

Bassma Alwan

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Profile and Objective:

Dynamic, highly motivated and results-oriented travel and tourism professional, with excellence in all facets of tour program development and sales. Particular expertise in the design, pricing, marketing, implementation and management in all spectra of travel programs. I am Innovative, persistent and challenge seeker with excellent interpersonal and communicational skills that enables me to build good relationships with customers. Looking to develop my career in a multinational prestigious Agency/Hotel/Company, where I can serve organizational goals and purposes.

Nationality: Lebanese

Date of Birth: 20, July, 1991

Gender: Female

Marital Status: Engaged

EDUCATION:

July 2019: Art, Science & Technology University in Lebanon, Beirut – Lebanon

Major: Executive Master in Business Administration

August 2014: Art, Science & Technology University in Lebanon, Beirut - Lebanon

Major: BA in Travel and Tourism Management

July 2011: HBC-CIS, Beirut- Lebanon

Hotel Management -BT3

WORK EXPERIENCE:

Worldwide Travel and Tourism, Beirut – Lebanon

July 2019 – June 2020 Tourism Consultant & Event Coordinator

Tourism Consultant:

- Advising clients about suitable travel options in accordance with their needs, wants and capabilities.
- Plan trips to domestic or international destinations, tours, accommodation, transport, insurance and fares.

Event Coordinator:

- Identify the client's requirements and expectations for each events / trips
- Liaise with vendors, exhibitors, and stakeholders, to ensure everything is in order.
- Manage all events set-up and follow-up processes.
- Ensure that event cost is within client budget.
- Book venues, entertainers, photographers, and schedule speakers.
- Conduct final inspections on the day of the event to ensure everything adheres up to the client's standards.
- Assess an event's overall success and submit findings.

Meeting Point International, Beirut – Lebanon

April 2019 – July 2019 Business Development Manager

Manage the relationship between MPI and tour operators and developing the existing business as well as research for new business opportunities thus leveraging the Company's reputation.

- Drive growth and development of new opportunities to increase market share by ensuring smooth onboarding of newly acquired business partners.
- Develop existing business across all MP destinations and finding new and active trade partners.
- Organize and participate in meetings during sales trips and exhibitions.

Sun Holiday Tours, Beirut – Lebanon

December 2015 – March 2019 *Tourism Consultant (Inbound and outbound), Event Coordinator and Social Media Manager.*

Tourism Consultant (Inbound and Outbound), Event Coordinator:

Creating tailor - made luxury holidays to suit clients and ensuring that all administrative terms and conditions of contracts are adhered. Providing an efficient, courteous, and responsive travel booking services to business and holiday makers.

- Researching travel options & presenting the best deals in terms of requirements.
- Ensure all bookings & reservations are processed accurately.
- Responding to all phone enquiries promptly, courteously and in a friendly manner.
- Upselling relevant add-ons, like, insurance, excursions, visas, etc.
- Negotiating corporate and best rates with hotels.
- Booking rail, hotel, insurance, transfers, tours and domestic / international air travel.
- Monitoring competitor activity in order to maintain the most competitive rates.
- Ensuring travel brochures & promotional literature are displayed prominently.
- Offering holidays to a wide variety of long haul luxury destinations: Indian Ocean, Europe, & MENA region.

Social Media Manager:

- Designing and executing global social media strategy (Company website, LinkedIn, Twitter, Fb and Insta).
- Promoting new features to develop brand awareness by marketing campaigns.
- Coordinating with the director of marketing to optimize the content calendar across all platforms to coincide with the new marketing and product launches.
- Making sure that social media activity hits the mark, and reach the targeted population on all platforms.

December 2015 - Corporate Consultant

- Communicating with corporate representative in order to plan for business or vacation trips.
- Coordinating with the tourism department about packages that will be offered to corporate customers.
- Managing corporate accounts: banks, companies, Pharma, etc.

World Travel System, Beirut – Lebanon

October 2014 till Dec 2015- *Travel Consultant:*

- Advising and assisting passengers while booking their trips.
- Research and information about best travel options and dealing with various suppliers.
- Organizing travels from beginning to end, through booking tickets, accommodation, car rental, etc.

Bayview Hotel, Beirut – Lebanon

September 2014- *Reservations and sales Manager:*

- Finalizing reservations received by e-mails, telephone, and travel agents.
- Exploring the type of rooms available as well as their location and layout.
- Checking the selling status, rates, and benefits of all packages plans.
- Processing: Room allotments in all GDS channels, IDS channels and on the hotel website.
- Uploading rates on the hotels property management system.

July 2012 - Receptionist:

- Welcomes visitors by greeting them, in person or on the telephone; answering or referring inquiries.
- Managing a booking system, walk in guests
- Handling cash, and check in & check out

SYSTEMS & LANGUAGES

Travel Reservation system: World Span, Amadeus Saber and Galileo

Hotel Reservation system: Fidelio and Opera

Microsoft Office: Word, Excel, and PowerPoint, Project

Languages: Arabic, French, English and Italian

Hobbies: Traveling, and swimming

References: Available upon request