

James Harrison

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PROFESSIONAL SUMMARY

Strategic Tour Operator Manager with over 10 years of experience in the luxury travel sector. Proven track record of increasing company revenue by 25% through innovative package design and aggressive supplier negotiation. Expert in managing cross functional teams and delivering 98% customer satisfaction ratings across international destinations.

WORK EXPERIENCE

Senior Operations Manager | Global Explorer Holidays | Manchester, UK

May 2018 - Present

- Spearheaded the development of 22 new luxury tour packages in the Mediterranean, resulting in a 30% increase in year-on-year revenue.
- Negotiated multi-year contracts with 45 premium resort partners, achieving a 15% reduction in procurement costs.
- Leads a diverse team of 12 tour coordinators and 5 sales specialists, maintaining a 95% employee retention rate.
- Orchestrated the digital transformation of the booking platform, reducing the customer checkout time by 2 minutes on average.
- Managed an annual operational budget of £3.5M while consistently staying 5% under budget.

Regional Tour Manager | Southern Cross Expeditions | London, UK

Feb 2013 - Apr 2018

- Increased passenger volume by 40% through the implementation of targeted referral programmes and travel agent partnerships.
- Developed and executed emergency response protocols that successfully localised and assisted 120 guests during a regional weather crisis.
- Reduced ground transportation expenses by 18% through strategic fleet leasing and route optimisation.
- Achieved a record 98.5% positive feedback rating from customer satisfaction surveys across 4,000+ tour participants.
- Trained over 50 ground guides on service excellence and safety standards across European operations.

Package Tour Specialist | Heritage Coast Tours | Edinburgh, UK

Jun 2010 - Jan 2013

- Curated and launched 10 domestic tour itineraries that became the company's best-selling products within the first year.
- Automated the supplier invoicing process, saving the finance department 15 hours of manual labour per week.
- Assessed and vetted over 200 local service providers to ensure adherence to strict safety and quality standards.
- Supported a 10% growth in direct sales by collaborating with the marketing team on SEO-focused itinerary copy.

EDUCATION

Manchester Metropolitan University | Master of Science | International Tourism Management

Sept 2008 - Jun 2010

University of Surrey | Bachelor of Science (Hons) | Business Management

Sept 2004 - Jun 2008

SKILLS

GDS (Amadeus, Sabre), CRM Management, Logistics Programming, Yield Management, Crisis Management, Supplier Relations, Budget Forecasting, Strategic Planning, Contract Negotiation, Team Building, Revenue Management, Market Analysis

CERTIFICATIONS

ABTA Travel Management Certificate | ABTA Ltd (2012)
Sustainable Tourism Professional | Global Sustainable Tourism Council (2020)

LANGUAGES

English (Native)
French (C1 Advanced)

ACTIVITIES

Hospitality Mentoring

Volunteering as a career mentor for undergraduate tourism students at local universities.

Sustainable Travel Advocacy

Active member contributing to local eco-tourism policy development.

CV example from guide at vitae.so