

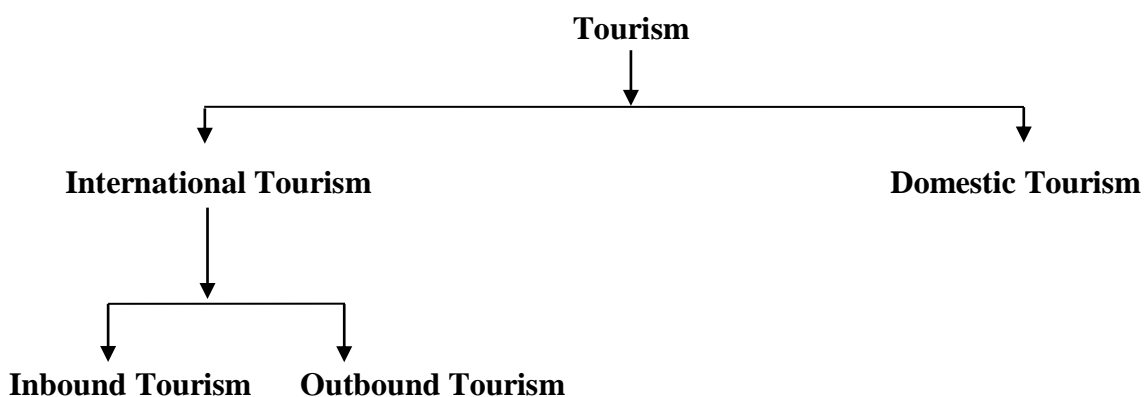
## Unit-I- Conceptual Framework

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

Using this definition, we can see that tourism is not just the movement of people for a number of purposes (whether business or pleasure), but the overall agglomeration of activities, services, and involved sectors that make up the unique tourist experience.

### Forms of Tourism

Tourism can be divided into broad categories which can be further divided into different types on the basis of interest, purpose and preferences.



### International Tourism

When people visit a foreign country, it is referred to as **International Tourism**. To travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc.

International tourism is divided into two types; **Inbound Tourism & Outbound Tourism**.

### Inbound Tourism

Inbound Tourism means people from different countries coming to visit your country. The purpose of travelling can be entertainment, medicine, sports, events, cultural, fairs and festivals, ethnic, education, leisure, etc. In other words, inbound tourism is also called *international tourism*. Inbound tourism has boosted the economy sector as inbound tourism is like welcoming guests from different countries or places when they enter our place they require various services like accommodation, food, transportation, pick and drop, etc.

## **Outbound Tourism**

This refers to tourists travelling from the country of their origin to another country. When tourists travel to a foreign region, it is outbound tourism for their own country because they are going outside their country. For example, when a tourist from India travels to Japan, it is outbound tourism for India and Inbound tourism for Japan.

## **Domestic Tourism**

The tourism activity of the people within their own country is known as **domestic tourism**. Travelling within the same country is easier because it does not require formal travel documents and tedious formalities like compulsory health checks and foreign exchange. A traveler generally does not face many language problems or currency exchange issues in domestic tourism.

## **Types of Tourism**

### **1. Leisure Tourism:**

- Focuses on relaxation and enjoyment.
- Examples: Beach vacations, city tours, cruises, and resort stays.

### **2. Adventure Tourism:**

- Involves activities that are physically challenging and often risky.
- Examples: Hiking, mountaineering, skydiving, and white-water rafting.

### **3. Cultural Tourism:**

- Centres around experiencing and understanding the culture of a destination.
- Examples: Visiting historical sites, museums, festivals, and cultural performances.

### **4. Ecotourism:**

- Emphasizes sustainable travel to natural areas that conserve the environment.
- Examples: Wildlife safaris, bird watching, and visits to national parks.

### **5. Medical Tourism:**

- Travellers seek medical treatment abroad, often at a lower cost or with higher quality care.
- Examples: Dental work, cosmetic surgery, and specialized medical procedures.

### **6. Business Tourism:**

- Combines business activities with travel.
- Examples: Conferences, seminars, trade shows, and corporate meetings.

### **7. Sports Tourism:**

- Focuses on either participating in or watching sporting events.

- Examples: Travelling to the Olympics, World Cup, marathons, and golf tournaments.

#### 8. **Religious Tourism:**

- Involves travelling to sacred sites or for religious events.
- Examples: Pilgrimages to Mecca, the Vatican, or the Ganges River.

#### 9. **Educational Tourism:**

- Combines travel with learning experiences.
- Examples: Study abroad programs, educational tours, and workshops.

#### 10. **Agro-Tourism:**

- Offers travellers an experience of farm life.
- Examples: Staying on a farm, participating in agricultural activities, and wine tours.

#### 11. **Dark Tourism:**

- Involves visiting places associated with death and tragedy.
- Examples: Auschwitz concentration camp, Chernobyl, and the 9/11 Memorial.

#### 12. **Culinary Tourism**

Culinary tourism or food tourism is for food enthusiasts who love to explore new food destinations.

#### 13. **Voluntourism**

Voluntourism is where people work for an organization or cause outside their home country.

#### 14. **Space Tourism**

Space tourism involves travelling into space for recreational purposes.

### **Components of Tourism**

The five vital components of tourism system are Attraction, Accessibility, Accommodation, Amenities and Activities.

1. **Attraction:** Tourism activity starts with the attractions. At a place or destination there has to be some attraction only then people or tourists will visit that area. Attractions are believed to be the greatest influencers of all the components. Attractions are of two types: Natural Attractions like lakes, rivers, mountains, etc. and Man-made attractions like monuments, museums, shopping areas, etc.

#### **Mainly there are 3 types of attractions:**

- **Natural Attraction:** Natural attractions are places made by nature itself for e.g. natural beauty, climate, mountains, landscape, flora and fauna, water resources, beaches, wildlife, caves, safari etc.
- **Man-Made Attraction:** Manmade attractions are those attractions made or developed by humans. These can be divided into i) Historical e.g. monuments, historical buildings,

archaeological sites and ii) Modern which includes amusement parks, museums, casinos, discos, buildings, clubs, malls, art galleries, restaurants and cafes etc.

- **Cultural Attractions:** Cultural attractions are those attractions and products that encompass arts and architecture, historical and cultural heritage, literature, music, creative industries as well as living cultures with their lifestyles, value systems, beliefs and traditions.

**2. Accessibility:** Accessibility or otherwise referred to as transportation is an essential component of tourism system as it creates linkage between market source and destination. If there are attractions then those has to be visited by the tourists. Transportation is not a target usually but a mandate for the conduct of tour. But in some cases, transport can also become an attraction, for example, tourist trains run by IRCTC like Maharajas' Express, Royal Rajasthan on wheels, etc. There are various modes of transportation available like roadways, airways, waterways and railways. Ideally, transport should be comfortable, reliable, affordable and appropriate for the traveller; whichever mode it may be.

**There are mainly three type/modes of transportation:**

- i) **Surface Transportation:** Surface Transportation includes both roadways and railways through land. It is one of the cheapest means of transportation as compared to other modes of transportation. Examples include trains, metro, monorail, taxis, limousines, coaches etc.
- ii) **Air Transportation:** Air travel is the quickest and most convenient way to travel over long distances especially for international travel. It is a popular choice for tourists due to its speed, reliability and comfort but is comparatively more expensive. Air transport can be divided into Scheduled and Charter airlines. Other examples include helicopters, hot air balloons etc.
- iii) **Water Transportation:** Water Transportation is one of the oldest modes of transportation through water. It made important contribution to travel in 19th century after the innovation of shipping technology. It can be divided into coastal shipping (cruise ships, yachts) and inland waterways (houseboats, ferries, river cruises etc).

**3. Accommodation:** Accommodation is one of the most crucial aspects of a destination. Any traveller choosing to visit any destination would firstly look for accommodation suited to his/her needs. It should provide him/her food and beverage services, resting facilities, etc. up to his satisfaction level. Accommodation units itself act as tourist attractions for a large number of people. There are few places, which are being visited by tourists only for their hotels. Palace Hotel Chail, Umaid Bhawan Palace, Jodhpur are some of the example of hotels, where tourists

have to pay just for visiting the hotel property. In this way there are several places throughout the world where accommodation units are being treated as tourism products.

**4. Amenities:** Amenities are elements that help the tourist to get satisfaction and pleasure from the destination. These are extra services and facilities that are provided by the travel agencies, airlines, hotels etc. Amenities include all necessary facilities and services that make a tourist feel comfortable while travelling. Examples are food, entertainment, sports, relaxation etc.

**5. Activities:** Attractions are often assisted by various activities that enhance tourist experience. For example: a lake in Nainital may have boating and cruise facilities, a monument in Agra may offer a guided tour by a tour guide or a light and sound show in Khajuraho, hiking in a mountain, skiing in the snow slopes in Himalayas, white water river rafting in Ganges river, fishing in Manalsu river, paragliding in Bir, Trek in Hamta pass et al.

## **Unit –II- Tour Package**

**According to Gregorg** “a tour package is advertised journey including specific features, arranged and promoted with tour literature by a tour operator and paid for in full by the tourists before starting the tour.”

Technically, a package tour/tour package is a total tourism product as it generally includes transport from the origin place to the destination, accommodation at an en route place or at the destination and other recreational or travel services. These components are purchased by an individual, firm or company called the ‘**tour operator**‘. He combines all the travel components in a package and sells them at all-inclusive prices to the clients.

### **History of Tour Package**

‘The origin of package tour’ the credit goes to **Mr. Thomas Cook in 1855**, Cook, extended his business operation to different countries by introducing the first ‘**inclusive tour**‘ to Paris. Mr. Cook put together all the components of tourism products and sold them as ‘inclusive tour’ to the tourists. His pre-packaged tour inspired other tour organizations in the travel industry to organize similar tours to all parts of the globe.

Most of Cook’s tours were a linear tour i.e., the person went from place to place on a single destination. Basically, Mr. Cook developed the concept of ‘grand tour and escorted tour’, the concept which is still used.

### **Types of Tour Packages**

A travel agency/tour operator deals with variety of 'tour packages,' catering to the diverse needs of tourists such as adventure, beach, architecture, cultural, business, conference, incentive tours, ayurvedic packages, Buddhist, religious, incentive tour, special interest tours, cruise tour group tour, educational tour, heritage, monuments, wildlife lovers, etc. These are broadly classified into **five categories**:

1. Independent Tours
2. Escorted Tours
3. Hosted Tours
4. Incentives Travel/Tours
5. Freedom Tours

**Independent Tour:** Independent tours are prepared / formulated for those tourists who want to travel independently. The components of such tours are air travel, air transfer, accommodation, travel documents, sightseeing, boat riding, entertainment, and other travel services.

However, in some cases, the tourists are free to purchase every single component separately. Thus, this type of tour provides the tourists considerable freedom to plan the activities according to their own choice.

An independent tour may or may not be an all-inclusive tour. Therefore, tour price varies depending on the type of air travel, air transfer, accommodation and is inclusive of other tour components. The foreign independent travel (FITs) and domestic independent travel (DITs) are examples of an independent tour.

**Escorted Tour:** When a travel agency includes the services of a well educated and trained tour manager in its package, the tour is called an escorted tour. Basically, escorted tours are meant for those travelers who are planning to visit a foreign country first time.

The escort's responsibilities and duties are to provide comprehensive information and assistance to the group or individual traveler, at the origin, en route and the destination place. The excursion tours are the example of escorted tours.

**Hosted Tours:** A hosted tour means when an agency utilizes the services of another agency at a particular destination. Suppose a group of French tourists is coming to India. When the group arrives in India, they are greeted at the airports by a local tour company, which assists them in clearing their baggage and transfer them to the hotel.

Their tour-host is available to offer device and information about the local attractions and entertainment. Further, when the group arrives at another designation in India, a different travel agency greets them at each tourist spot. Thus, a hosted tour provides the tourists maximum level of pre-arranged and personalized services.

**Incentives Travel/Tour:** It is a motivational programme or a fully paid holiday which is given to the employees by the enterprises as a reward. Mostly in medium and large-scale companies and usually too distant destinations to spur them in maintaining their track record, to increase output, improve the image and moreover to earn the long period loyalty of the employees.

There are a number of the other packages offered by a tour company such as a custom tour an excursion tour, an adventure, and special interest package tours.

**Freedom Tours:** Freedom tours are becoming very popular these days among the working class. These tours are designed as per the choice of tourists. The tourist is free to choose and plan how they want to travel and enjoy their holidays. These types of tours are meant for that kind of people who like to decide how, when, and where to travel.

The clients can be an individual, family, group holidays for families and group travel for business.

**The components of tour package are as follows:**

**Accommodation:** Accommodation is an important component of package tour and it constitutes almost one third cost of package. The star hotels, business hotels, resorts and international hotels are the conventional accommodation.

**Meals:** Most tour packages include different meal plans for breakfast, lunch and dinner as well refreshments during a tour including water bottles. However alcohol and other beverages are not included.

**Sightseeing tours and activities:** It is an integral part of a package tour as it offers conducted tours to the places of tourist interest in the cities. Tour operators arrange for more activities in the sightseeing or excursion tours.

**Transport:** Transport for tours come in many forms and may include air, car, bus, train or ship to name the most common forms. Tours may include multiple transport options. Packages also include transfers to and from airport, hotels etc.

**Insurance:** Tour packages are insured for compensation to the tour operators or guests in the event of cancellation. Thus, insurance is included in the package tour.

**Documentation:** Visa and passport assistance, local permits, hotel vouchers.

**Event Services:** Tour operators take the services the MICE operators for the purpose of booking venues, food, conference kits, and pre & post-conference sightseeing programmes

### **Factor Affecting the Tour Package Formulation**

Generally, the business of package tours involves great risk, high breakeven, high-quality product, and competitive prices. Therefore, the tour management requires in-depth tour planning and market survey. However, before a tour is designed the tour manager should take into consideration certain factors which are crucial in the formulation process.

These factors have a profound impact on the tourist's satisfaction. The main factors are:

- Purpose of Tour
- Choice of Destinations
- Tourist Budget
- Legal Requirement
- Types of Tourist Accommodation
- Tour Period
- Departure and stay information
- Tour price; inflationary condition
- Tour Reference Tools
- Tour Features – political stability
- The relationship between the host and tourist generating nation

### **Tour Package Design and Selection Process**

The quality of a package tour is entirely based on the above factors. Essentially, to design/formulate a travel product, the tour manager has to take the biggest responsibility,



intuitiveness, imagination, and innovation coupled with a lot of business activities which range from finding new exotic destinations and planning, organizing or promoting such tour.

The following are the main stages in the tour design and selection process:

## 1. Initial Research

**(i) The Destination Research:** The decision to develop and formulate a new package is a multi-stage process that involves various positive and negative points/steps. Normally, the idea for a new product comes either from the tour executive within the company due to a review of the questionnaire completed by the previous tour members because of the political, economic and social development in a particular area.

When a tour manager sees that a large number of old clients are interested in taking a trip to particular destinations, naturally, those destinations become the nucleus of a new 'tour concept'.

**(ii) Market Research:** Since tour package is a complete tourism product, obviously, before formulating/designing this product, market research needs to be analyzed and assessed in a systematic manner. Market research provides us the answer to the following questions:

- What is the size of the tourism market?
- Who are the existing clients?
- Where do they live?
- Who will be their potential buyers?
- Who are their competitors – their strategy and area of business leisure?
- How many tourist ones want to cater?
- What price will the clients accept?
- What facilities are available and required?
- What are the constraints viz., license, permission, finance, restrictions, taxes, and others?

Once we know the basic components of the package tour, distribution channels, market conditions, constraints in the tourism market, we can develop the marketing strategy. It enables the smooth functioning of the agency and also offers a clear picture of the tour programme. Practically, market research is conducted by the private tour companies/ private tourism enterprises in order to penetrate the market.

**2. Itinerary Preparation:** By itinerary one means the designing of a programme which one wants to sell and it includes destinations, stopping points, number of days and the travel services that are to be included in the programme. Whether it is a lean season or an offseason, escorted or not escorted, consumer-oriented or readymade tour programme, the itinerary is prepared to identify the origin, destinations, stopping points, accommodations, sightseeing and other travel services on travelers' trip.

**3. Handling Agency or Destination Company:** The appointment of handling agency not only ensures excellent travel services to the tourist but also make the operation smooth and profitable. It is a matter of great significance as the success of travel business largely depends that the clients are taken care of during the tour.

It is a positive match between the promised services and tourist's actual experiences or feelings. Thus, the tour operator should consider the experience of the handling travel agency in the business, the area of operation, reputation, credibility, professional staff, credit facilities and the competitive price in appointing a handling agency.

**4. Negotiation:** It is another important management decision area in tour designing and planning. Once the decision has been made regarding the destination's concerning their date, duration and number of clients to be carried during the trip, the tour management starts negotiations with the principals' suppliers for a normal contract.

Negotiation means talk between the travel companies and the principal suppliers for the terms, conditions, and prices of the components of a tour package. When both parties are satisfied, it leads to a formal or informal contract between them. The tour company negotiates with the following tour vendors/suppliers:

- Airlines
- Accommodation
- Transport Operations- Rail and Road
- Ground Operators
- Cruise Companies
- Car Rental Companies
- The overseas representatives
- Ancillary Service Organizations

**5. Coasting and Pricing a Package Tour:** The cost of a package tour encompasses the air ticket, the hotel room, car rental, entertainment charges, administrative costs, promotional costs, and other travel services. The confidential tariff helps the travel company in preparing the cost sheet which will enable the concern to determine its price strategy.

Tour pricing is a big factor in the success of the company's tour programme. The price of a package tour is, whether it is an escorted, independent or hosted the tour, often lower than the combined costs of the same components purchased separately from the principals. However, the purchase price of a travel product is based on three factors: Cost, competition, and demand.

Every tour package sold by a vendor has a quantifiable cost. To produce profit the price paid by the tourists must be greater than the agency's cost.

**6. Tour Brochure:** The tour package is an intangible product which has to be purchased by the tourists/clients without inspection and sometimes even without adequate knowledge. In these circumstances, the brochure becomes the principal instrument to perform the major tasks to inform the clients about the products and to pursue them to purchase it.

Designing, printing, and distributions of tour brochures require necessary skills and knowledge about the components of the tour package. Basically, in the era of specialization and intense competition, tour brochure creates awareness and provides the description of the holiday programme.

Thus, tour management should consider various pros and cons while preparing a tour brochure. A brochure should contain the following information:

**7. Development of Reservation System:** The next step in tour formulation process is reservation system. The agency management in order to put a package into operation must develop and implement a scientific reservation system. The system depends on whether the reservation is to be handled manually or with a computer working on the distribution method.

Whatever method the agency may adopt, the agency management should always keep in mind the sole objective of the reservation system.

**8. Marketing of Tour Package:** Once a tour package is ready, travel agency management has to make a careful decision regarding promotion and marketing of the particular package tour. The basic objective of management is to make a tour package widely known to make it more and more attractive.

To achieve these objectives, the management must consider the budget available, promotion mix, potential market, easiest and most effective media, campaigning through the international, regional or the public/private sector etc.

The promotion of a package tour means increasing its sales potential and creating an awareness of the existing and potential markets. The following methods are commonly used to promote package tours:

- Middlemen – Retail Travel Agents, GSA, consolidators
- Familiarization tours
- Building Brand Loyalty
- Encouraging Potential Buyers
- Competitive Market
- Courier

**9. Tour Handling/Actual Tour Operation:** After the successful marketing and achieving target sales, the next and final step in the process of tour designing is tour handling. It means an actual operation of tours, which generally includes administrative work and passenger handling like maintaining reservations, handling deposits, sending advice to ground operators, arranging travel representation, analyzing the feedback received from clients/escorts/ground operator and so on.

All this is not an easy task. At every stage, one has to face different types of queries and problems due to lack of coordination and communication.

### **Significances of Tour Package**

Tour package is beneficial to travel companies, travellers, destinations and other organizations which are directly or indirectly involved in the tourism business. The main benefits are:

- Time Saver
- Increase the seasonality of a destination cost/price
- Earn foreign currency

- Better quality of products professional services
- Wide-variety of the tour package
- Provide bulk business to organizers

### **Advantages of Package tours**

**1. Cost** –Package tours are money-saving. One of the advantages of package tours and holidays is the cost savings. By booking all your travel arrangements, such as transportation and accommodation, as a package deal, you may get a better rate than booking each component separately. Tour companies often have negotiated rates with hotels, airlines, and other providers, which they pass on to their customers. This means you can enjoy an affordable vacation that you would be able to arrange on your own. A cheap tour package offers hotel stays in a 4-star hotel, which can be expensive if you book it separately. They provide airport transfers and drops and also cover all the famous tourist destinations. But if you arrange your accommodation and travel separately, your trip may become expensive.

**2. Convenience** –You don't have to worry about booking yourself flights, good accommodations or activities on a package tour. Everything is pre-arranged and incredibly convenient for you. So you don't have to worry about travel arrangements and unexpected changes on your itinerary. You can sit relaxed, knowing that everything has been taken care of. But if you book it separately, you will have to do plenty of Google searches, look for cheap flight deals, inexpensive hotels, probably not a 4-star, book a rental car for the trip, get an international driving license etc.

**3. Variety** –On package tours and holidays, you will have the chance to visit multiple locations in one trip. This is great for the people who like to explore more in a short amount of time. You can enjoy the convenience of having everything planned out for you, while experiencing a variety of different places. Since package tours cover multiple destinations in one day. They often start early in the morning and finish close to the evening. This may be very tiring for families with elderly members and small kids. They can't just keep exploring continuously. Whereas when you plan alone for your family, you rent a car and you decide on your trip according to your parents and kid's convenience. This is a happy experience for everyone in the family other than the fact that you covered many areas of the town in one day.

**4. Stress-free** –All the hard work of research, planning and booking is done for you on a package holiday, so you can relax and enjoy the journey. Planning a trip can be stressful, especially if you are unfamiliar with the destination. With a package tour, all the hard work is

done for you. You don't have to spend hours researching accommodation options or trying to find the best deals on flights. Everything is pre-arranged, so all you have to do is show up and enjoy your vacation. When you are making the vacation plan yourself, you will have to do all the research yourself. Read multiple Google and Trip Advisor reviews for the best place to stay on your budget and tours and hidden gems if any.

**5. Connections** –Package tours often offer exclusive access to certain attractions, activities and events that you wouldn't be able to get to on your own. Many package tours offer exclusive access to certain attractions, activities, and events that you wouldn't be able to get to on your own. For example, you may be able to skip the lines at popular attractions or gain access to exclusive tours that aren't available to the general public. This can add an extra level of excitement and exclusivity to your trip.

### **Disadvantages of Package Tours**

**1. Limited freedom** – You may not have much control over the itinerary, and you may be restricted to the set times for activities. One of the biggest disadvantages of package tours is the limited freedom. You may not have as much control over the itinerary as you would if you planned the trip yourself. The tour company sets schedules and activities that you need to follow, which can limit your ability to explore the destination on your terms. You may also have limited free time to do your activities, which can be frustrating for some travellers. The package tour itinerary is not as comforting. They have set days for set activities, in case you are not well on a certain day, they won't refund you the money nor they change the activity date because they have everything lined up as prior decided.

**2. Quality of accommodation** – Another disadvantage of package tours is the quality of accommodation. While some package tours offer high-quality accommodation options, others may provide lower-quality accommodations to keep costs down. This is disappointing if you were expecting a certain level of comfort or amenities. It is based on the package you chose. Do check all the stays, transfers and activities in detail properly before you confirm.

**3. Limited flexibility** – You may not have the chance to stay longer in one place or take detours if you want to. Package tours are often inflexible. This can be frustrating if you want to explore a particular area in detail or if you want to change your plans on the fly. Additionally, some package tours may have strict cancellation policies, which make it difficult to change your itinerary.

**4. Limited options** – With some package tours, you may not get the chance to choose activities or meals to keep the costs lower or due to unavailability.

**5. Unpredictable weather** – Your holiday may be affected by unpredictable weather. And you may not change your plans if needed.

### **Unit-III- Itinerary Planning**

An itinerary is a plan of a journey showing the route and the places that the visitor will visit. Thus, it is a schedule or timetable produced in association with a package tour. It is basically designed to identify the route, day-by-day journey format, origin, destination, and all the en-route halting points, period of halts along with accommodation, mode of travel, activities and other services offered during a visitor's tour.

An itinerary is not just a piece of information but a selling point aimed at convincing potential customers. Itineraries are also produced for travellers' booking flights; it then includes departure time, airport, terminal details, flight number, baggage limits, transits, seat allocation and minimum check-in time, which doesn't really include any marketing element. But package tour itineraries play a key role in attracting clients.

The quality of a tour package is determined by the suitability, nature and comprehensiveness of a tour itinerary. It is generally printed in tour brochures but only after the clearance from the expert team as it includes logical inclusion and sequential arrangement of a variety of features.

#### **Importance of Itinerary**

- Maximize your time. Travel itineraries ensure that you can manage your time. A travel itinerary must include your travel time to certain numerous attractions with a leeway for unforeseen circumstances like weather conditions and traffic. This might affect your plans but with a travel itinerary on hand, you can be more flexible. Thus, time is not wasted.
- Manage your expenditures. If you have a travel itinerary, you can estimate the cost of your travel beforehand. Knowing how much you are going to spend makes it easier to plan your budget.
- Easier and faster travel from one point to another. Although the internet make it look easy to go from one place to another, reality is different. You must remember you can't see all the sights, so you must either visit attractions that are near each other, or travel in one direction.

- Helps in prioritizing your wants. You cannot visit all the attractions in just a few days especially in countries where there are numerous attractions. An itinerary will help you prioritize the attractions, so you do not miss on what you really want to see.
- Trip essentials are not forgotten. A travel itinerary must include the necessary essentials you will need when travelling. If you are travelling to multiple places, your itinerary must include what to bring, clothes to wear, medicines that must be on hand, and emergency numbers such as hospitals, embassy, and police stations.

**STEPS IN DEVELOPING/PLANNING A TOUR ITINERARY**

**Step 1** – Research other tours in the market place Careful planning is required when developing an itinerary for your tour. A helpful exercise is to take a tour which will be similar to the tour you wish to develop and obtain copies of other tour brochures for comparison. This will help you develop ideas for your tour, give you an idea of what is already in the market, give you detailed information on terms and conditions and provide possible ideas for brochure design and its content.

**Step 2** – Name your tour: .....

**Step 3** – Map out the duration, frequency and departure point of your tour

When will your tour depart? ..... am/pm

When will your tour return? ..... am/pm

How often will your tour operate? ..... per/ wk

Where will the central departure point be? .....

Will you offer accommodation pick up? Yes No

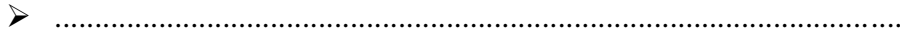
**Step 4** – List the major locations and highlights of your tour

Where will your tour travel to?

What are the main highlights that visitors are going to experience?

- .....
- .....
- .....
- .....
- .....





**Step 5** – Research your tour content and commentary List the main topics you wish to include in your commentary, such as flora, fauna, history, culture, as well as the main points to consider with each of these topics and the resources you will use to find the information.

Topic	Main points to consider	Resource

**Step 6** – List any third party activities, attractions, entrance fees and inclusions List any activities offered by other companies or entrance fees and determine if they will be included in your tour price or offered as extras. For example cruises, bike rides, entry into national parks, caves etc...

Description of activity	Supplier Details	Cost per person	Included in price of activity Person YES/NO

**Step 7** – Obtain permission to access private and public properties whether you are passing through, stopping for meals or visiting attractions, it is imperative that you obtain permission in writing from the property owner prior to accessing any private property. If travelling through property managed by the Department of Environment and Conservation, you will need to apply for a Commercial Operator’s License.

If your itinerary includes entering Aboriginal Land, restricted area you will be required to apply for Entry Permits for which you will need to gain access approval.

**Step 8** - Perfecting your tour timing It is crucially important to map out your tour itinerary accurately to ensure that you arrive on time for activity and meal stops and return to your original destination at a reasonable time.

Stops	Time	Location	Type of stop – scenic, meal, activity
Start			
Stop one			

Stop two			
Stop three			
End			

**Step 9** – Test driving your tour itinerary It is very important to do several ‘try runs’ of your tour itinerary to ensure you get the timing right. It is also a good idea to invite people who have some knowledge of the industry and are prepared to give you constructive comments, to do a tour.

## **DO’S AND DO NOT’S OF ITINERARY**

### **Do’s**

- Do add all places of halt with date and time.
- Do plan out logical routes to save time.
- Do provide a brief summary of the city(s)/country and the sights.
- Do provide name of the hotel, type of vehicle, time of arrival and departure.
- Do include meal plans.
- Do provide links for additional information about the city, country, sights, restaurants, hotels.
- Do provide as many relevant maps as possible.
- Do provide names and places written in the local language.
- Do provide unique information about the destination (Ex: customs, tradition).
- Do add an estimated budget for the trip.

### **Don’ts**

- Don’t add too many details which might cause confusion.
- Don’t leave directions ambiguous. There are lots of distractions when coming into a new city, be as specific as possible.
- Don’t forget about the nature of group, age group, physical disabilities, eating habits and language barriers.
- Don’t go overboard on the hotel recommendations. Most hotels are pretty similar in a given price range.
- Don’t include shops which are not registered, restricted areas without availing permits etc.
- Don’t forget about restaurant recommendations.
- Don’t over schedule the days with activities leaving no time for relaxation.
- Don’t book the cheapest options without considering reviews, location, amenities and customer preferences.

## **Unit-IV- Communication skills and personal attributes of tourism professionals**

### **1. Skills & Qualities**

**i) Communication:** No matter which tourism career you pursue, communication skills are likely to play a vital role in your day-to-day work. Strong communication skills are necessary for any career that heavily involves working with others, whether that's through teamwork or in customer-facing roles. In an environment where you are talking to several different people every day, having excellent communication skills in the travel and tourism industry ensures that guests' needs are met.

For Tour Guides, for example, communicating with a large group of people on a regular basis means that you will need excellent communication skills. This includes being able to share information in a friendly, informative, and accessible way, as well as recognising the communication cues of other people.

**ii) Customer service skills:** Jobs in travel and tourism often fall under the umbrella of the hospitality industry, which is all about customer service.

Customer service means providing the best service possible to meet customers' needs and incorporates other skills such as problem-solving, time management, emotional intelligence, and multitasking skills. Good customer service skills mean that guests are more likely to continue returning to your business and recommend your business to others.

**iii) Language skills:** As well as being able to communicate well in English, being able to speak other languages is a highly desirable skill in the tourism industry.

The ability to speak other languages, particularly French, German or Spanish, will allow you to communicate with guests in their mother tongue, making it considerably easier for guests who do not or are not confident speaking English. This can also lessen communication errors and help solve any potential disputes or issues.

Being able to speak another language can also increase employability abroad, opening up many more work experience opportunities and jobs in the tourism industry. For example, holiday

reps often need to communicate with international tour operators to arrange car hire or activities, all of which are made significantly easier if you are able to share a common language.

**iv) Strong memory skills:** The tourism sector is all about travelling the world, discovering the history and culture of various locations, and enjoying the adventure of exploration and discovery. Although different people enjoy different types of holidays, the majority of holidaymakers want to know a little about the local area. Therefore, having a good memory is incredibly useful when working in tourism.

**v) Specialist tourism-related skills:** Depending on which jobs in tourism you are interested in, there will be additional skills related directly to that career. Although many of the above skills can be developed in other industries, specialist tourism-related skills are best learned by those within the tourism industry, such as tourism marketing jobs.

There are several Travel and Tourism courses online which help you develop these key skills, which are created by experts in the industry and prepare you for the career you want.

**vi) Active listening:** Active listening is the ability to pay attention to what the other person is saying, and show interest and empathy. It is not just hearing, but understanding and responding appropriately. Active listening helps you to build rapport, trust, and satisfaction with your clients, and to avoid misunderstandings and conflicts. To practice active listening, you should use verbal and non-verbal cues, such as nodding, smiling, paraphrasing, and asking open-ended questions.

**vii) Cultural awareness:** Cultural awareness is the ability to recognize and respect the diversity of cultures, values, beliefs, and customs that exist in the travel and tourism industry. It is not just about knowing facts, but also being sensitive and adaptable to different perspectives and expectations. Cultural awareness helps you to communicate effectively with clients from different backgrounds, and to provide them with personalized and relevant services. To develop cultural awareness, you should research and learn about the cultures of your clients, and avoid stereotypes and assumptions.

**viii) Clear and concise expression:** Clear and concise expression is the ability to convey your message in a simple, accurate, and polite way. It is not just speaking or writing, but choosing the right words, tone, and format for your audience and purpose. Clear and concise expression helps you to communicate effectively with clients who have different levels of language proficiency,

and to provide them with clear and useful information and instructions. To improve your clear and concise expression, you should use plain language, avoid jargon and slang, and check for errors and clarity.

**ix) Persuasion and negotiation:** Persuasion and negotiation are the abilities to influence and reach agreements with others in a positive and respectful way. They are not just selling or arguing, but understanding and addressing the needs, interests, and objections of your clients. Persuasion and negotiation help you to communicate effectively with clients who have different preferences, budgets, and expectations, and to provide them with attractive and suitable options and solutions. To enhance your persuasion and negotiation skills, you should use positive language, emphasize benefits and value, and offer alternatives and incentives.

**x) Problem-solving and creativity:** Problem-solving and creativity are the abilities to find and implement solutions to challenges and issues that arise in the travel and tourism industry. They are not just fixing or avoiding, but analyzing and innovating. Problem-solving and creativity help you to communicate effectively with clients who face difficulties, complaints, or emergencies, and to provide them with prompt and satisfactory outcomes. To boost your problem-solving and creativity skills, you should use logical thinking, brainstorming, and feedback.

**xi) Emotional intelligence:** Emotional intelligence is the ability to recognize and manage your own and others' emotions in a constructive and appropriate way. It is not just feeling or reacting, but understanding and regulating. Emotional intelligence helps you to communicate effectively with clients who have different moods, personalities, and situations, and to provide them with empathetic and professional services. To increase your emotional intelligence, you should practice self-awareness, self-control, and social skills.

## **2. Personality Attributes**

**i) Organized:** Hospitality is a dynamic industry, and managers have to handle several tasks at once. They must be able to prioritize their tasks, follow-through, delegate and meet deadlines. Good organization and good time management lead to less stress, not only for the person doing the tasks but also for that person's staff and co-workers. Good time management has another benefit for hospitality managers: shorter hours. And shorter working hours mean there is time for outside interests, such as hobbies and volunteering, things that are fulfilling and help make life interesting.

**ii) Flexible:** Hospitality operations are busy, energetic environments, and conditions that affect the operations can change quickly. Extreme weather, traffic, cancelled events and other surprises affect guests and their needs, and a successful leader is ready for frequent changes and can adapt quickly. We certainly observed this during the global pandemic. Hospitality operations that remained open asked much of their employees and managers who stayed on. Those who were willing to step in and do different jobs learned new skills and made an impression on their leaders.

**iii) Empathetic:** People who work in hospitality are interested in helping other people. They want to make a person's special day even better or to turn a person's bad day into a good one. Those with a hospitality mindset who stay in the industry for years are those who appreciate such rewarding experiences. More importantly, they are able and willing to see a situation from the customer's point of view.

**iv) Problem-solving and creativity:** Problem-solving and creativity are the abilities to find and implement solutions to challenges and issues that arise in the travel and tourism industry. They are not just fixing or avoiding, but analyzing and innovating. Problem-solving and creativity help you to communicate effectively with clients who face difficulties, complaints, or emergencies, and to provide them with prompt and satisfactory outcomes. To boost your problem-solving and creativity skills, you should use logical thinking, brainstorming, and feedback.

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