A Warm Welcome
from the Executives, Staff and Tutors of
Cambridge International College - Britain

STUDY & TRAINING GUIDE
FOR MODULE ONE ON
TOURISM & TRAVEL MANAGEMENT
STUDY GUIDE FOR MODULE ONE

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

This Study Guide - like all our Study & Training Materials - has been written by professionals; experts in the Training of many hundreds of thousands of 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 Study & 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 or courier.

* 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

* 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’
ABOUT CIC STUDY & TRAINING MANUALS

A CIC Study & Training Manual (which comprises 6 Modules - the first Module of which follows) supplied by the College as part of your Program is NOT simply a textbook. It must therefore not be read simply from cover to cover like a textbook or another publication. It MUST be studied, Module by Module, exactly as explained in the following pages. Each CIC Study & 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 & 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 & 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 & 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 & 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.

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. 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.

Note: You might 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 (or after the final Module in a Manual) 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 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 (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, relative or colleague assess them for you) practise writing “written” answers:-

❖ in clear, easy-to-read handwriting;

and

❖ in good, grammatical language.
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 (or the last Module in a Manual.) In any case, you should thoroughly study the Recommended Answers because:

* As we have 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, Progress Tests and in your Final Examination should be answered: clearly, accurately and factually (with suitable examples when necessary) showing your knowledge and understanding, with details and explanation, and how they should be planned and well-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 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 details, explanations and descriptions, 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 which you will find with 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
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. The Questions set in our Self-Assessment and Progress Tests should be treated as being “Past Examination Questions”. Therefore, you should read and study carefully the recommended answers we provide because they form an integral and essential part of the Study & Training Program as a whole. Read the wording of each Question/Exercise carefully, and note, in particular, how our answer to each is presented and explained fully and clearly - not too briefly; whilst at the same time being detailed, but not over-long and rambling. To gain high marks, your own answers should certainly be no shorter or less detailed than our Recommended Answers.

It is important that your own answers to Test and (in due course) Examination Questions/Exercises are presented in a similar clear, detailed and easy to read style, to ensure that you receive the best possible marks and award in due course for your Examination Work. Brief, incomplete answers, or lists of unexplained “bullet points”, are not sufficient to gain good marks. It is better for you to write in more detail than too little, so long as your answers are clear and relevant. Include examples where helpful, and use wisely all the “time allowed” (usually two hours) in which to write full, well-explained answers. Plan your answers, and ensure that you answer all sections or parts of each question.

An Assessor needs to be shown by your answers that you really have understood what we have taught you in the Modules - and that you could implement and use the various subject-matters in practical work situations - so make sure your answers demonstrate that!

8. 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.

9. 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.
STEP 6

Study again thoroughly the section(s) of the Module relating to the Question(s)/Exercise(s) to which your answers did not achieve 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 or courier, it will be accompanied by a 24-page ‘Study & Training Guide’ (containing a ‘Progress Chart’) which you MUST read very carefully before starting your study of Module Two.

Above are scenes from a Graduation Ceremony held in Egypt attended by College Vice Principal, David Lawson, who presented awards to CIC Members from Egypt, Saudi Arabia, Kuwait, Qatar, Libya, Yemen (middle left) and Nigeria (bottom left)
STUDY & TRAINING MANUAL ON

TOURISM & TRAVEL MANAGEMENT

Module One

CONTENTS

Foreword to the Program

Module 1 - The Tourism & Travel Industry and its Products

Definitions of tourism - problems in precise definition
Motivations for travel:
   holidays/vacations
   culture and religion
   visits to friends and relatives (VFR)
   education, training, study
   new experiences
   sports, activities and recreation
   hobbies and special interests
   health reasons
   business tourism
   other reasons for travel
Why a knowledge of travel motivations is essential
Travellers and visitors
Types of visitors:
   business travellers, tourists and excursionists
The characteristics of a “trip”
Types of tour organisation:
   independent and packaged
Components of the tourism & travel industry:
   co-ordinating different business activities
Tourism products for:
   holidays/vacations, excursions, business travel
The intangible nature of the tourism product
A tourism product as a collection of services
Features of services which set them apart from other products
Types of tourism products:
   independent travel and package tours
Tourist destinations
Attractions:
   site, event, natural, man-made, nodal, lateral
Promotion of destinations
Amenities and facilities expected at destinations
The importance of accessibility to, from and within destinations:
   visa and immigration procedures on arrival
   considering the needs of departing tourists

Recommended Answers to Self-Assessment Test One

You will find the Contents/Syllabus of what you will learn in Modules 2 to 12
of this Program starting on page 30
Foreword

Today, tourism is a major force in the economy of the world - it has become an activity of global importance and significance. It has also become an industry sector which, unless it is well managed and controlled, can have harmful effects on the cultures and environments of “host” countries.

In our modern world, the many and varied activities involved in tourism and travel are continuously changing: in response to changing tourist demands and expectations; in response to new tourist destinations being opened up; 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 events, occurrences and happenings appear to be harmful to tourism and travel, and might cause a - generally short-lived - turndown in traveller numbers, whilst others 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 sell tourism and travel products, and to make decisions which can affect travel to and from a country, and 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 as 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 operations and management, and to keep abreast of changes which occur, which might affect - positively or negatively, as the case might be - the work which you are performing, and the prospects for the enhancement of your career. Listen to tourism and travel programmes on radio and watch them on television, read travel magazines and guides, make visits of your own when circumstances permit and, above all, make full use of the enormous potential and opportunities for research and marketing made available by the Internet.

In that way you will not only continue to 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; or to find new sources of potential tourists to your own country; or to protect the “attractions”, heritage and culture of your country; to develop and boost tourism and travel in your own country and assist it in many other ways, not the least by helping to improve its balance of payments and its economy. You will be introduced to all these matters - and many others - during this Program.

As a CIC Member, you also 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.
Module One

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 of people involves travel, by different means (by road, or by rail or by water or by air, or by a combination of two or more of these ‘modes of transport’, as they are called) 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 definitions which are of especial 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” in which people are engaged 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 kilometres or more from her home to shop at a particular shopping centre or mall, 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 kilometres to and from work by road or rail 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, depending on the country, that period is normally between 3 months and 12 months.
There are increasing numbers of people who travel regularly between their first or main homes and their second or holiday homes; some people own their "second" homes, whilst other people purchase or rent "time share" properties - in which multiple parties hold rights to use a specified property (commonly an apartment or condominium) and each sharer is allotted a period of time - typically one or two weeks, and commonly the same time every year - in which they may use the property.

Also, the movement of people away from their normal places of residence or work usually involves some expenditure. However, that is not necessarily always the case. For example, persons cycling or hiking (on foot) in the countryside on a camping weekend during which they carry with them their own food and drink, might make no "economic contribution" to the area(s) to which or through which they travel, but nevertheless they are tourists. There are many other circumstances in which tourists spend minimal sums of money. We can therefore say that tourism usually, but not invariably, involves some expenditure of income, and that the money spent by tourists has been earned within their normal residency or work areas, as opposed to being earned in the area in which it is spent, that is, the "destination".

The following - a third - definition of tourism was devised by the then World Tourism Organization (WTO) and was endorsed by the Statistical Commission of the United Nations in 1993, following an International Government Conference in Canada in 1993:-

"Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes."

Unfortunately, even this definition does not offer us any real guidance on the "activities" undertaken to be classed as a tourist, or the distance to be travelled. With the growth of time share and second home ownership by people - who in some cases might spend fairly lengthy periods of time away from their main homes - it might be argued that tourists need no longer necessarily be "outside their usual home environment."

It can also be inaccurate to define tourists in terms of the distances people have travelled from their homes, because "local" people can be viewed as "tourists" within their own areas when they are engaged in tourist-type activities; for example, whilst they are showing friends or relatives or other visitors around a local beauty spot or attraction. Also, their economic contribution to the tourism and travel industry in the area is just as important as that of the more traditionally defined tourist.

Although a precise and universally accepted 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 briefly the most common groups or "classifications" 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. In Module 3 we deal in greater depth with the major motivations for travel and tourism, and with the tourism and travel "markets" which they create.

Note that the periods during which people are considered to be "tourists" might be referred to as being "trips" or "tours" or "visits" or "voyages", and other descriptive terms.

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 person 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, bird watching, archaeology, geographical features, zoology and so on, depending on his or her “special interests”.

Holidays/Vacations

This is a very wide ranging classification, and there are many different reasons why people travel for holidays and vacations. Changing fashions, tastes and expectations also have a bearing on why (and where) people choose to go for holidays/vacations. Common reasons for taking holidays/vacations include:-

- the need for a “break” from routine or from stressful situations (at work, family or social);
- the opportunity for rest, relaxation and leisure, or for recuperation;
- the desire for a change of climate; for example, the “search for the sun”;
- entertainment, enjoyment and pleasure, adventure, romance;
- the opportunity to engage in sport or other activities whilst on holiday/vacation;

and many more.

This classification also includes “short breaks” or “weekend breaks”, which might be for just one night or two nights away, either in domestic locations or in neighbouring countries. These are often literally “breaks” from routine or from stressful situations, or they might be taken as part of a celebration, such as for a birthday or wedding anniversary.

Travel for Culture and Religion

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

Visits to Friends and Relatives (often called ‘VFR travel’)

Although the primary motive of such travel is stated in its description - that is, to see relatives and/or friends - such visits are also often wholly or partly intended to be holidays/vacations, or they might contain elements from other travel motivations, such as shared hobbies or “special interests” or sporting activities.

Travel for Education/Training/Study

These purposes are self-explanatory and are generally for personal development, but in some cases they are combined with cultural and/or religious purposes. An example is a “cultural exchange” in which one or more people from one particular country visit another “host” country to learn the language spoken there, and about how its people live, whilst one or more nationals from that country travel in the opposite direction for the same or similar reasons. Similarly, a young person, typically a woman, from one country will live in another country whilst learning to speak its language, etc, and will help with housework or child care in exchange for “room and board” (meals) and spending money; such people are commonly referred to as “au pairs”.

Travel for 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, or areas which have still been “untouched” by civilisation or mass tourism. Yet other people travel for exploration or look upon travel as a “challenge”, something new and different, whilst yet others seek “adventure” in travel.
**Travel for Sports, Activities and Recreation**

In some cases this classification of travel is in the nature of “business travel”, for example, professional sports persons, such as golfers, soccer players, boxers, athletes, cricketers, and many others travel in pursuit of their vocations. Many amateurs also travel to participate in sporting fixtures, although they usually have different motivations - for example, pleasure or excitement rather than to earn income - for doing so. Other people travel to attend, as spectators, sporting events, whilst yet other people engage in sports or other activities as part of their holidays/vacations.

**Travel for Hobbies and 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. The range of different hobbies and special interests is vast.

Some hobbies might, of course, be cultural ones and such interests might prompt travel; for example, people who are interested in studying ancient civilisations, might travel to see and visit ancient buildings and monuments of the period, perhaps in two or more countries. Often groups with “common interests” or hobbies will travel together, sometimes accompanied by lecturers who are knowledgeable about the fields of interest, and/or using local guides.

**Travel for Health Reasons**

Some people travel to visit medical specialists or medical centres, clinics, spas, etc, in their own or different countries. Other people might travel to areas in which the climate or other features might be beneficial to their ailments, or which will alleviate them; for example, some people feel better and healthier at low altitudes or even at sea level, whereas other people, perhaps with lung problems or breathing difficulties, fare better at higher altitudes, or at other locations where the air is cleaner and less polluted.

**Business Tourism**

The term “business traveller” is generally taken to include all those people who travel for business or commercial, professional and work-related reasons. Those reasons include travel to attend meetings, conferences, congresses and exhibitions and trade fairs in connection with their businesses, professions or occupations. Business tourism is the major non-leisure form of tourism, and business tourists are accepted as collectively forming the highest spending category of travellers.

The commonly used term “business traveller” can be rather misleading because it includes many travellers who are not actually engaged “in business”. Examples of such people are doctors, lawyers, scientists, diplomats, government and semi-government officials, as well as officials or executives of international bodies, etc; a more accurate description might therefore be “occupation travellers”.

Travelling to attend meetings of one kind or another is probably the most widespread motivation for business tourism. Meetings are necessary for many different reasons, and meetings vary greatly in size and attendance - ranging from just two or three people to hundreds or thousands at national or international conferences or congresses. However, the meetings which stimulate business tourism are primarily those which are related to the professional occupations or activities of the people attending.
There is one particular type of meeting which is often regarded as being sufficiently distinct from all the others that it is placed in a category of its own, and that is "incentive travel". This involves the travel, usually in groups, of employees of a company or corporation who have been “awarded” a fully paid-for trip by their employer in recognition of high performance or achievement, such as for reaching or exceeding sales targets. Many of the trips are classed as being “luxury”, and incentive travel is one of the highest-spending (and therefore significantly lucrative) forms of tourism.

**Travel for Others Reasons**

The reasons for travel today are so diverse that there are bound to be many motivations which do not fall conveniently into any of the foregoing classifications. Consider, for example, people who travel for humanitarian reasons, perhaps to assist victims of natural disasters, such as famines, floods, hurricanes, tsunamis, and earthquakes. Some of those people might be professionals, such as doctors, surgeons, search and rescue experts, military personnel, and aid co-ordinators, whilst others might be volunteers from other areas of the country faced with the catastrophe, or from other countries.

**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.

It should be obvious - but it is sometimes overlooked by those self-same professionals - that not all tourists are the same. They are very diverse - are very different from each other - and, as we have seen, they have many different motivations for travel, and those can also vary at different stages in their life-cycles according to age, financial situation, occupation, social standing, health, lifestyle, as well as personal and group preferences and circumstances. Motivation is a highly individualised element in human behaviour. The tourism and travel industry relies on people choosing to travel for business, pleasure, leisure, or for other reasons, and it follows that what motivates people to visit places and resorts has major economic implications.

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 or she wishes or needs to travel, and it is therefore primarily a matter of arranging the best possible ‘itinerary’ - a detailed plan for a journey and travel, with a list of places to be visited - the appropriate mode(s) of transport 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 or reserve 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 persons who fall into the ten classifications which we have given you are termed *travellers*. But there are other people who also travel within and 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; such as immigration and customs officers.

Refugees and nomads.

Transit passengers - that is, passengers who have to “break” their journeys, for example to change airline flights - who do not leave the “transit area” at the seaport or airport.

Diplomats and consular staff travelling from their countries of origin to their “duty stations”, and vice versa.

Official representatives of national governments and international bodies whilst on “missions”.

Temporary and permanent immigrants and refugees.

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 their professions or occupations, or to attend meetings, conferences, congresses or exhibitions or trade fairs, 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, the area of the country - being visited. They might be non-residents of the country (or area of it); or nationals resident in other countries returning for a visit to their country of nationality; or foreign flight or ship crews docked or in “lay over” who use accommodation establishments (hotels, etc) in the country being 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 being 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 the collection, analysis and uses of what are called ‘tourism statistics’ in Module 3, but the foregoing descriptions will have given you an understanding of the many different reasons people today have for embarking on travel - and you will appreciate why it has proved so difficult for even world bodies to formulate one simply worded but complete definition of tourism.
The Characteristics of a ‘Trip’

Its characteristics will define what kind of visit is made and to where. One distinction is between ‘domestic tourism’ and ‘international tourism’. The former refers to travel taken exclusively within the national boundaries of the traveller’s “home country”. The decision to take a holiday within the borders of a nation’s own country is an important one economically, because it will reduce the “outflow” of money from that country, and will have an impact on the country’s balance of payments. For this reason, many governments encourage residents to take holidays/vacations in their own countries in order to aid the economy. The description ‘staycations’ refers to holidays/vacations taken in locations within the home country.

A second characteristic relates to the kind of destination which is chosen. For example, whether it is travel to a seaside resort, a mountain resort, a country town, a health spa or to a major city, and so on. Another is whether it is a “single-centre visit”, or a “multi-centre tour”, which involves a stopover at two or more places, or whether it is a longitudinal tour that will involve extensive travel with brief overnight stays along the route.

Another characteristic is the length of time being spent on the trip. As we have already explained, a visit that does not involve an overnight stay is called an excursion, and is frequently referred to as a “day trip”. Expenditure by day trippers is generally less than that of overnight visitors, and statistical data on these forms of tourism are often collected separately. Although a visitor who stops at least one night at a destination is termed a ‘tourist’, day trips might be taken to other destinations, which could even involve an international trip.

Finally, in order to maintain accurate tourism records, some maximum length of time must be established beyond which the visitor will no longer be considered a tourist. Different countries might have different regulations governing this aspect; some might restrict the maximum period to three 3 months or to a lesser period, whilst others might allow six months and some might permit a full year.

Types of Tour Organisation

Its organisation further refines the form that the travel takes. A tour might be “independent” or might be “packaged”. A package tour, for which the official term is an ‘inclusive tour’ (commonly abbreviated to IT) is an arrangement in which transport and accommodation - and often other elements, such as meals and entertainment and/or excursions - are purchased by the tourist at one “inclusive” price.

We deal in depth with ITs in Module 5, but to explain briefly, tour operators purchase transport, accommodation, and other required elements, in large quantities - in “bulk” - in advance, generally at considerably lower prices than individual travellers would pay (because of the ‘economies of scale’ - reduced ‘per unit’ cost - achieved through the bulk purchases of each of the elements.) The packaged elements - which make up the ITs - are then sold either directly or through travel agents to individuals, families, or small or large groups of people wishing to take holidays or vacations to the destinations offered in the ITs.

Form(s) or mode(s) of travel: air, inland waterway (river or canal) or sea, road or rail, or combinations of two or more of them - which are included in packages might differ. If air transport is involved it might be by charter aircraft or scheduled flight. Accommodation might be in a hotel, motel, guest-house, campsite, a self-catering apartment, house or villa. Passengers might travel - or “transfer” - between the arrival point (such as a rail terminal, a seaport or an airport) and their chosen accommodation by minibus, coach, taxi/cab or airport limousine.

A package tour will normally include the transport and accommodation, and often transfers to and from the accommodation are also included. In some cases additional services will be provided in the package, such as vehicle hire at the destination, excursions by coach or theatre entertainment. The inclusion of some form of comprehensive insurance is now demanded by most tour operators, and is sold automatically with the tour, unless individual tourists specify that they are covered by their own alternative travel insurance.
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 upon and must interrelate with each other for success, and however diverse they might be, they must be co-ordinated and must operate in harmony in order to provide the full ‘tourism product’. For example:-

- **Transport** (both international and local) and accessibility are 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 as the attractions to draw and attract tourists to a destination.

- Leisure and holiday centres, sports resorts, sea cruises, fly-drive holidays, coach and motoring, railroad, 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 tourism products: tour operators, advertising and publicity specialists, printers and, of course, the “retailers”: travel agencies, travel websites or webstores, and similar.

- 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 and travel industry is necessarily involved in every tourist product, of course, but generally a number of quite different ones are involved. And it is essential that those “mesh” smoothly together, to ensure a trouble-free trip or holiday/vacation for the client - the “consumer”.

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.

Fig.1/1. Components of the Tourism & Travel Industry.
The Tourism 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. For those reasons, a tourism product cannot be inspected, sampled or tested in advance by prospective purchasers as can so many “tangible” products: 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 customer or client; remember that only the RESULTS of the service provided can be “experienced”; that is, seen and/or felt.

Some components of a tourism product are certainly “physical” and tangible - such as the bed and other items of furniture in an accommodation unit, meals, beverages, vehicles, etc. But in reality they are also really services, and they only add to - or detract from, if they are inferior - the feelings of pleasure, enjoyment, comfort, relaxation, etc, which are what the client pays for!

Because of the huge diversity of travellers and their motives for travelling, there is no one “standard” tourism product; and although many such products incorporate similar features, there are usually many different products between which clients can choose, to suit their requirements, expectations and financial circumstances. And, of course, different categories of travellers (tourists, business travellers and excursionists) are interested in and will pay for quite different tourism 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 a short excursion trip might also realise a “dream” for some or all participants; for example, a day trip to the seaside or to some other “exciting” location for otherwise deprived children, or for the elderly or senior citizens; again, anticipation and later the 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 business travel 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 convenient transport at the right times - without unnecessary delays or time wasting, for example, between arriving on one flight or train or coach, and catching another - and also suitable accommodation at the destination(s).

The “business travel product” is therefore very different from the tourism product, although some of its components will inevitably 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 circumstances.

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

**Special Features of Services**

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

* Firstly, as we have explained, because they are intangible services cannot be “tested” in advance, so neither the client nor the seller or 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 or vacation can depend to a large extent on the personnel who provide the various services which together make up the “full” product. Such personnel 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, because most services - and tourism is definitely no exception - are “labour intensive”. Therefore, the standard of performance of the various services can vary considerably depending on (1) the behaviour of people who are involved in the provision of the services, and (2) the manner in which the services are provided. The satisfaction of travellers and tourists will be affected by whether or not the services are provided in a friendly way, 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 to” - by one or more modes of transport, such as by road, rail, water 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 or “breaks” - 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 and/or 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.
Types of Tourism Products

It will be useful for you to learn these definitions of words commonly used by professionals 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, canal - 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 have mentioned and will consider again 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 home 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 - such as 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 by the traveller.

△ 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 destination airport. The purchaser must make his or her own arrangements for accommodation and any other facilities required in the area or 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 town or country concerned. However, flight-only tickets are often for charter flights, which might not offer the same flexibility of departure and return dates and lengths of stay which might be available when travelling on regular or “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” (that is, 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.

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, guest-house, camp site, etc) many other people seek variety - “something different”, new or exciting. Indeed, in some 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 and terrorist activity - tend to reverse the trend to some degree) and peoples’ “horizons” have widened. Low-fare airlines and tour operators offering modestly priced package tours, together with ready access to holiday and travel websites, have been responsible to a large degree for this change in attitudes, but tour operators and related businesses must be constantly on the lookout for new destinations (as well as new types of tours) because 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 briefly - and the explanations are expanded upon in later Modules.

**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 - whilst others do not.

But it must always be borne in mind by professionals who organise and market travel and tourism, that tourists have individual characters and temperaments, likes and dislikes, prejudices and preferences. As a general rule they want and expect 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 extent of deterring a visit to that particular destination.

Of course, in many instances the destination which is selected might have to be a “compromise” between the different likes or preferences of, say, a husband and wife. They might eventually select a destination 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 choice of destinations made by parents who will be accompanied by a child (or more than one) might be strongly influenced by the activities or facilities offered - which will in effect be “attractions” - which will be suitable for youngsters; and those will in turn depend on their ages. For example, young children might need crèches (nurseries where babies and young children are cared for) or playgroups; some children might need supervised activities, such as swimming or athletics; whilst teenagers might need organised entertainment, recreational activities and amusements, such as discos.

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 three main categories:

- **Site attractions** - which might be countries or areas of countries or groups of countries, or geographical regions, islands, or cities or resorts. In effect, it is the destination itself which appeals to tourists.

- **Event attractions** - which might be exhibitions, important sporting fixtures (such as the Olympic Games 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 - or they will time their visits to coincide with the particular event.

- **Combined site and event attractions** - many sporting and other events are likely to have greater and added appeal to tourists if they are held in locations which also have site attractions.
There is also a distinction between:

- **Natural attractions** such as mountains (which may be individual peaks or ranges), volcanos, rivers, waterfalls, canals, lakes, deserts, glaciers, canyons, rolling countryside, beaches, game reserves, fjords, and so on; as well as climatic conditions, such as sun, blue skies, clean/fresh air, etc.

- **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 bicycle, or by coach or in private or rental vehicles, for fly/drive holidays, and in some cases for cruises (perhaps by inland waterways - rivers and canals) or by railway.

**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, where we also consider the equally important matter of the promotion of destinations using websites. In very many cases, effective and regular promotion of destinations is essential for their continued success.

A “free” form of promotion which should never be overlooked, however, is “word of mouth”; tourists who have enjoyed a visit to or a holiday/vacation 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 (for example, 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 or needs. The “basic” requirements which tourists want at a destination are, of course, accommodation, catering, and WCs/washrooms, cloakrooms or restrooms.

But the standards of the facilities which are expected by different tourists can and do vary enormously. What one tourist might consider a “luxury”, such as a private en suite bathroom in a hotel, another tourist 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 people 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 - for example, safe vehicles for tourists visiting game reserves; and beach guards or life guards on dangerous stretches of water or coast - are also very important.

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 (such as a ski lift pass, or green fee for golf) 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.

Cost-cutting in relation to amenities by tour operators, to try to keep prices down, can easily be counter-productive. 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 and websites, and other promotional media - such as advertisements in magazines, travel supplements and guides and on television - 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 which are offered at or by a destination become themselves the “attractions” to that particular destination. For example, hotel and/or resort complexes have been constructed in many countries, 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 what is being 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 displeasure, 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 modes 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, at baggage reclaim/handling points, and for 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.

The needs of disabled travellers should be taken into account when considering amenities and accessibility at destinations. For example, ramps are needed for wheelchair access, special toilet/WC/cloakroom facilities have to be provided, and suitable transport must be available. In addition, adequate medical services must be on hand, and peoples’ special needs must be catered for in relation to security, such as in the event of fire.

Departing Tourists

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, security personnel, and check-in desk staff. And problems are often compounded by travel delays, and increasingly by the necessity for stricter ‘security checks’ on both people and their baggage. Travellers complain bitterly about not being informed about flight, rail and other transport delays, about tannoy announcements being unclear, and so on.

Some package tourists complain of being “abandoned” by couriers or travel representatives at their end-of-holiday/vacation departure points (such as at airports, railway stations, coach terminals, etc.)
Upsets or dissatisfaction at the end of a holiday or vacation 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 the “3 A’s” - 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 get there;

and

* adequate amenities must be available to ensure their enjoyment, comfort and safety once they are 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. Try to answer these questions:-

★ What are their major attractions?

★ Are their amenities adequate or can they be improved - if so, how?

★ Are there ease of access plus adequate travel and transport facilities?

These are matters to which tourist authorities, tour operators and organisers, and the managements of 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 in the Appendix which starts on the next page. 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. Explain what you understand by people’s “motivations for travel”, and list and describe briefly nine different reasons why people travel. Why is it essential for professionals in the tourism & travel industry to ascertain peoples’ motivations for travel? (maximum 30 marks)

No.2. Describe briefly - and distinguish between - three different types of “visitors” to countries, and their motivations for making their visits. (maximum 20 marks)

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

(b) Explain clearly the differences between (i) an independent tour, and (ii) a package or inclusive tour. (maximum 20 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 to them.
2. to be sure they know exactly where customers want to go.
3. so that 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 or rooms.
4. venture or “new experience” holidays/vacations.

(c) The major reason why people embark on business travel is:

1. to attend and participate in meetings, conferences and congresses.
2. to participate in or to watch sporting activities.
3. to visit establishments or locations which can help to cure or alleviate their ailments or health problems.
4. for leisure and relaxation and to have a well-earned break from stressful work activities and situations.

(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.
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)
TEST ONE

No.1. In the context of tourism and travel, motivations for travel are the reasons which prompt people to embark on, or to consider embarking on, travel; in effect, motivations refer to the purposes of peoples' journeys.

The most common reasons or motivations which people travel for are: holidays/vacations - for leisure and relaxation; for a change of climate or environment; for entertainment, pleasure, etc; for cultural pursuits or in connection with peoples' religions or faiths; for visits to friends or relatives (VFR); 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 visit exhibitions; to follow or further hobbies or special interests; for reasons of health or to alleviate ailments; in pursuance of business or other occupations.

It is the prime responsibility of professionals working in the tourism & travel industry to arrange and provide the most appropriate products to suit the needs or demands - in terms of destination(s), duration of trips, standards, financial resources, etc - of each traveller (or group of travellers, such as a family or members of a club). That can only be achieved if their motivations for travel are determined in advance.

No.2. The main 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. Their motivations for travel might include the necessity to attend meetings, conferences, conventions and congresses, exhibitions or trade fairs in connection with their businesses, professions or work-related occupations. Doctors, lawyers, scientists, diplomats, government and semi-government officials, as well as officials or executives of international bodies, etc, are also generally included in this category. The most widespread motivation for business tourism is the need to attend meetings, which are held for many different reasons, and they can vary considerably in terms of agenda, size and attendance; the latter might range from just two or three people to hundreds or thousands at national or international conferences, conventions or congresses.

(b) Tourists, who spend at least one night in the destination country (or area of it) visited. Their motivations for travel are many and varied. Many people need “breaks” from their everyday lives and routines, and so take holidays or vacations which offer leisure, recreation, entertainment, or perhaps activities, or give them the opportunity to follow their hobbies or special interests. Other people travel to participate in or to be spectators of sporting or other events being held at the destination; whilst other people seek a change of climate or environment, which might be for reasons of health or to alleviate ailments. Many people travel to pay visits to friends or relatives, or to see and experience different places, attractions, nations or cultures; whilst yet other people travel for cultural pursuits or in connection with their religions or faiths.

(c) Excursionists, who arrive and leave the country or area of it on the same day. Some people participate in excursions to give themselves “short breaks” and involve only domestic travel, such as a day trip to the seaside, or a shopping trip or a visit to an attraction. In other cases tourists might be “based” at a particular location in one destination area or country, but make side-trips or excursions to other locations, which could be within the same country or area or could be to a neighbouring area or country; their motivations (amongst many) might be sightseeing, to participate in or view activities, or merely for shopping.
No.3. (a) The three related factors which contribute to the success and prosperity of a particular 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. Site attractions are countries or areas of countries or groups of countries, or geographical regions, islands, or cities or resorts, which appeal to tourists and encourage them to visit there. In contrast, when tourists opt to visit destinations because of what is taking place there at the time they propose to visit, those are called event attractions - they might be exhibitions, important sporting fixtures, international conferences, carnivals, festivals, religious ceremonies, or many others. Frequently sporting and other events are likely to have greater and added appeal to tourists if they are held in locations which also have site attractions; such destinations are said to have combined site and event attractions.

(2) The amenities and facilities which it has to offer to visitors to fulfil their needs or demands and motivations for visiting. Primarily those are accommodation, catering, washroom or toilet/WC facilities; but the standards or qualities required or expected may vary between tourists. Furthermore, different people might require different entertainment, sporting facilities, guide or sightseeing or other excursion facilities. Other 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, dive boats might be needed to take people to scuba-diving or snorkelling sites.

In addition, adequate facilities are needed to ensure the safety of tourists, such as beach guards or life guards on dangerous stretches of water, beaches or coast, or at swimming pools. The costs of the amenities offered are often important considerations; and potential tourists need to be made aware in advance that better standards of amenities offered or expected are likely to cost more.

(3) The ease with which visitors can reach the destination or its attractions, that is, its **accessibility**. There are exceptions, but generally good transport links (by road, rail, air or water) to and from a destination are important for its success, because travellers want to get to their destinations quickly and smoothly, without unnecessary and tiring hold-ups (for example, at entry/immigration points) or delays. Many tourists also expect good transport facilities (such as coaches, mini-buses or taxis/cabs) to take them to and from the attractions of the destination which motivated them to travel. The visitor experience can be reduced by slow or inefficient transport, traffic congestions, lack of vehicle parking, etc.

(b) In the case of an independent tour, the tourist makes his or her own travel arrangements with the carrier(s) and organises accommodation and any other services required at the destination. Payment might be made for each element separately (such as air fare paid to an airline), either directly or through an intermediary (such as an accommodation booking or reservation website operator) or 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.

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

(a) 3✓√  (b) 2✓√  (c) 1✓√  (d) 3✓√  (e) 3✓√
WHAT YOU WILL LEARN ABOUT
TOURISM & TRAVEL MANAGEMENT
IN MODULES 2 TO 12 OF CIC’s TRAINING PROGRAM

Module 2 - The Importance of Tourism

Economic importance internationally
Visible imports and exports:
effects on a country’s balance of trade
Invisible imports and exports:
effects on a country’s 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
Investment for tourism development
Importance of forecasting and planning tourism
The social consequences of tourism:
employment opportunities:
positive and negative features
Effects of “foreign” cultures:
damage to local culture and values
Social “costs” of tourism development:
noise, overcrowding, pollution, etc
exploitation of local inhabitants
the issue of photography
Effects on the environment 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 (TIM):
direct, indirect and induced income from tourism
The TIM formula
Calculating a country’s TIM and its uses

Module 3 - Measurement of Tourism and Tourism Statistics

Factors which can influence demand for tourism:
those which cannot be predetermined or forecast
cultural, social, financial and technological changes
Measuring tourism:
SWOT analysis
data needed by tourism planners and decision-makers
Statistics:
what they are
quantitative and qualitative data
facts about which data is gathered
Tourist expenditure statistics
Arrival statistics:
landing or entry cards:
information commonly required
How tourism statistics provide a country with:
an indication of the effects on its economy and balance of payments
comparisons between years or seasons or with other countries
the ability to identify and forecast trends in tourism demands
data on which to plan advertising, marketing and promotion
information on what tourists spend money
Tourist behavioural patterns
Market intelligence
Sampling
Caution in relying too heavily on tourism statistics
Module 4 - Considerations in Developing Tourism

Framework of tourism; the elements:
- people who want or need to travel
- traveller-generating areas
- tourism destinations
- transit routes
- public and private sector organizations

The "visitor experience" and the tour:

Tourist area life cycle or resort life cycle:
- factors which can affect life cycles

Sustainable tourism development:
- what "sustainable" means in relation to tourism

Carrying capacity of a site, facility or destination:
- factors to be considered in estimations

Infrastructure of a country:
- transport facilities and utilities
- improvements and investment in infrastructure

Evaluation of the market:
- the meaning of "market" in tourism and travel
- basing planning on research and forecasts

Destination tourism superstructure:
- accommodation units
- restaurants and other eating places
- entertainment, sports, recreational and shopping facilities
- development and improvement of superstructure

The people working in tourism:
- training, willingness to satisfy tourists
- government’s role in avoiding resentment, apathy or antagonism towards tourists

Accessibility:
- a mixture of infrastructure and people
- minimising customs and entry or immigration formalities
- reducing traffic congestion
- providing needed escalators, elevators, ski-lifts, cable-cars, etc

Research into demand for types and standards of accommodation

Factors in the selection of sites for hotels, resorts, etc

Tourism effects on flora and fauna
- Noise pollution
- Positive environmental effects of tourism
- Responsible tourism

Module 5 - The Tourism & Travel Market

Definitions of tourism and travel and tourism product markets:
- different markets for different products

Leisure and activities holiday/vacation markets:
- lengths or durations
- destinations:
  - scenic areas, sun-sea-and-sand - beaches
  - activities dependent on interests:
    - frequent need for “compromise”
  - amusement parks and theme parks
- types of people who buy these products:
  - conservative and adventurous
- types of tours:
  - mass market
  - popular market
  - individual market
- affects of budget airlines
Touring/cruising, sightseeing and culture markets:
- lengths or durations
- destinations
- types of people who buy these products
- types of products:
  - cruise ships and liners
  - coaches, mini-buses and other road transport
- variety combinations:
  - fly-drive and fly-cruise
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:
  - timing of business trips
  - lower level of price sensitivity
  - duration of business trips
  - services required by business travellers
Conference/congress and special events markets
Incentive business travel markets

**Inclusive (IT) or Package Tours**

Common features of ITs:
- travel, accommodation, transfers, meals
- representatives of tour operators
- "all inclusive" packages
Other services which might be included in ITs:
- entertainment, sporting activities, health aids
- excursions/sightseeing trips, admissions to attractions
- couriers and local guides
Special services:
- visas, health, travel insurance, foreign exchange
Types of inclusive tours:
- inclusive tours by excursion (ITX)
- inclusive tours by charter (ITC)
Accommodation offered in ITs
The attitude of travel agents towards ITs

**Module 6 - Structure & Organisation of the Tourism Industry**

The components of the industry:
- organizations which:
  - provide essential elements
  - create demand
  - fulfil tourists' needs and demands
  - provide support services
- interrelationships and interdependence
Channels of distribution for products:
- the traditional channel
The producers in the tourism industry:
- carriers, amenity and attraction providers
- accommodation establishments
Wholesalers in the tourism industry:
- tour operators
- travel brokers
Retailers in the tourism industry:
- travel agents
Booking or reservations agencies and websites
Vertical and horizontal integration in the industry
Organizations with common interests:
   professional and trade bodies

Types of tour operators:
   mass market operators
   specialist operators
   domestic operators
   incoming operators:
      handling agents
      conference/convention organisers

Use of transport and accommodation by tour operators

Economics of tour operating:
   types of costs incurred:
      direct, selling, administration
   factors which can affect profits
   forecasts of business levels

Factors involved in setting prices of packages:
   reasons for price variations
   effects of competition

Other sources of income for tour operators:
   deposits received in advance
   excursions
   transport hire/rental vehicles
   travel insurance
   sales of “duty free” goods
   cancellation charges

Supplements to basic tour prices:
   single room occupancy
   choice accommodation
   full board
   all inclusive terms
   times/seasons of the year
   festive seasons
   optional extras

Surcharges to quoted tour prices:
   how and why the need for surcharges arises
   common factors which affect tour costs and prices
   action by tour operators to deal with increases in costs:
      no surcharge guarantees
      limited surcharge guarantees
      pass on all costs to customers
      offer to cancel bookings
   skills needed for profitable tour operation

Module 7 - Transport

Reliance of tourism on transport and routes
Effects of developments in transport on tourism
Carriers and effects of competition between carriers

Air Transport:
   Importance to the economies of countries
   Protection of national airlines: subsidies, pooling arrangements
   Scheduled air services:
      “traditional” airlines
      “low fare”, “no frills” budget airlines
      competition between the two concepts
   Non-scheduled or charter air services
   Air taxi services
   Regulation of air transport:
      international agreements, cabotage routes
the International Air Transport Association (IATA):
aims and organisation, benefits of membership
The effects of deregulation

**Rail Transport:**
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
- tour operations, excursions, transfers
- qualities of coaches, safety regulations
Cars/automobiles:
- the rise of motoring tourism
- fly-drive tours
- hire/rental vehicle businesses
- caravanning/RV and camping
- response by the accommodation sector

**Sea Transport:**
Cruising:
- reasons for increased popularity
- types and standards of cruises and cruise ships, ports of call
- fly-cruises and ‘cruise and stay’

**Ferry Services:**
why they may be important in tourism
developments and routes

**Inland Waterways:**
- excursions and tours on lakes, rivers and canals
- reasons for the rise in popularity of river cruising
- vessels, routes, costs, competitive fares

**Travel Insurance:**
- importance to travellers
- what insurance policies might cover
- what insurance policies might exclude
- why tour operators and travel agencies insist tourist have “cover”

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**Module 8 - The Hospitality Industry: Accommodation and Catering**

The sectors of the industry:
- accommodation; food and beverages; clubs and gaming;
- arts, entertainment and recreation; transport; visitor information

**The Accommodation Sector**
Types of non-commercial accommodation:
- value and importance to the tourism industry
Commercial accommodation
Major groups of serviced accommodation units:
- types, styles and sizes of accommodation offered:
  - hotels, motels, inns, guest houses, caravan/RV parks, camping sites
Self-catering accommodation:
- types of accommodation units
Alternative serviced/self-catering facilities
Large-scale accommodation units:
- hotel/motel chains and consortia, franchising
Vertical integration involving accommodation units:
- possible advantages
Location of accommodation:
- preferred locations: availability, popularity
- 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
Forecasting and setting tariffs:
customer compromises between costs and locations
Changing demands for accommodation:
response from the sector
Considerations by tour operators in selecting accommodation units:
costs, sizes, ownership, management experience, amenities
satisfying guests with differing needs
Time-sharing of accommodation

**The Catering Sector**
Its importance to travel and tourism
Included meals, optional meals, self-catering
Priority of catering operations:
giving value for money
protecting the health of customers
Different dietary and other requirements of guests:
catering for those needs
Variety of catering establishments and menus offered:
how they may influence selection of destinations
or types of accommodation units selected

**Module 9 - State Promotion of Tourism**

Reasons for State involvement in tourism:
economic and social considerations
environmental protection
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 in a country
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 and what might be involved
Planning for tourism:
researching and forecasting
Development of the superstructure:
meaning and what might be involved
By-products of improved infrastructure and superstructure
Providing or arranging finance for tourism development:
financing of capital projects
internal and external sources of finance
forms of financial assistance
control over type, pace and areas of development
Determining markets to support
Safety and security of tourists
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

Areas of State supervision and control
Why and how the State might restrain tourism growth
avoiding damage to attractions
protecting the environment
diverting resources and tourists to other areas

Control over the outwards flow of tourists

Roles and activities of:
national tourist organizations
regional tourist organizations
local tourist organizations

Module 10 - The Marketing of Tourism and Travel

Marketing by the public sector:
its purposes -
and how they differ from those of the private sector

Communications devices making up the “promotional mix”:
advertising, personal selling, sales promotion,
public relations (PR), direct mail marketing, point of sale

Public sector aids to the private sector’s efforts:
market research, statistics, visits by tour operators/travel agents
tourist information offices

Marketing by the private sector:
definition
activities involved
the importance of marketing to business survival
forecasting and 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
travel supplements and guides
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
public relations (PR) in travel and tourism:
its aims, techniques and activities
crisis management

Module 11 - Tour Brochures and Websites

Tour Brochures:
why they are needed and used:
by tour operators
by travel agencies
by prospective travellers and customers

Types and sizes of publications:
- leaflets: single-sheet, folds, variety of uses
- pamphlets: numbers of pages, possible uses
- booklets: the popular conception of ‘brochures’
- pocket-folders

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

Selecting and designing the layout of contents:
- making text visually interesting
- colours, photographs and illustrations

Providing convenience for readers:
- colour coding of sections

Booking or reservation instructions:
- avoiding ambiguity

Booking or reservation forms:
- attachment within the brochure, separate sheets
- instructions and guidance on completion
- keeping booking procedures simple

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:
- name and contact details of the operator
- names of destinations/resorts
- mode(s) of transport used
- itineraries and durations of tours
- types and locations of accommodation units
- meals
- tour prices: what is and is not included
- supplements and surcharges
- representatives, couriers, guides
- special dietary or other requirements
- limitations and special needs
- additional information
- booking/reservation conditions
- travel insurance requirements

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 to the industries

Advantages of Internet marketing:
- to tourism, travel and hospitality businesses
- to travel agency and tourist information office staff
- to prospective customers

Personalisation through product categorisation

Market variations

Design and construction of websites

Uses of websites by:
NTOs, RTOs and LTOs
- carriers: booking, payment, confirmation, online check-in
- tour operators and travel agencies: booking, payment
- hotels and other accommodation units: booking, payment

Online travel agencies (OTAs)
- Travel websites and comparison websites:
  - methods of operation
- Online bookings/reservations and payment methods
- Customer and guest reviews:
  - importance in customers’ research and reservations
- Special and “last minute” offers
- Accuracy of website information
- Providing adequate but not excessive information

**Module 12 - Social Media and Viral Marketing**

The advent and rise of social media:
- consumer-generated media
- effects on the marketing of travel and tourism
- types of online forums

Community building and social media:
- e-marketing and online marketing

Viral marketing:
- definition and reason for its description
- encouraging people to “pass along” messages
- creating quality “viral” and “seeding”:
  - appeals to various motivations for passing on messages
- online bulletin boards

Marketing opportunities:
- social bonding
- user communities
- business-to-consumer and business-to-business markets

**A Tourism & Travel Promotional Campaign**

An example of the planning and implementation of a campaign for a fictitious holiday/vacation and convention resort, covering:
- campaign planning
- business review:
  - consumer review
  - competition review
  - SWOT analysis: strengths, weaknesses, opportunities, threats
- campaign strategy:
  - setting predetermined objectives
  - audience targeting:
    - push and pull strategies
- marketing communication activities:
  - importance of the campaign theme
  - value of logos and slogans
  - integrated marketing communication
- advertising media:
  - consumer advertising
  - trade advertising
  - co-operative advertising
- direct response messages
- printed literature:
  - information packs
  - visitor guide and maps
  - accommodation guide
  - attractions guide
visitor information offices
the website:
  e-tourism strategy
dynamic information and virtual tours
facility to download and/or email for information pack
social media and social sharing
links to other websites
inter-business relations:
  passing on business “leads”
consumer promotions
trade activities:
  trade shows and fairs
  trade missions
  familiarisation trips
public relations and media relations
international programmes
Diploma in Events Management

This Program provides tuition on the wide range and types of events, the project nature of events, and the special range of skills needed for successful events project management to meet the demand for skilled and knowledgeable management personnel in the modern events industry. The Program provides that knowledge, and deals with skills in strategic events planning, production, marketing, budgeting and financial planning, managing event teams, selecting sites and venues, catering, health & safety, crowd management, legal issues, and many other vital topics.

Major Topics Covered in this Diploma Program include:

- Categories, sizes and scopes of events. Event stakeholders: primary, secondary, negative, positive. Event creation, the “five Ws”. Feasibility: technical, financial, viability.
- Duties and responsibilities of an event manager: skills, abilities, expertise needed. Event teams make-up and personnel: permanent, part-time, volunteers, skills and abilities. Managing diverse groups and short-term teams. Interpersonal communication skills.
- Creating public awareness of an event, market and audience research, identifying target markets. Printed materials, media advertising, online adverts, websites, viral marketing. Promotional campaigns. Post-event evaluation and reports, audience research.

Diploma in Hotel Operations & Management

This Program trains men and women to be professionals who are knowledgeable in the operations and management of hotels. Every hotel has departments performing different functions which need co-ordination to ensure guest satisfaction. Hotels of many sizes, standards and types exist, catering for differing demands of guests, but all are businesses providing core services and their prosperity and profitability requires managers with the understanding, skill and ability to ensure staff are efficient, that guest needs are met, and that quality services are provided.

Major Topics Covered in this Diploma Program include:

- Hotels as businesses: functions, types, locations, sizes, standards, amenities; types of guests, planning services, organisation and management structures. Rating, categories.
- Hotel products: accommodation, food, beverages; tangible and intangible features, services. Marketing, promotion, methods of selling hotel products, brochures, the internet, websites.
- Hotel front offices: duties of receptionists, reservations, check-in, check-out, guest relations, guest billing, cashiering, complaints; product knowledge, staff attributes. Uniform staff. Guest expectations, amenities, attractions, security, functions and events, guest reviews.
- Hotel bedrooms, types of room, occupancy, supplements, doors and windows, furniture, fixtures, decor, en suite facilities. Housekeeping department: staff training, supervision and motivation, work rotas, room inspections, servicing, room status, linen, security.
- Hotel catering: purchasing, storing, issuing foodstuffs, security, hygiene, food preparation. Kitchens, restaurants, ambience, layout, menus, types of service, restaurant staff, control. Hotel beverages, bar sales, restaurants, room service, minibars, additional guest services.
- Financial accounts and statements, hotel computer systems, ownership, profitability, starting or taking over a hotel. Recruitment of hotel staff, training, motivating, supervising and controlling. Staff development, welfare, relations, organisation and communication.

ASK THE COLLEGE FOR MORE INFORMATION ABOUT (AND THE FEES FOR) THESE PROGRAMS, OR VISIT WEBSITE www.cambridgecollege.co.uk