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TOURISM & TRAVEL AGENCY MANAGEMENT

STUDY GUIDE FOR MODULE ONE

(A full 'Study & Training Guide' will accompany the Study & Training Manual(s) you will receive soon by airmail post).

This Study Guide - like all our Training Materials - has been written by professionals; experts in the Training of well over three million ambitious men and women in countries all over the world. It is therefore essential that you:-

- * Read this **Study Guide** carefully and thoroughly BEFORE you start to read and study Module One, which is the first '**Study Section**' of a CIC Study & Training Manual you will receive for the Program for which you have been enrolled.
- * Follow the **Study Guide** exactly, stage by stage and step by step - if you fail to do so, you might not succeed in your Training or pass the Examination for the CIC Diploma.

*** STAGE ONE**

Learning how to **really STUDY** the College's Study & Training Manual(s) provided - including THOROUGHLY READING this **Study Guide**, and the full '**Study & Training Guide**' which you will soon receive by airmail post.

*** STAGE TWO**

Studying in accordance with the professional advice and instructions given.

*** STAGE THREE**

Answering Self-Assessment Test Questions/Exercises.

*** STAGE FOUR**

Assessing - or having someone assess for you - the standard of your answers to the Self-Assessment Test/Exercises.

*** STAGE FIVE**

Preparing for your Final Examination.

*** STAGE SIX**

Sitting the Final Examination.

Remember: your CIC Program has been **planned** by experts. To be certain of gaining the greatest benefit from the Program, it is **essential** that you follow precisely each one of the **SIX stages** in the Program, as described above.

STAGE ONE is your thorough reading of this 'Study Guide'

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ABOUT CIC STUDY and TRAINING MANUALS

A CIC Study or Training Manual (which comprises 4 or 6 Modules - the first Module of which follows) supplied by the College as part of your Course or Program is **NOT** simply a text book. It must therefore **not** be read simply from cover to cover like a text book or another publication. It **MUST** be **studied**, Module by Module, exactly as explained in the following pages. Each CIC Study or Training Manual has been designed and written by specialists, with wide experience of teaching people in countries all over the world to become managers, administrators, supervisors, sales and accounting personnel, business-people, and professionals in many other fields.

Therefore, it is in **your own best interests** that you use the Study or Training Manuals in the way CIC's experts recommend. By doing so, you should be able to learn easily and enjoyably, and master the contents of the Manuals in a relatively short period of time - and then sit the Final Examination with confidence. Every Study Manual and Training Manual is written in clear and easy to understand English, and the meanings of any "uncommon" words, with which you might not be familiar, are fully explained; so you should not encounter any problems in your Studies and Training.

But should you fail to fully grasp anything - after making a thorough and genuine attempt to understand the text - you will be welcome to write to the College for assistance. You must state the **exact** page number(s) in the Study or Training Manual, the paragraph(s) and line(s) which you do not understand. If you do not give full details of a problem, our Tutors will be unable to assist you, and your Training will be delayed unnecessarily.

Start now by reading **carefully** the following pages about Stages Two, Three and Four. Do **NOT**, however, start studying the first Study or Training Manual until you are **certain** you understand **how** you are to do so.

STAGE TWO - STUDYING A CIC MODULE

STEP 1

Once you have read page 1 of this document fully and carefully, turn to the first **study section** - called **Module One** - of **Study or Training Manual One**. (Note: In some Manuals the term "Chapter" is used instead of "Module").

Read the whole of Module One at your normal reading pace, without trying to memorise every topic covered or fact stated, but trying to get "the feel" of what is dealt with in the Module as a whole.

STEP 2

Start reading the Module again from the beginning, this time reading more slowly, paragraph by paragraph and section by section. Make brief notes of any points, sentences, paragraphs or sections which you feel need your further study, consideration or thought. Try to absorb and memorise all the important topics covered in the Module.

STEP 3

Start reading the Module again from its start, this time paying particular attention to - and if necessary studying more thoroughly - those parts which were the subject of your earlier notes. It is best that you do **not** pass on to other parts or topics until you are **certain** you fully understand and remember those parts you earlier noted as requiring your special attention. Try to fix everything taught firmly in your mind.

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Note: You may not wish to, or be able to, carry out Steps 1, 2 and 3 one after the other. You could, for instance, carry out Steps 1 and 2 and then take Step 3 after a break.

STAGE THREE - ANSWERING SELF-ASSESSMENT TESTS

STEP 4

When you feel that you have **fully understood and learned everything** taught in the whole Module (and if necessary after a further careful read through it) turn to the Self-Assessment Test set at the end of it, and read the Questions/Exercises in it carefully. You do not have to attempt to answer any or all of the Questions/Exercises in the Test, but it is **best** that you do so, to the best of your abilities. The reasons for this are:-

- ❁ By comparing your answers with the Recommended Answers printed in the Appendix at the end of the Module, you will be able to assess whether you **really have** mastered everything taught in the Module, or whether you need to study again any part or parts of it.
- ❁ By answering Questions/Exercises and then comparing your attempts with the Recommended Answers, you will gain experience - and confidence - in attempting Test and Final Examination Questions/Exercises in the future. Treat the Self-Assessment Tests as being “*Past Examination Papers*”.

Professional Advice on Answering Self-Assessment Test (and Examination) Questions and Exercises

1. You may answer the Questions/Exercises in a Self-Assessment Test in any order you like, but it is best that you attempt **all** of them.
2. Read very carefully the first Question/Exercise you select, to be quite **certain** that you really **understand** it and what it requires **you to do**, because:
 - ★ some Questions/Exercises might require you to give full “written” answers;
 - ★ some Questions/Exercises (e.g. in English) might require you to fill in blank spaces in sentences;
 - ★ some Questions/Exercises (e.g. in bookkeeping) might require you to provide “worked” solutions;
 - ★ some Questions/Exercises (called “multiple-choice questions”) might require you only to place ticks in boxes against correct/incorrect statements.

In your Final Examination you could **lose marks** if you attempt a Question/Exercise in the wrong way, or if you misread and/or misunderstand a Question/Exercise and write about something which is not relevant or required.

3. Try to answer the Question/Exercise under “**true Test or Examination conditions**”, that is, **WITHOUT** referring back to the relevant section or pages of the Module or to any notes you have made - and certainly **WITHOUT** referring to the Recommended Answers. Try to limit to about two hours the time you spend on answering a set of Questions/Exercises; in your Final Examination you will have **only two hours**.
4. Although you are going to check your Self-Assessment Test answers yourself (or have a friend,

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relative or colleague assess them for you) practise writing “written” answers:-

- ★ in clear, easy-to-read handwriting;

and

- ★ in good, grammatical language.

The Examiner who assesses your Final Examination answers will take into account that English might not be your national or main language. Nevertheless, to be able to assess whether you really **have** learned what we have taught you, he or she will need to be able to read and understand what you have written. You could lose marks if the Examiner cannot read or understand easily what you have written.

5. Pay particular attention to neatness and to layout, to spelling and to punctuation.
6. When “written” answers are required, make sure what you write is **relevant** to the Question/Exercise, and concentrate on **quality** - demonstrating your knowledge and understanding of facts, techniques, theories, etc. - rather than on quantity alone. Write fully and clearly, but **to the point**. If you write long, rambling Final Examination answers, you will waste time, and the Examiner will deduct marks; so practise the **right** way!
7. When you have finished writing your answer, read through what you have written to see whether you have left out anything, and whether you can spot - and correct - any errors or omissions you might have made.
Warning: some Questions/Exercises comprise two or more parts; make **certain** you have answered **all** parts.
8. Attempt the next Question/Exercise in the Self-Assessment Test in the same manner as we have explained in 1 to 7 above, and so on until all the Questions/Exercises in the Test have been attempted.

Note: There is no limit on how much time you spend on studying a Module before answering the Self-Assessment Test set on it, and some Modules are, of course, longer than others. You will, however, normally need to spend between twelve and fifteen hours on the thorough study of each Module - and that time may be spread over a number of days if necessary - plus approximately two hours on answering the Self-Assessment Test on each Module.

STAGE FOUR - ASSESSING YOUR ANSWERS

STEP 5

When you have answered all the Questions/Exercises set in Self-Assessment Test One to the best of your ability, compare them (or ask a friend, relative or a colleague/senior at work to compare them) with the Recommended Answers to that Test, printed in the Appendix at the end of the Module. In any case, you should thoroughly study the Recommended Answers because:-

- ★ As already explained, they will help you to assess whether you have really understood everything taught in the Module;

and

- ★ They will teach you how the Questions/Exercises in subsequent Self-Assessment Tests and in

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your Final Examination **should** be answered: clearly, accurately and factually (with suitable examples when necessary), and how they should be laid out for maximum effect and marks.

MARKS AND AWARDS

To assist in the assessment and grading of your answers, the **maximum number of marks** which can be earned for each answer to a Self-Assessment Test Question/Exercise is stated, either in brackets at the **end of each one**.

The maximum number of marks for any one Test is 100.

Your answers should be assessed fairly and critically. Marks should be awarded for **facts** included in your answer to a Question/Exercise, for presentation and for neatness. It is **not**, of course, to be expected that your answers will be identical to all those in the Appendix. However, your answers should contain the **same facts**, although they might be given in a different order or sequence - and any examples you give should be as appropriate to the Questions/Exercises as those given in the relevant "Recommended" Answers.

Add together the marks awarded for all your answers to the Questions/Exercises in a Self-Assessment Test, and enter the total (out of 100) in the "Award" column in the **Progress Chart** in the middle of the full '**Study & Training Guide**' when you receive it. Also enter in the "Matters Requiring Further Study" column the number(s) of any Question(s)/Exercise(s) for which you did not achieve high marks.

GRADES

Here is a guide to the grade your Self-Assessment Test Work has achieved, based on the number of marks awarded for it:

50% to 59%	PASS	60% to 64%	HIGH PASS
65% to 74%	MERIT	75% to 84%	HIGH MERIT
85% to 94%	DISTINCTION	95% to 100%	HIGH DISTINCTION

STEP 6

Study again **thoroughly** the section(s) of the Module relating to the Question(s)/Exercise(s) to which your answers did not merit high marks. It is important that you understand where or why you went wrong, so that you will not make the same mistake(s) again.

STEP 7

When you receive the complete Study or Training Manual One** from the College by airmail post, '**revise**' - study again - Module One printed in it, and then turn to **Module Two** and proceed to **study it thoroughly** in exactly the same way as explained in Steps 1, 2 and 3 in this '**Study Guide**'.

When you have completed your **thorough study**, follow steps 4, 5 and 6 for the **Self-Assessment Test on Module 2**.

Continue in the **same way with each of Modules 3, 4, 5 and 6** until you have attempted and assessed your work to Self-Assessment Test 6, and have completed the study of Study or Training Manual One. But - and this is **important** - study the Modules **one by one**; complete Steps 1 to 6 on **each** Module **before** you proceed to the next one (unless during the course of your reading you are referred to another Module).

****Note:** When you receive Study or Training Manual One by airmail post, it will be accompanied by a 20-page '**Study & Training Guide**' (containing a '**Progress Chart**') which you **MUST read very carefully** before starting your study of Module Two.

TRAINING ON

TOURISM & TRAVEL AGENCY MANAGEMENT

Module One

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Foreword to the CIC

TOURISM & TRAVEL AGENCY MANAGEMENT PROGRAM

In our modern world of today, the many and varied activities involved in tourism and travel are continuously changing: in response to changing tourist demands and expectations; in response to terrorist attacks on and hijackings of aircraft and ships, which necessitate greater security countermeasures, which in turn tend to increase frustrations and delays for travellers; rising costs of and shortages of fuel; increases in pollution and damage to the environment, and many other factors.

Some happenings appear to be harmful to tourism and travel, and might cause a - generally short-lived - turndown in travellers, whilst other happenings tend to provide a spur or boost to tourism and travel.

In the Modules constituting this Program, we refer to *trained* persons who are employed to work in tourism, to market and to sell tourism and travel products, and to make decisions which can effect travel to and from a country - as well as the volumes of tourists who visit that country - as being **professionals** in those fields. By making a career in a profession - such as tourism and travel - and by undertaking training such is provided in this Program, **you** will become a true **professional** in the field (with a CIC Diploma to prove it!) and so the description is a very accurate one, which you will be proud of.

However, you must always be ready to learn more about tourism and travel and keep yourself abreast of changes which occur from time to time. Listen to tourism and travel programmes on radio and television, read travel magazines and guides, make visits of your own when circumstances and finances permit. In that way you will not only LEARN and keep up to date, but you might also be able to INITIATE action, to introduce new types of tours, or new facilities and amenities for tourists, to find new sources of potential tourists to your country, to protect the "attractions", heritage and culture of your country, and help your country in many other ways, not the least in boosting its economy.

As a CIC Member, you have one other very valuable asset, and that is the opportunity to contact the College for help and advice in matters related to your studies and career - we shall always be happy to advise and assist you.

THE TOURISM/TRAVEL INDUSTRY AND ITS PRODUCTS

The Meaning of Tourism

Tourism involves the **movement of people**. That movement might either be within their own countries - which is called “domestic tourism” - or to and from other countries - which is called “international tourism”.

In either case, the movement involves **travel**, by different means (by road, or rail or water or air) over long or short distances. Therefore, tourism and travel are completely interrelated.

Of course, **not** every person who travels is a “tourist”; and in fact there is no one all-embracing definition of tourism. However, two which are of especial of interest to us are:-

1976, by the forerunner of The Tourism Society (the Institute of Tourism in Britain):-

“Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at those destinations; it includes movement for all purposes, as well as day visits and excursions.”

1981, by The International Conference on Leisure-Recreation-Tourism:-

“Tourism might be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism might or might not involve overnight stays away from home.”

Unfortunately, it is generally accepted that neither of those broadly worded definitions is complete!

For instance the natures of the “activities” are not specified, nor is it stated the distance which a person might travel from his or her “home base” before being classed a tourist.

- ★ For example, is a housewife who travels 5, 10, 15, 20 or more miles or kilometres from her home to shop at a particular shopping centre, instead of shopping closer to home, a tourist?
- ★ Similarly, is a person who travels some distance in order to commit a crime (burglary, arson, etc) a tourist?
- ★ A person who “commutes” 20 or 30 miles or kilometres to work by road or train 5 or 6 days a week would not consider him/herself a tourist, but he or she appears to fall into the definitions given.
- ★ Similarly, the definitions do not specify the maximum duration of a stay in a country before a person is no longer considered to be a tourist (in practice that period is normally taken to be 12 months.)

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Although a precise definition of tourism might be impossible to achieve, a “technical” definition for statistical purposes is not. Let us consider some of the components:-

Purposes of Travel - Motivations

People travel today - within their own countries or to “foreign” (to them) countries - for many different **reasons** or **motives**. Those reasons which **prompt** or **encourage** people to embark on travel are called their **motivations**. We describe the most common of such motivations for you in the following sections, but we must point out that there might be other motivations for travel by different people.

Although we show the reason or group of related reasons separately for your easier examination and understanding, you must appreciate that there are many possible “combinations”. For example, one person might combine a business trip with a holiday/vacation, whilst another might travel to a ski resort in order to engage in some sport (skiing) and also to have a holiday/vacation. Yet another person might deliberately choose a holiday/vacation spot which offers opportunities for photography, sightseeing, game viewing, fishing, and so on, depending on his or her “special interests”.

Holidays/Vacations

This is a wide ranging classification, and there are many different reasons why people travel for holidays and vacations; common ones include:-

- * the need for a “break” from routine;
- * the opportunity for rest, relaxation and leisure;
- * the desire for a change of climate - the “search for the sun”;
- * entertainment, enjoyment and pleasure, adventure, romance;
- * the opportunity to engage in sport whilst on holiday/vacation;

and many more.

Culture and Religion

Many people travel to visit exhibitions, art galleries, museums, historic places or buildings, to attend concerts and festivals; whilst others visit holy cities and shrines, buildings, etc, or make pilgrimages. Many like to see and meet different peoples and to experience different cultures.

Visits to friends and relatives (often called ‘***VFR travel***’)

Although the primary motive is to see relatives and/or friends, such visits are also often holidays/vacations.

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Education/Training/Study

These purposes are self-explanatory, but in some cases they are combined with cultural/religious purposes.

New Experiences

Some people travel to visit places of renowned beauty or to be awed by spectacular natural (and in some cases man-made) “wonders”, or in a search for the exotic and unusual. Yet others look upon travel as a “challenge”, something new and different, or seek “adventure” in travel.

Sports, Activities and Recreation

In some cases such travel is in the nature of “*business travel*”, for example, professional sports persons, such as golfers, football players, boxers, athletes, and so on travel in pursuit of their vocations. Many amateurs also travel to participate in sporting fixtures, although they have different motivations - e.g. pleasure or excitement rather than income - for doing so. Other people travel to attend, as spectators, sporting events, whilst yet others engage in sports or other activities as part of a holiday/vacation.

Hobbies or ‘Special Interests’

An increasing number of people travel in connection with their hobbies or “special interests”, for example to see (and often to study) and photograph wildlife, frequently whilst also on holiday/vacation. Some hobbies might, of course, be cultural ones.

Health

Some people travel to visit medical specialists or medical centres, clinics spas, etc. Other people might travel to areas in which the climate or other features might be beneficial to their ailments, or alleviate them; for example, some people feel better at low altitudes or even at sea level, whereas other people fare better at higher altitudes, or where the air is less polluted.

Business

The term ‘*business traveller*’ is generally taken to include all those who travel for reasons of business, or to attend meetings, conferences, congresses and exhibitions in connection with their businesses, professions or occupations.

Note: The commonly used term “*business traveller*” can be rather misleading in that it includes many travellers who are not actually engaged “in business”. Examples of such people are doctors, lawyers, scientists, government and semi-government officials; a more accurate description might be ‘*occupation travellers*’.

Others

The reasons for travel today are so diverse that there are bound to be many which do not fall

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conveniently into any of the foregoing classifications; take, for example, people who travel for humanitarian reasons, perhaps, to assist victims of natural disasters, such as famines, floods, hurricanes, sunamis, and earthquakes.

The Importance of Knowing Travel Motives

An understanding of peoples' **motives** - or their **reasons** - for wishing or needing to travel, or for considering embarking on travel, is **very important** for all **professionals** who are involved in "marketing" - and particularly in actually selling - tourism and travel.

For example, a businessman's travel and accommodation needs and requirements are likely to differ a good deal from those of a person considering taking a holiday/vacation. In the former case, the client will generally **already** know when and to where he wishes to travel, and it is therefore merely a matter of arranging the best possible itinerary and accommodation to suit that client's needs and plans.

However, in the case of the holidaymaker/vacationist, his or her travel motivation(s) will provide a good indication of the most appealing location or type of holiday to recommend, and the most effective "selling points" to stress in order to convince the client to actually book a holiday/vacation. Other information will also be needed, of course, such as preferences in terms of destination, financial resources, etc, but **the motivation(s) for travel** is nearly always the "starting point".

A knowledge of - and understanding of - EACH person's travel motivation(s) is essential, because the prime responsibilities of professionals involved in selling travel are to:-

- * make the **most suitable** travel and other arrangements to meet
- * the requirements of **each individual traveller**.

Travellers and Visitors

All those who fall into the ten classifications which we have given you are termed **travellers**. But there are other people who also travel between countries - and who are thus "travellers" by definition - who are **not** generally included in *tourism statistics*. They include:-

- * Members of armed forces travelling from their countries of origin to their "duty stations", and vice versa.
- * Border workers.
- * Refugees and nomads.
- * Transit passengers who do not leave the transit area of the port or airport.
- * Diplomats and consular staff travelling from their countries of origin to their "duty stations", and vice versa.

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★ Temporary and permanent immigrants.

Those who **are** included in tourism statistics (and who were listed in our ten classifications) are called **visitors**. They can be broadly divided into:-

✧ **Business Travellers**

These people, as we have already explained to you, travel for reasons of business, or to attend meetings, conferences, congresses or exhibitions connected with their occupations.

✧ **Tourists**

These are defined as visitors who spend **at least one night** in the country (or, in the case of domestic tourists, area of the country) visited. They might be nonresidents of the country (or area of it); or nationals resident in other countries returning for a **'visit'** to their country of nationality; or foreign air or ship crews docked or in "lay over" who use accommodation establishments (hotels, etc.) in the country visited.

✧ **Excursionists**

These might be day visitors - or **'day trippers'** - who arrive and leave the country visited on the **same day**; or cruise ship passengers who are in port for only a short time and who are accommodated on board their cruise ships; or crews who are not residents of the country visited, who stay in the country for only a short time, and who are accommodated aboard their ships.

The distinction between the three groups is not always clear cut, however: for example:-

- ✧ As we have already mentioned, a business traveller might also take the opportunity for a holiday/vacation whilst in a country visited for business reasons. Or although accommodated in one country such a person might make a day trip to another country for business purposes - and would thus be, in effect, a **'business excursionist'**.
- ✧ Similarly, persons holidaying/vacationing in one country might make day trips to one or more other nearby countries; for example a tourist visiting, say, the south coast of England might make a day trip to France; in Britain he or she would be classified as a **tourist**, but would be classified as an **excursionist** in France.

We consider what are called **'tourism statistics'** in Module 2, but the foregoing will have given you an understanding of the many different reasons why people travel today, and you can see why it has proved so difficult for even world bodies to formulate one simply worded but complete definition of tourism.

The Industry

It is quite accurate to refer to tourism and travel as an **"industry"**, because it produces, markets and provides **'products'**.

However, many different business activities are involved in this industry, some of which might at first sight appear to operate independently of others. In reality, different types of activities depend

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upon each other for success, and they must be co-ordinated and must operate in harmony in order to provide the full **'tourist product'**. For example:-

- * **Transport** (both international and local) is essential to tourism.
- * **Accommodation** and **catering** of different kinds and standards are vital.
- * Both small and large scale **entertainment** and **sporting facilities** need to be provided.
- * Leisure and holiday centres, sports resorts, sea cruises, fly-drive holidays, coach and motoring and walking holidays are organised and run by many **different businesses**, some small and some very large;
- * There are individuals and businesses engaged in **promoting, marketing and selling** the tourist products: tour operators, advertising and publicity specialists, printers and, of course, the "retailers" - the travel agencies;
- * In addition, many **'support'** or **'ancillary services'**, such as guide or courier facilities, travel insurance, foreign exchange, travellers cheques and credit facilities, are required to ensure full "customer satisfaction" with the actual tourist products provided.

Not every type of business within the tourism/travel industry is necessarily involved in every tourist product, of course; but generally a number of quite different ones are. And it is essential that they "mesh" smoothly together, to ensure a trouble-free holiday/vacation.

In very many instances the client - the tourist - should not even be aware that the holiday/vacation involves numerous distinct business activities; he or she might have purchased the product as a **'package'**. That might include transport, accommodation, catering, entertainment, sporting activities, etc. Nevertheless, separate activities **are** involved, and it requires considerable skill and experience and good "behind the scenes" organisation to ensure that they are efficiently co-ordinated.

The Product

It is essential that all professionals who are engaged in the tourism and travel industry remember always that the product which they are marketing is **'intangible'**. By this term we mean that it is **non-material** and **cannot** be seen, felt, tasted, heard or smelt. That is, it **cannot** be inspected, sampled or tested **in advance** by prospective purchasers as so many "tangible" products can: for example, refrigerators, clothing, foodstuffs, radios, perfumes.

A tourism product is essentially a **'SERVICE'**, which is itself made up of a variety of different services. And, being intangible: it **cannot** be measured, tested or verified **in advance** of the purchase of it by a client; remember that **only** the RESULTS of the service provided can be "experienced"; that is, seen and/or felt.

Some components of the tourist product are, to be sure, "physical" and tangible - such as accommodation, meals, vehicles, etc. But they are also really services and they only add to - or detract from, if inferior - the feelings of pleasure, enjoyment, comfort, etc, **which are what the client pays for!**

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Because of the huge diversity of travellers and their motives for travelling, there is no one “standard” tourism product; and although many incorporate similar features, there are usually many different products between which clients can choose, to suit their requirements, expectations and pockets. And, of course, different categories of travellers (tourists, business travellers and excursionists) are interested in quite different products.

Holiday/Vacation Products

A holiday/vacation, because of its intangible nature, is often likened to a ‘*dream*’. Its prime objective is to turn **into reality** for a relatively short time the holidaymaker’s *dream or fantasy* - and the *planning and anticipation* of the holiday/vacation might be as exciting and enjoyable as is the reality in due course. And, of course, the *memory* of the holiday/vacation, and the *recalling* of it from photographs, videos, DVDs, etc, might also provide considerable enjoyment. A holiday/vacation might be the eagerly awaited “high point” in what might otherwise be an unexciting, drab, mundane and toilsome life.

Excursion Products

In some cases an excursion trip might also realise a “dream” for some or all participants; for example a day trip to the seaside or some other ‘exciting’ location for otherwise deprived children, or for the elderly; again anticipation and memory of the trip might provide added pleasure. In other cases an excursion might be in the nature of a “break”, or might be a shopping expedition, or might be a business trip or part of one.

Business Travel Products

Although many people enjoy travelling for business - and the opportunity to travel might be welcomed, to some other people it is looked upon as being a “chore”, a possibly unwelcome or inconvenient one - but one which **has** to be performed. Frequently the business person has little choice in the matter of destination(s), in the timing(s) of a trip or in the length(s) of stay, and quite often business trips have to be arranged at short notice. The major priorities for such a business person will be transport at the right times and suitable accommodation at the destination(s).

The “business travel product” is thus very different from the tourist product, although some of its components will be similar, such as transport and accommodation. The key difference is generally **choice**. Whereas, as we have already stated, a business traveller might have little choice as to destination(s), timing(s) or length(s) of stay, the holiday/vacation or leisure tourist frequently **does** have a choice (VFR travel being a possible exception in some cases.)

That very element of choice means that the skilful marketing of tourist products, both at the **tour operator** level and at the **retail** level - at travel agencies - is required. It is essential that professionals who provide the tourist product try to ensure, as far as is possible, that the “reality” **fulfils** - matches up to - the dream. That is no easy task, as certain features of services set them apart from tangible products (often called “goods”).

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The Special Features of Services

It is very important for all professionals involved in tourism and travel to remember these important ways in which services **differ** from tangible goods:-

- * Firstly, as we have explained, being **intangible** services cannot be “tested” in advance, so neither the client nor the vendor can be certain that the holiday/vacation recommended or selected is exactly what is sought. Thus to a large extent the client buys “on trust”.
- * Secondly, the success of a holiday/vacation can depend to a large degree on the **personnel** who provide the various services which together make up the “full” product. Such people might include some or all of: couriers, air hostesses or stewards, travel representatives and travel agency counter staff, hotel receptionists, restaurant and housekeeping staff, and many more, as most services - and tourism is definitely no exception - are “labour intensive”. Thus, the *standard of performance* of the various services can vary considerably depending on who provides them, and the *manner* in which they are provided: friendly, efficiently, helpfully, sympathetically, offhandedly, disinterestedly, carelessly, and so on.
- * What is more, much depends on the attitude of the person **‘receiving’** a particular service, because very often the provision and “consumption” of a service are inseparable, and the recipient **participates** in the process. Some people are easy to please, whilst other people are very difficult to please; some people can overlook minor problems whilst other people are very critical and demanding; some people are determined that **nothing** will spoil their enjoyment whilst other people seem equally determined **not** to enjoy themselves!; and so on.
- * Another feature of a tourism product is that it **cannot be taken to** the consumer; instead the consumer must **be taken to the product** and, of course, part of the product actually involves the “taking” - by one method or another - such as by road, rail or air.
- * The many services which jointly make up a tourism product are **perishable**. They **cannot** be “saved” or “stored” for later use. For example, an “unsold” hotel bedroom or cruise ship cabin, aircraft or coach or train seat **cannot** be “stored” for sale at a later date (as can be often done with many tangible products); once a sale has been lost, **it is lost for ever!** That is why large discounts and/or other incentives might be offered for “last minute” holidays - in order to fill aircraft, hotels, etc.
- * Finally, at least in the short-term, the supply of a tourism product is **inelastic**, that is, it is more or less fixed. For example, the number of hotel rooms or beds available at a particular resort cannot be substantially increased to meet higher than anticipated demand in a particular season. Some hotels/guest houses, etc, might close during the “off season”, but it is not easy to reopen them at short notice to meet greater than expected demand, in the way in which the rate or volume of production or manufacture of tangible products can be increased to meet increased consumer demand.

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Types of Tourism Products

It will be useful for you to learn these definitions of words commonly used in the tourism and travel business:-

- * A tourism product is commonly called a **'tour'**.
- * The word **'touring'** implies relatively continuous travel, involving visits to a number of different areas or countries, by coach for example.
- * A **'cruise'** is travel by water - sea, lake, river - again often involving visits to different areas or ports, frequently in different countries.
- * The word **'trip'** is often used to refer to a day excursion, although some laymen might use the word to refer to a longer tour.
- * A **'domestic' tour** is one which is taken *entirely within* the national boundaries of the traveller's own country. For economic reasons, which we consider later, many countries encourage domestic holidays/vacations.
- * An **'international' tour** is one which is taken in one or more countries *outside* the traveller's own country.

Independent and Packaged Tours

It is very important that you understand clearly the difference between these types of tours.

- * **An independent tour** is one in which the traveller makes his or her **own** travel arrangements, either through a travel agent or direct (for example by telephone, fax, email or via a website) with a transport organization - e.g. an airline, or a coach or ferry company, etc. The traveller also arranges accommodation personally, directly or through a travel agency or tourist organization in advance, or as required during the actual tour. Similarly, arrangements for entertainment, meals, etc, are made as and when required.
- * With a **packaged tour** or an **'inclusive' tour** (commonly abbreviated to **IT**), on the other hand, it is a tour operator who arranges the transport and accommodation, plus meals, entertainment, etc, as required. Frequently a package tour includes "transfers" to and from the accommodation unit and the destination airport, railway station or port, plus baggage check-ins and handling. So the traveller has to do little but arrive at the original departure port or station on time. In some cases local excursions (called "shore excursions" on cruises), by coach for instance, might also be included, or they might be "optional extras" which a tourist might book (and pay for) locally or "on board" as required.

Flight Only

In some cases, in order to fill an aircraft, a tour operator might offer a **'flight only'** ticket as an alternative to a "full" package. As its name implies, the offer covers only the flights to and from the

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destination airport. The purchaser must make his or her own arrangements for accommodation and any other facilities required in the country visited. This can sometimes be an inexpensive method of travel for VFR tourists (who might stay with the friends or relatives visited), and for those who own or rent or “time share” property in the destination country concerned. However, flight-only tickets might not offer the flexibility of departure and return dates and lengths of stay as might be available when travelling on “scheduled” flights.

Package Tours

In order to be able to offer package tours at reasonable prices (usually well below the costs of independent tours of similar standards), a tour operator must purchase transport, accommodation and other facilities “in bulk” (in quantity) in advance; by so doing those “components” are generally obtained at lower rates.

The various components involved are then **‘packaged’** - often in different “combinations” to provide “variety” and choice, as well as “price variations” - and the tours are sold to holidaymakers (individually or in groups), either directly or through travel agents.

Package tours can be of two types:-

★ The **‘independent inclusive tour’** (abbreviation **IIT**), in which a tourist travels to his or her destination individually,

and

★ The **‘group inclusive tour’** (abbreviation **GIT**), in which the tourist travels to the destination with others who have purchased the same package or a similar package.

Tourist Destinations

The term **‘destination’** used in relation to travel and tourism refers to a place to which a tourist travels, generally with the intention of “staying” (e.g. making use of accommodation) for some time.

Some tourist destinations are **‘transitory’** ones; perhaps on the way to another destination. For example, a tourist might visit a number of islands in a “group”, staying at each one for two or three days.

Many tourists, on the other hand, travel direct to their **‘final destinations’**, where they propose to stay - or to be “based” - for the duration of their tours.

Some tours might provide a “combination”. For instance, a tourist might travel to - and stay for one or two days at - one or more transitory destinations on the way to the final destination, where he or she will stay for the remainder of the tour.

Of course, in some cases - such as fly-drive tours - there might be no “final destination” as such, because the tourists decide where they want to stay, and for how long they want to stay there. Also, some fly-drive and coach tours and cruises start and eventually finish at the same seaport or airport, etc.

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The foregoing examples (and there are other variations, too!) illustrate just how wide is the range of types of tour available to tourists today.

The range of destinations available to tourists from many countries is also very wide - and is continually increasing.

Although some people are content to take the “same” holiday over and over again, in the same resort (sometimes staying at the same hotel, guesthouse, camp site, etc) many other people seek variety - “something different”, new or exciting. Indeed, in many countries the “traditional” type of holiday - to a national seaside resort, for example, has declined considerably in popularity.

International travel has blossomed in recent years (although economic restraints and transport problems - such as airline and air traffic controllers’ strikes - tend to reverse the trend to some degree) and peoples’ “horizons” have widened. Low-fare airlines and tour operators offering modestly priced package tours have, of course, been responsible to a large degree for this change in attitudes, but they must be constantly on the lookout for new destinations (as well as new types of tours) as tourists’ demands and expectations change.

Features of Tourist Destinations

What, then, are the factors which help a particular tourist destination to prosper? Basically there are three such factors, which are interrelated:-

- * The **attractions** of the destination, and how they have been “promoted”;
- * The **amenities** or **facilities** offered by the destination, and their costs; and
- * The **accessibility** for tourists of the destination, which includes the type and range of travel opportunities offered.

We now examine each factor separately.

Attractions

An ‘**attraction**’ in this context is something which **appeals** to a particular tourist or to a prospective tourist. It is something which creates and arouses interest and a desire to see or to participate in; it is really an appeal to the senses or to the motivations for embarking on travel.

Some tourists, particularly after a package holiday or a cruise, complain of having been treated like “sheep”, or of the “regimentation” at holiday centres or villages (note that the once commonly used term “holiday camp” even implied regimentation, hence the decline in its usage). It is true that some people do like having everything organised for them - that is part of their enjoyment.

But it must always be borne in mind by professionals who organise and market tours, that tourists have **individual** characters and temperaments, likes and dislikes, prejudices and preferences. In the main they want a **choice**, and in no area is that more noticeable than with attractions; the attractions offered by a destination which appeal to one person might be disliked by another, to the

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extent of deterring a visit to that particular destination.

Of course, in many instances the destination selected might have to be a “compromise” between, say, a husband and wife; one which has the most “plus” attractions and the least “minus” attractions, or one in which “minus” features are offset by an attractively low cost, and so on.

The possible range of attractions at destinations is very large and varied, and that range is continually being widened. Nevertheless, it is possible to categorise attractions as falling into:-

- * **Site attractions** - which might be countries or areas of countries or groups of countries, or geographical regions, or cities or resorts. In effect, it is the destination itself which appeals to tourists.
- * **Event attractions** - which might be exhibitions, sporting fixtures (e.g. the Olympics and the World Cup Football Final), international conferences, carnivals, festivals, religious ceremonies, and so on. Tourists opt to visit the destination because of what is taking place there at the time they propose to visit.
- * **Combined site/event attractions** - many events are likely to have greater and added appeal to tourists if they are held in locations with inherent site attractions.

You should note that there is also a distinction between:-

- ❖ **Natural attractions** such as mountains (individual or ranges), volcanos, waterfalls, lakes, rolling countryside, beaches, game reserves, fjords, and so on; as well as climatic conditions, such as sun, blue skies, clean/fresh air, and so on.
- ❖ **Man-made attractions**, such as holiday resorts and complexes, theme parks, zoos, wildlife parks and marine centres, historic or religious sites and buildings and other constructions (for example the Pyramids in Egypt, the Great Wall of China and the Panama Canal), or those of architectural interest, and so on.

Despite the distinction we have just shown you, there are many tourist destinations which depend for their success on a **combination** of both natural and man-made attractions. For example, expansive golden beaches might themselves be an attraction; but relatively few tourists might visit them unless and until resorts have been developed or there are other man-made attractions in the vicinity.

Attractions in general can be further subdivided into:-

- * **Nodal attractions** - this term refers to the situation in which the various attractions of a destination are located in fairly close proximity to one another. Tourists stay in one resort or city, for example, which provides all or most of the attractions and amenities they seek, although they might make short excursions out of the immediate vicinity. Obviously such destinations make them particularly suitable for inclusive tours.
- * **Linear attractions** - this term refers to the situation in which the attractions might be spread over a fairly wide geographical area, which might encompass more than one country, often with no one “centre” of attraction. Such destinations are most suitable for touring holidays, on foot or by coach or in private vehicles, for fly/drive holidays, and in some cases for cruises (perhaps by inland

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waterways - rivers and canals).

The Promotion of Destinations

Whatever the types of attractions (or combination of them) of a particular destination, if tourists are to visit it - in the numbers which can be catered for - it must be **'promoted'**. By this we mean that potential tourists must be made **aware** of it and its various attractions. Obviously, if people do not know a destination exists, or what its attractions are, they will **not visit it!**

Advertising and other publicity is carried out for many destinations, and they and their attractions need to be described (often with the aid of colour photographs) in brochures, pamphlets, leaflets, videos, DVDs, etc, in such a way as to appeal to potential tourists; these documents are so important that they are dealt with at length in Module 12. In very many cases, effective and regular promotion of destinations is essential for their success.

A form of promotion which should never be overlooked, however, is *"word of mouth"*; tourists who have enjoyed a visit to or a holiday at a particular destination are likely to recommend it to other potential visitors - a vital reason for always ensuring "customer satisfaction".

However magnificent the scenery of a destination, however beneficial its climate, however appealing its other attractions, tourists to it will be limited if:-

❖ they cannot reach it easily and conveniently (e.g. by road, rail, chair lift, cable car, etc., as appropriate);

or if:

❖ they cannot be accommodated or otherwise catered for there.

We therefore now consider amenities and accessibility.

Amenities

By definition, amenities are **'facilities'** provided to meet requirements.

The "basic" requirements of tourists at a destination are, of course, accommodation, catering and cloakrooms. But the standards of them expected by different tourists can and do vary enormously. What one tourist might consider a "luxury", e.g. a private en suite bathroom, another might consider a "bare necessity". Some tourists might be perfectly happy accommodated in tents, caravans, chalets, etc, whilst others demand *"five star"* hotel accommodation. The same applies to food, as some people are content with self-catering or self-service canteen facilities, whilst other demand full restaurant services, or even *"gourmet"* catering. Good local transport facilities are often also essential.

The amenities expected are closely allied to motivations for travel; different people might require different entertainment, sporting facilities, guide or sightseeing or other excursion facilities, and so on. In addition, and as we have already mentioned, facilities might be required to enable tourists to **reach** particular attractions or to engage in the activities for which they are visiting a destination, for example ski-lifts need to be provided at a skiing resort. Adequate facilities for the **safety** of tourists are also very important.

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The costs of the amenities offered are often important considerations, notwithstanding the fact that the better the standards of amenities offered or expected, the higher their costs are likely to be. The individual costs of some amenities might, of course, be “included” in the price of a “package”, but nevertheless they will of necessity contribute to the overall cost of that package.

Too severe cost-cutting in the matter of amenities by tour operators, in an endeavour to keep prices down, can easily be counterproductive. A golfing enthusiast, for example, might be prepared to overlook uninspiring meals or even inadequate accommodation, but would complain bitterly if his golfing facilities were not up to expectation! Similarly, package tourists staying at a beach resort are often upset at being called upon to pay extra for beach chairs or loungers - even though they are often prepared to pay “over the odds” for drinks served to them on the beach.

It is important that travel brochures state clearly and honestly, without ambiguity, what **is** - and equally what is **not - included** in the price of what is described as an “inclusive” tour.

It can happen that the amenities offered by a destination become themselves the “attractions” to that particular destination. For example, hotel/resort complexes have been constructed, sometimes in previously unexploited areas, offering a wide variety of entertainments and other facilities which in their own right attract tourists in substantial numbers.

Accessibility

Ease of access to - and from - a destination is an important factor; this is especially so if **‘mass tourism’** is sought.

To large numbers of travellers, the actual time spent travelling to (and back from) a destination is considered “dead” or “wasted” time, is boring and uncomfortable - delays caused by strikes, congestion, security and immigration checks, and the like, add to the distaste, whether travel is by rail, road, air or water. (And that can apply equally to the travel necessary to the “starting point” for coach tours and cruises, and travel back home from the “finishing point” or port of disembarkation.)

It is generally important for a destination to have regular, convenient and reasonably priced forms of transport to and from it. Distance and travel-time from and back to the country/area of origin might be important considerations in deciding whether a particular destination will be visited or not.

Another matter to be considered under this heading concerns immigration procedures, visas, etc. If it is a long and tedious matter to obtain a tourist entry visa, for example, then the destination is likely to lose much of its appeal to tourists - because it is **not** easily accessible.

The amenities for arriving/departing tourists in the **‘host’** country, or area of it, are also important, such as good, clean and efficient airports, sea ports, coach and railway stations, and good railway, coach/taxi services. Delays caused by slow immigration or “entry” processing, baggage reclaim/handling and customs clearance can all be frustrating - and can deter tourists from a further visit to the country/destination in the future. And “bad experiences” will be passed on to others “back home”, who might also be deterred from making visits there. “Bad publicity” does **not** help any destination.

Departing Tourists

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It is an unfortunate fact that the tourist authorities of some countries, and some tour operators, pay more attention to “*arriving*” tourists than to “*departing*” tourists. Departure facilities and areas might be poorly organised and be inefficient, dirty and/or poorly furnished/decorated, cramped, with inadequate - and far too often overpriced - catering and refreshment facilities, cloakrooms, etc.

Far too often delays - and frustration - are caused by slow and disinterested immigration officials. And problems are often compounded by travel delays, and increasingly by the necessity for stricter ‘**security checks**’ on both people and baggage.

Some package tourists complain of being “abandoned” by couriers or travel representatives at their end-of-holiday departure points.

Upsets or dissatisfaction at the end of a holiday can easily spoil an otherwise enjoyable tour, and it is such unpleasant experiences which will often be related to (and noted by) other people, rather than the satisfactory features. Therefore, the “journey home” **MUST** be catered for **as part of** the holiday

Conclusion

Although we have separated attractions, amenities and accessibility for your ease of examination and understanding, you will undoubtedly have noted the interrelationship and overlapping between them. In general, if tourists are to be encouraged to visit the attractions offered by a destination:-

* adequate facilities must be available to enable them to do so;

and

* adequate amenities must be available to ensure their enjoyment, comfort and safety once there.

In the light of the explanations which we have given you so far, you should consider carefully any tourist destinations with which you are familiar or have visited, in your own country or in other countries.

- ★ What are their major attractions?
- ★ Are their amenities adequate or can they be improved - if so, how?
- ★ Is there ease of access, and adequate travel amenities?

These are matters to which tourist authorities, tour operators and organisers, and travel agencies must all pay attention if they are to attract tourists and ensure their satisfaction, and hopefully:

* encourage them to “return” for another visit

and/or

* encourage other people to pay a visit.

SELF-ASSESSMENT TEST ONE

Recommended Answers to these Questions - against which you may compare your answers - will be found on page 23. The maximum mark which may be awarded for each Question appears in brackets at the end of the Question. Do **NOT** send your answers to these Questions to the College for examination.

No.1. What is meant by “motivations for travel”? List and describe briefly nine different reasons why people travel. (maximum 27 marks)

No.2. Describe briefly - and distinguish between - three different types of “visitors” to countries. (maximum 18 marks)

No.3. (a) What three related factors contribute to the success of a tourist destination? (maximum 20 marks)

(b) What are the differences between:

(i) an independent tour, and (ii) a package or inclusive tour?

(maximum 25 marks)

No.4. Place a tick in the box against the **one correct** statement in each set.

(a) *It is important for professionals employed in the tourism industry to know peoples’ motivations for travel:*

1 so that the cheapest methods of travel can be offered them.

2 to be sure they know exactly where customers want to go.

3 so the most suitable travel and other arrangements can be made to suit the requirements of each individual client.

4 in order to reduce their workload to the minimum.

(b) *VFR travel is the term used to refer to:*

1 very fair rates charged to regular clients or customers.

2 travel in order to visit friends or relatives.

3 variable fares offered for late-bookings to fill unsold seats.

4 venture or “new experience” holidays/vacations.

(c) *We can refer to tourism and travel as being an “industry” because:*

1 products are produced, marketed and provided.

2 because tourism products have to be manufactured.

3 all efforts are geared towards the provision of tangible benefits for customers.

4 production of tourism products must keep pace with demand.

(d) *The fact that services are intangible means that:*

1 they have little bearing on the requirements of tourists.

2 their effects can be clearly demonstrated in advance to prospective customers.



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- 3 they cannot be experienced or tested by customers in advance of purchase.
- 4 they are less expensive to provide than are tangible products.
- (e) *The term site attractions refers to:*
 - 1 the features of a destination which are clearly visible to visitors.
 - 2 the location of the attractions at the destination.
 - 3 the appeal the destination and its features has to visitors.
 - 4 sightseeing tours which are very popular with visitors.

(2 marks for a statement correctly ticked - maximum 10 marks)

RECOMMENDED ANSWERS TO SELF-ASSESSMENT TEST 1

No.1. Motivations for travel are the reasons which prompt people to embark on, or to consider embarking on, travel; that is, the purposes of their journeys. The most common reasons or motivations for travel are holidays/vacations - for leisure and relaxation, for a change of climate or environment, entertainment, pleasure, etc; for cultural pursuits or in connection with peoples' religions or faiths; for visits to relatives or friends; to follow educational or training courses; to see and experience different places, spectacles, peoples or cultures; to participate in or to be spectators of sporting events; to follow or further hobbies or special interests; for reasons of health or to alleviate ailments; in pursuance of business or other occupations.

No.2. The types of travellers who are termed visitors and who are included in tourist statistics are:-

- (a) Business travellers, visiting a country (or an area of a country) in connection with their trades, professions or occupations.
- (b) Tourists, who spend at least one night in the country (or area of it) visited.
- (c) Excursionists, who arrive and leave the country (or area) on the same day.

No.3. (a) In the case of an independent tour, the tourist makes his or her own travel arrangements and organises accommodation and any other services required at the destination, paying for each separately, at the destination(s) to be visited. However, with an inclusive tour, it is a tour operator who makes the necessary arrangements for travel and accommodation, and also other services for the tourist as well, which are included in the overall price charged by the tour operator for the tour.

(b) The three related factors which contribute to the success of a tourist destination are:-

- (1) Its attractions, whether they are site or event attractions or a combination of both, and the way in which they are promoted to appeal to potential visitors to it.
- (2) The amenities and facilities which it has to offer to visitors.
- (3) The ease with which visitors can reach the destination or its attractions, that is, its accessibility.

No.4. The correct statement from each of the sets selected and ticked:

- (a) 3✓ (b) 2✓ (c) 1✓ (d) 3✓ (e) 3✓

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WHAT YOU WILL LEARN IN MODULES 2 TO 12 OF THE TOURISM & TRAVEL AGENCY MANAGEMENT PROGRAM

Module 2 - The Importance of Tourism

Economic importance internationally
Visible imports and exports:
 effects on the balance of trade
Invisible imports and exports:
 effects on the balance of payments
Economic consequences of tourism nationally:
 outgoings necessary to earn revenue from tourism
 balancing income from and expenditure on tourism
 the spread of income from tourism
The social consequences of tourism:
 employment opportunities
 damage to local culture and values
 social costs of tourism development
 financial costs of tourism development
Reasons for tourism development in “developing” countries:
 attraction of foreign investment
 employment and training
 income from :
 taxes, customs duties, on earnings and profits
 the accelerator factor
The tourist income multiplier:
 direct, indirect and induced income from tourism
Calculating a country’s TIM and its use
Tourism expenditure statistics
Arrival statistics
Why tourism statistics are needed:
 their uses
Considerations in developing tourism

Module 3 - The Tourism Market

Definitions of tourism and travel and tourism product markets
Leisure and activities holiday/vacation markets
Touring/cruising, sightseeing and culture markets
Variety combinations
Common interest markets
VFR markets
Educational holiday/vacation markets
Exotic and unusual holiday/vacation markets
The business travel market:
 how it differs from other tourism markets
Conference/congress and special events markets
Incentive business travel markets

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Inclusive or Package Tours

Common features of IT's
Other services which may be included in IT's
Special services
Inclusive tours by excursion
Inclusive tours by charter
Accommodation in IT's
The attitude of travel agents towards IT's

Module 4 - Structure and Organisation of the Tourism Industry

The components of the industry:
interrelationships and interdependence
Channels of distribution for products:
the traditional channel
The producers in the tourism industry:
carriers
accommodation establishments
Wholesalers in the tourism industry:
tour operators
travel brokers
Retailers in the tourism industry:
travel agents
Vertical and horizontal integration in the industry
Organisations with common interests:
professional and trade bodies
Use of transport and accommodation by tour operators
Types of tour operators:
mass market operators
specialist operators,
incoming operators and handling agents
conference organisers
Economics of tour operating:
types of costs incurred
Factors involved in setting prices of packages:
price variations
Other sources of income for tour operators
Supplements to basic tour prices
Surcharges to quoted tour prices, no surcharge guarantees

Module 5 - Transport

The effects of developments in transport on tourism
Competition between carriers
Air transport:
Importance to the economies of countries
Protection of national airlines: subsidies, pooling arrangements
Airline problems resulting from 11 September 2001:
reduction in airline numbers
reorganisations, amalgamations and alliances
of airlines to deal with falling passenger
numbers and competition

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Scheduled air services:

- “traditional” airlines
- “low fare”, “no frills” airlines
- competition between the two concepts

Non-scheduled or charter services

Air taxis

Regulation of air transport:

- international agreements, cabotage routes

IATA:

- its aims
- organisation
- benefits of membership

The effects of deregulation:

- cut-price ticket sales

Rail Transport:

- the importance of rail links to some countries
- decline in importance in tourism
- attempts to regain lost markets

Road Transport:

Coach travel:

- scheduled long distance services
- private hire or charter services
- qualities of coaches
- tour operations
- excursions
- transfers

Cars/automobiles:

- the rise of motoring tourists
- fly-drive tours
- hire/rental vehicle businesses
- caravanning and camping
- response by the accommodation sector

Sea Transport:

Cruising:

- reasons for increased popularity
- types of cruises
- ports of call

Fly-cruises

Cruise and stay

Ferry services:

- why they are important in tourism
- developments

Inland Waterways:

- excursions and tours on lakes, rivers and canals

Travel insurance:

- importance to travellers
- what policies might cover
- what policies might “exclude”

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Module 6 - Accommodation and Catering

Non-commercial accommodation:
types
importance to the industry
Commercial accommodation
Serviced accommodation:
services provided
types of accommodation
Self-catering accommodation:
types of accommodation units
Alternative serviced/self-catering facilities
Sizes of accommodation units:
hotel/motel chains and consortia
Vertical integration involving accommodation:
possible advantages
Location of accommodation:
ideal locations
factors dictating location otherwise
location to meet requirements of different markets
Rating of accommodation units:
categorisation, classification and grading,
common rating systems
descriptions of accommodation
Demand for accommodation:
problems in forecasting caused by:
seasonality and periodicity
deciding whether to remain open or to close
during the off season
requirements of customers
Changing demands for accommodation:
response from the sector
Considerations by tour operators in selecting accommodation:
costs
sizes
ownership
amenities
satisfying guests with differing needs
Franchising of accommodation units
Time-sharing of accommodation
Catering services:
included meals
optional meals
self-catering
Priority of catering operations:
giving value for money
Different requirements of guests:
catering for those needs
Variety of catering establishments:
how it may influence selection of destinations
or types of accommodation selected

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Module 7 - Travel Agencies

The role of travel agencies in the industry
Ways in which travel agencies differ from other retailers:
the effects of those differences
Types of travel agency:
city centre agencies
suburban agencies
country town agencies
business houses
Location of a new travel agency:
the general area
the potential market
competition
Siting of travel agency premises:
convenience and accessibility for customers
attracting attention of passers-by
The effects of competition in close proximity
The requirements of suitable premises:
street level location
the selling area
security
Renting/leasing premises - the lease
Laying out the travel agency interior for:
efficiency
comfort
convenience
good brochure display
Furniture and furnishings:
the necessity for an attractive, inviting and
visually pleasing appearance
Desks:
sizes and shapes
matters to consider in their use
Fitted counters:
standard and custom-built units
materials
design
height
matters to consider in their use
Customer files and storage
Brochure display units:
importance of good displays
designs and types of units
regular restocking
Window displays:
an appeal to the eyes
their purpose and importance
designing and constructing effective window displays
maintaining attraction
Buying or taking over an existing travel agency:
why it is for sale
the asking price
goodwill

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Module 8 - Establishing an Appointed Travel Agency

- Legal licensing and registration
- Capital, why it is needed and how it may be raised
- Expenditure which may be incurred prior to business commencing
- Types of business ownership:
 - sole-proprietors
 - partnerships
 - limited liability companies:
 - meaning and advantage of limited liability
- Travel agency operations:
 - Providing information and professional advice
 - Planning itineraries
 - Making reservations
 - Computing fares, issuing tickets and vouchers
 - Communicating
 - Handling complaints
 - Promoting travel services
- Importance and benefits to agencies of IATA appointment
- The route to IATA appointment
- Preparing for a successful application for IATA appointment
- Appointments by principals, agency agreements/contracts
- Membership of national travel associations

Module 9 - Managing a Travel Agency

- What distinguishes a manager from other agency staff
- The meaning and functions of management
- Recruitment of staff:
 - sources
 - job descriptions
 - personal qualities sought:
 - physical, mental, skills, qualifications, character
- Interviewing and selecting potential agency staff
- Induction of new staff:
 - what is involved, importance
- Training of new agency staff:
 - effective methods of training
 - participation and role playing
 - the manager's involvement
- Relations with and welfare of staff:
 - fair and honest treatment
 - setting good examples
 - fair terms, conditions and rewards
- Motivation of staff:
 - meaning and importance
- Economics of travel agency operation - financial management
- Major sources of income, levels of commission
- Supplementary sources of income
- Major types of expenditure incurred
- Why credit is allowed and its dangers:
 - credit control
- The necessity for good salesmanship and sales management
- The steps in the selling transaction
- Positive selling:

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increasing sales without expenditure
 The importance of good counter staff:
 attributes required
 The travel agency manager, variety of duties and responsibilities

Module 10 - State Promotion of Tourism

Reasons for state participation in tourism:
 economic and social
 Varying degrees of participation by states due to:
 differing governmental/political systems and ideologies
 differing economic systems
 the relative importance of tourism to the national economy
 the stage of development of the industry
 The state's co-ordinating role in tourism development
 Why the state might become involved
 in running tourism amenities
 Advantages and disadvantages of private developers
 Non-commercial reasons for state participation in tourism
 Development of the infrastructure:
 meaning
 what might be involved
 Planning for tourism:
 researching and forecasting
 Development of the superstructure:
 what might be involved
 By-products of improved infrastructure and superstructure
 Training manpower for the tourism industry
 Encouraging the correct attitudes towards tourists
 Improving the accessibility of the country or regions of it:
 better transport links, relaxing entry formalities, abolishing visas
 Providing or arranging finance for tourism development:
 sources of funds:
 internal and external
 methods of financial assistance
 control over type, pace and areas of development
 Areas of state supervision and control
 Why and how the state might restrain tourism growth
 Control over the outwards flow of tourists
 Roles and activities of:
 national tourist organisations
 regional tourist organisations
 local tourist organisations

Module 11 - The Marketing of Tourism

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Marketing by the public sector:
 its purposes -
 and how they differ from those of the private sector
 Public sector aids to the private sector's efforts:
 market research
 statistics
 visits by tour operators/travel agents
 tourism offices
 Marketing by the private sector:

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- definition
- activities involved
- the importance of marketing to business survival
- market research:
 - what data it typically seeks
- consumer research:
 - its purpose
 - typical questions needing answers
- uncovering and fulfilling market opportunities
- sales planning and forecasting:
 - what is involved
 - their relationship
- advertising and publicity:
 - why they are undertaken
 - media which might be used
 - direct and indirect forms
 - factors which influence the extent to which advertising and publicity are carried out
- building customer loyalty:
 - passenger/guest clubs
- sales promotion campaigns:
 - how they differ from normal advertising and publicity
 - reasons why they are carried out
- common special offers:
 - price reductions
 - better value
 - stopovers
 - travel incentives
 - loss leaders
- merchandising and point of sale advertising

Module 12 - Tour Brochures and Websites

Tour brochures:

- why they are needed and used:
 - by tour operators
 - by travel agents
 - by prospective travellers
- Types and sizes of publications:
 - leaflets:
 - single-sheet, folds, variety of uses
 - pamphlets:
 - numbers of pages, possible uses
 - booklets:
 - the popular conception of 'brochures'
- Categorising tours:
 - specialist brochures
 - cost and convenience benefits
- Importance of quality of production:
 - attracting favourable attention to the brochure
 - eye-catching, multicoloured, illustrated front pages/covers
 - enhancing the operator's reputation for:
 - quality, care and reliability
 - dangers of poor presentation, poor paper or poor printing
- Designing the layout of contents:

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- making text visually interesting
- colours, photographs and illustrations
- Providing convenience for readers:
 - colour coding of sections
- Booking instructions:
 - avoiding ambiguity
- Booking forms:
 - attachment within the brochure, separate sheets
 - instructions on completion
 - keeping booking procedures simple
- The importance of the accuracy of information provided
- Range of information needed about each tour featured
- Dangers of inaccurate or incomplete information
- Deciding what really is essential advance information
- Sales promotion and special offers in brochures

Websites:

- The impact of the Internet on the marketing of tourism and travel products
- The increasing importance of websites in the industry
 - Advantages of using websites:
 - to businesses
 - to travel agency staff
 - to prospective customers
 - Design and construction
- Uses of websites by:
 - NTOs, RTOs and LTOs
 - carriers
 - tour operators
 - travel agencies
 - hotels
- Online booking/reservation and payment
- Special and “last minute” offers
- Accuracy of website information
- Adequate but not excessive information

A Promotional Campaign:

- An example of the planning and implementation of a campaign for a fictitious holiday/vacation and convention area, covering:
 - planning
 - business review, consumer review, competition review
 - SWOT analysis
 - campaign strategy, objectives and targeting
 - marketing communication activities:
 - the campaign theme, logos and slogans
 - advertising media: consumer and trade advertising
 - direct response messages
 - printed literature:
 - visitors, accommodation and attractions guides
 - the website
 - inter-business relations
 - consumer promotions
 - trade activities:
 - trade shows and fairs
 - trade missions
 - familiarisation trips
 - public relations
 - international programmes