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Practical Guide to Fares & Ticketing

Jeanne Semer-Purzycki

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Practical Guide to Fares & Ticketing Jeanne Semer-Purzycki
This comprehensive text is written in an easy-to-use, understandable manner for students preparing for career positions in the travel industry. It includes the most current information and practices on sales, promotion, booking, pricing, and ticketing of airline travel. It also addresses the changing role of the retail travel agent as well as the effect of technology in the travel workplace. This text is designed to present a hands-on approach to selling airline travel and related services. Numerous tables, charts, examples, activity icons, key terms, examples, and exercises to reinforce the material. The text adheres to the "ARC Industry Agent's Handbook," the industry standard for the sale of airline transportation in North America to prepare students to enter the workforce.

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