kgs
- Min. Height - Men 176cm,
-Ladies 161cm

Career Opportunities

Work as Air Attendants with all International Airlines

Course Contents

- International Travel & Tourism IATA/ UFTAA (Foundation, Consultant, Management & Senior Management Levels)
- Airline Cabin Crew Duties
- Air Transport Essentials



- Passenger and Aircraft Cabin Services
- Airline Customer Service
Understand the various types, needs and behaviour of airline customers.

Practical

1. First Aid
2. Swimming
3. Attachment; 3 months industrial attachment

EXAMINATION BODY:

International Air Transport Association (IATA) Montreal, Canada

4. INTERNATIONAL AIR CARGO MANAGEMENT

Course Duration: 2 years

Course Objectives

To train highly qualified personnel who will meet the International Airport standards and regulations for the ever growing Freight and Forwarding Industry as well as the Airline industry. This is to ensure efficiency safety and security of the airport and cargo transportation as per the Requirements of the International Civil Aviation Organization (ICAO), the International Air Transport Association (IATA) and International Federation of Freight Forwarders (FIATA).

Course Outline

International Airport Operations

- Understanding the Airport & its Challenges
- Airport Security
- The Future of Airports
- Flight Dispatch
- Principles of Navigation

- Meteorology & Radio telephony
- Weight and Balance and Air Law
- Human Factors

International Cargo Introductory.

- The Air Cargo Agency Industry Regulations
- Air Cargo acceptance & Handling Facilities
- The Aircraft Loading Principle and Booking Procedures
- Air Cargo Rates and Charges

International Dangerous Goods Regulations

- Applicability and Limitations of dangerous goods regulations
- Classifications and identification of dangerous goods
- Marking, labeling & Packing of dangerous goods
- Shipping of radioactive Material
- International Cargo Rating.

International Cargo Rating

- Review of the basic Air Cargo rating principle



- Construction rates (Add on Amounts) & currency regulations
- Combination of rates and charges & unit load devices
- Mixed consignments

Ground Operations Management

- Roles and Duties of a Station Manager
- Airline/Airport Security
- Fraud Prevention
- Baggage Handling Management
- People Management

International Airline Marketing.

- Market segmentation & Research
- Aircraft Operating costs and profitability
- The promotional Mix
- Distributing and Marketing Planning
- Marketing Effectiveness Audit
- Airline Pricings

Other Subjects For All The Levels
Computer Application Packages
Two Foreign Languages



Career Opportunities

- Airline Cargo Agents
- General Cargo Reservation and Acceptance staff
- Clearing and Forwarding officers of Shipping Companies
- Air traffic Control Officers
- Ground handling officers
- Airline marketing Officers
- Non -government organizations

Examination Bodies

- International Air Transport Association (IATA)

- International Federation Of Freight Forwarders Association - (FIATA)

Industrial Attachment

Students pursuing International Air Cargo Management will be required to attend an industrial attachment for a period of 3 months at the end of the course

INTERNATIONAL SHORT COURSES

1. INTERNATIONAL HOUSEKEEPING & ACCOMMODATION STUDIES.

Course duration: 1 year

[9 Months Theory 3 Months Industrial attachments]

- Housekeeper & Management
- Laundry, Dry-cleaning & Stain removal
- Cleaning Equipment & Agents.
- Room Interiors

2. INTERNATIONAL PASTRY & BAKERY

Course duration: 1 year

[9 Months Theory 3 Months Industrial attachments]

- Ordinary Cake Making
- Dough & Yeasts Products
- Desert as Baked Items
- Cake Decorations

3. INTERNATIONAL FRONT OFFICE OPERATIONS & ADMINISTRATION

Course duration: 1 year

[9 Months Theory 3 Months Industrial attachments]

- Guest Relations
- Front Office Operations & Administration Studies
- Sales & Marketing/Management
- Customer Service

4. INTERNATIONAL FOOD & BEVERAGE SERVICE

Course duration: 1 year

[9 Months Theory 3 Months Industrial attachments]

- Food & Beverage Management
- Food & Beverage Sales & Service
- Restaurant Services



HOSTELS

INTERNATIONAL LANGUAGES.



Course Duration:

- Elementary Level - 6 Months
- Intermediate Level - 6 Months
- Advanced Level - 6 months
- Diploma Level - 6 months after Advanced Level

Course objectives

These programmes provide students with a body of knowledge and skills that will: -

Prepare them to be responsive to the rapidly changing world and which is also relevant to the needs of their diverse future professional undertakings.



INTERNATIONAL LANGUAGES

Provide them with proficiency in the four language skills (speaking, listening, reading & writing). Increase their employment opportunities through elimination of the language barriers.

1. Spanish
2. French
3. Japanese
4. German
5. Mandarin (Chinese)
6. Arabic
7. English
8. Italian

Course Outline

Level 1: Elementary Level

Introduction & pronunciation

1. This is my family
2. Directions

3. Describing people
4. Shopping
5. This is my country
6. Professional life
7. Day to day life

Level 2: Intermediate Level

1. Talking about the past.
2. Talking about the future
3. Health and the environment
4. Making reservations
5. Obtaining services.
6. Eating out
7. Talking about plans and intentions.
8. Expressing condition (if...)
9. Travel and holiday
10. Strong negation
11. Past action within another.
12. Progressive tenses

Level 3: Advanced Level

1. The present participle
2. Compound tenses.
3. Relative pronouns
4. The passive voice
5. Reflexive expressions
6. The simple past.
7. Idioms introduced by prepositions.
8. The present subjunctive
9. Other verbal idioms.
10. The perfect subjunctive

Career Opportunities

1. In the tourism industry
2. In international organizations
3. In Diplomatic Missions

Examination Body

The Institute of Commercial Management (ICM), UK

ADMISSIONS PROCEDURE

All admission letters should be returned to Air travel and Related Studies Centre offices before or on the admission date. Please note that if your form is not returned in time you can call or visit us to check availability of a slot in regard to your course of interest.

Early application and enrolment is advised on all courses due to the level of demand. Order of application is therefore taken into account.

The college will acknowledge receipt of all application forms received.

**Intake in
Progress**

Please note that it may be necessary to arrange appropriate date with the administration.

In general a Leaving Certificate is required. Individual courses may have specific additional entry requirements. These are outlined in the course descriptions for each course. Adults returning to learn are also welcome to apply.



Special Features

- Internationally Recognized Awards
 - Flexible payment terms
 - Free Alumni membership
 - Free computer lessons as you learn
- Two International Languages free with each Course
 - Flexible timing between 0700-2000Hrs
- Visits to 5 Star establishments within and outside Kenya
- Guaranteed overseas and local attachment placement
 - Sporting Facilities
- Evening Classes & Short Courses
 - Free Guidance & Counselling
 - 2 day Free Safari per Term



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International Housekeeping & Accommodation Studies
International Pastry & Bakery
International Front Office Operations & Administration
International Food & Beverage Service
International Languages

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