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Course & Section: BSIT- 4C

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Journal

Title Course: Introducing the Travel & Transportation Industry

I recently completed the course Introducing the Travel & Transportation Industry through SAP Learning Hub and successfully earned the badge. Going into this course, I honestly didn't have much expectation because travel and transportation is not something we usually explore deeply in our IT curriculum. Surprisingly, I gained a broader understanding of how complex and interconnected this industry is, especially how different sectors like aviation, marine, rail, logistics, and hospitality work together to support global mobility of people and goods.

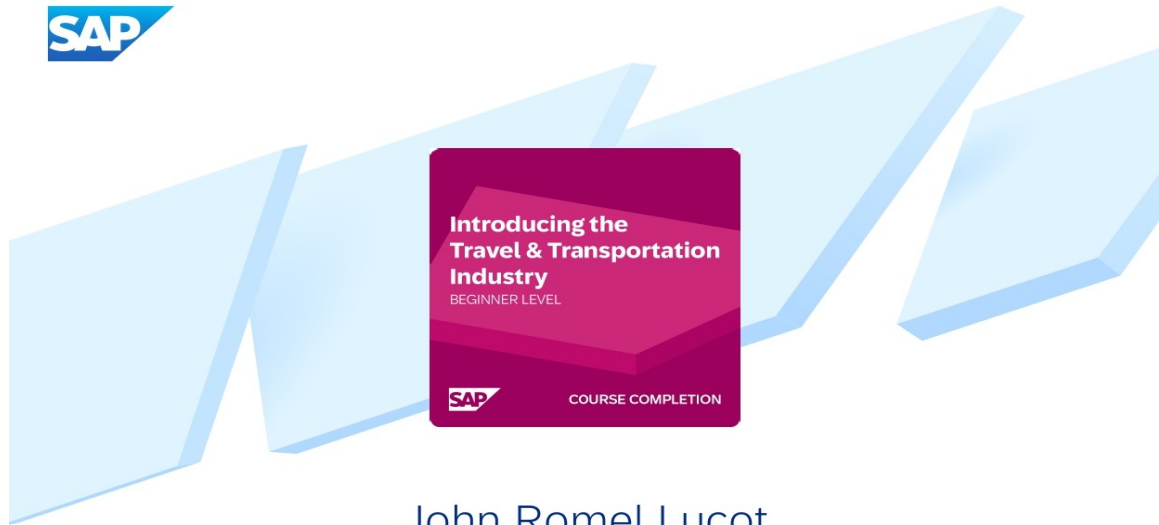
However, just like my previous SAP learning experiences, I found the learning method quite challenging to engage with. The course was heavily text-based, with no practical demonstrations, simulations, or video content very far from platforms like Udemy or Coursera where you can actually see processes in action or participate in hands-on labs. At first, this made the learning experience feel monotonous, and I felt disconnected from the concepts because there was no real-time system interaction or visual walkthroughs.

Despite that, I still found the course meaningful because it opened my perspective on how travel and transportation is not just about moving passengers, but also about strategic business processes, revenue generation, cost management, sustainability, and technological innovation. I learned how airports and airlines generate revenue not only through ticket sales but also from retail, partnerships, and cargo services. I also discovered how logistics and freight companies are being transformed by digitalization, automation, and AI, making them highly competitive in a globalized economy. Another key insight was the growing importance of sustainability, green operations, and the shift towards digital customer experience, which makes technology and IT professionals like us essential to the future of this industry.

In conclusion, while the course delivery style was not as interactive or engaging as I prefer, it was still worth taking because it gave me valuable knowledge about one of the world's largest and most essential industries. Completing this badge strengthened my understanding of industry-specific business processes and demonstrated how travel and transportation organizations rely on digital transformation to stay competitive. This learning experience reminded me once again that even if the learning method is not always ideal, the insights and long-

term benefits still contribute to my growth as an aspiring IT professional in a global business environment.

Certificate/Badge Link: <https://badger.learning.sap.com/verify/xegif-dyfil-cefyh-focyp-fituc>



John Romel Lucot

is recognized

Introducing the Travel & Transportation Industry

Course Completion - Beginner Level
Issued by SAP Learning on October 18, 2025

This badge verifies that the learner has completed the course "Introducing the Travel & Transportation Industry" and is able to:

- Understand the industry-specific business processes, differentiators, and challenges.
- Use the travel & transportation industry specific terminology.
- Articulate the end-to-end solution story for the travel & transportation industry.

Skills: Travel Planning, Industry Analysis, Transportation Planning

How to achieve: <https://learning.sap.com/courses/introducing-the-travel-transportation-industry>

Verification: <https://badger.learning.sap.com/verify/xegif-dyfil-cefyh-focyp-fituc>

