

Module 2

Tourism & Itinerary

Tour Itinerary

An itinerary is a key and significant component of a tour package. It may be an initial itinerary or a final itinerary. Basically it is designed to identify the origin, destination and all the enroute stopping points along with the transportation, accommodation and other services on a travelers trip an itinerary has various portions and these portions are known as segments.

Itinerary shows the sequence of the various tour ingredients and provides essential information such as assembling point, departure point, days of departure, duration of a tour, legal requirements, features of a destinations, optional activities, and meal and perhaps can be called as a central point for the success of a tour company.

Types of tour itinerary

There are essentially two types of itineraries:

1. A **General Itinerary** that is aimed at and marketed to a wide variety of clients. It is an open itinerary taking in to consideration a wide range of Interest.
2. A **Personalized Itinerary** that is specially drawn up for a specific client according to that clients needs and interests.

Tour Itinerary may be prepared on the basis of the following points

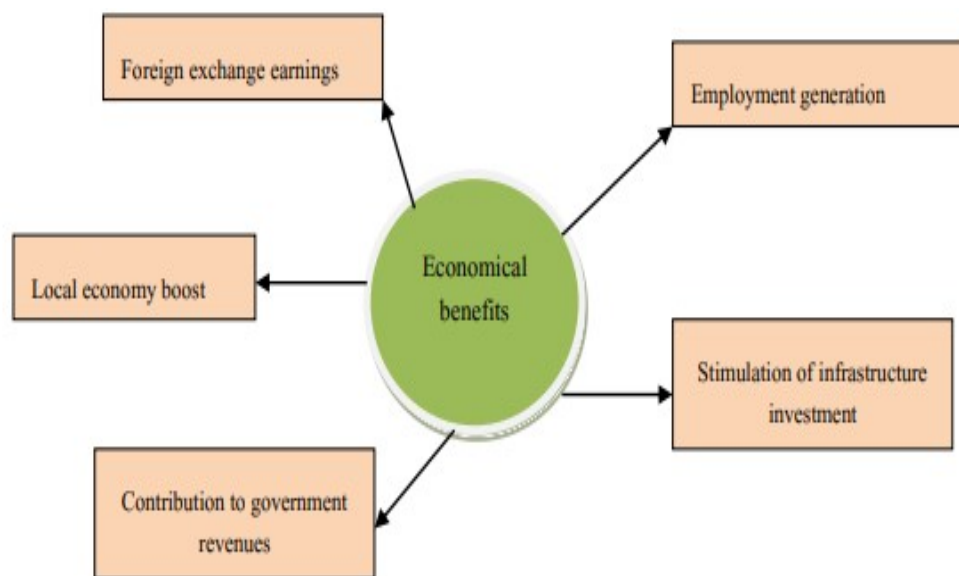
- **Single or multiple destinations:** To include only one destination or to include more than one destination in one itinerary.
- **Special interest package:** For example adventure package, cultural package, holiday package, etc.
- **Tour package:** An itinerary prepared for pleasure, relax.
- **Travel package:** An itinerary especially for travel.
- **Outbound package:** An itinerary prepared for domestic tourists to visit foreign countries.
- **Inbound package:** An itinerary prepared for foreigners to visit our country.
- **Domestic tours:** An itinerary prepared for local people to visit own country.

Economical Benefits of Tourism

Economical effects of tourism are directly observable. Tourism generates different types of income for a community: business income, wage earnings, share earnings, rates and levies. Direct spending by visitors has a positive impact on business profitability and employment growth. The money that is then circulated and re-spent in the economy is often referred to as indirect spending or the multiplier effect. A thriving tourism industry supports growth in other sectors, such as transport, construction, agriculture and retailing

- The main positive economic impacts of tourism relate to **foreign exchange earnings**, contributions to government revenues, generation of employment and business opportunities. Tourism expenditures, the export and import of related goods and services generate income to the host economy. Tourism is a main source of foreign exchange earnings for at least 38 % of all countries.
- **Government revenues** from the tourism sector can be categorized as direct and indirect contributions. Direct contributions are generated by taxes on incomes from tourism employment, tourism businesses and by direct charges on tourists such as eco tax or departure taxes. Indirect contributions derive from taxes and duties on goods and services supplied to tourists, for example, taxes on souvenirs, alcohol, restaurants, etc.
- The rapid expansion of **international tourism** has led to significant employment creation. For example, the hotel accommodation sector alone provided around 11.3 million jobs worldwide in 1995. Tourism can generate jobs directly through hotels, restaurants, taxis, souvenir sales and indirectly through the supply of goods and services needed by tourism-related businesses. According to the World Tourism Organization tourism represents around 7 % of the world's employees.
- Tourism can induce the local government to **improve the infrastructure** by creating better water and sewage systems, roads, electricity, telephone and public transport networks. All this can improve the quality of life for residents as well as facilitate tourism.
- Tourism can be a significant or even an essential part of the **local economy**. Because environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas.

- **Economic diversification** is, for many communities, an insurance policy against hard times. By offering an additional means of income, tourism can support a community when a traditional industry is under financial pressure, particularly where that community relies heavily on a single industry.



Various other positive economic effects of tourism can easily be seen around the popular tourist destinations across the country. Hotels, transportation, hospitals, rope ways, sell of local products etc are some hidden effects of tourism that can boost the destination economy. Many of the countries around the world have almost half of their gross income earned by tourism such as Switzerland, France, and Spain etc. many distant geographical areas of our own country have developed sufficiently with help of tourism activities e.g. shimla, Kashmir, Rajasthan etc . Eventually we can say that economical advantages are the strongest factor of the overall tourism impacts

Social Benefits of Tourism

Tourism activities essentially involve many social benefits that can be seen as bright aspect of tourism. As we know India is a big country having a number of communities, cultures and traditions. Normally each tradition and culture is significantly different from another.

Tourism can stimulate new and expanded community facilities and infrastructure initiatives, such as the improvement of retail, restaurant and entertainment options, transport services, education and sporting facilities.

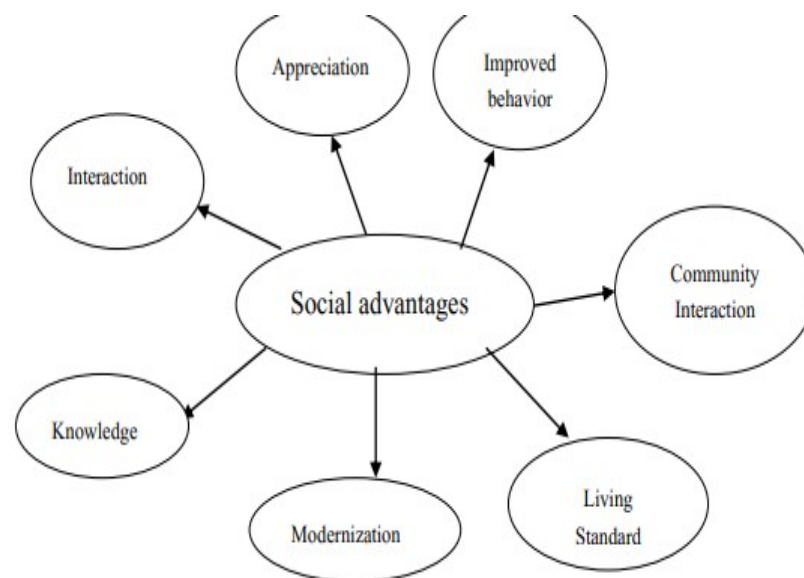
Tourism activity often prompts the conservation of cultural heritage, either as a result of increased awareness and pride, or because it can be justified on economic grounds as a tourist attraction.

Tourism can encourage communities to widen their outlook and to embrace new ideas. It provides opportunities for residents to interact with other people, lifestyles and cultures.

Attracting visitors to an area can heighten local awareness and interest, resulting in a greater sense of pride and ownership.

Some of the possible social benefits of tourism are listed below

- Developing positive attitudes towards each other
- Learning about each other's culture and customs
- Reducing negative perceptions and stereotypes
- Developing friendships
- Developing pride, appreciation, understanding, respect, and tolerance for Each other's culture
- Increasing self-esteem of hosts and tourists
- Psychological satisfaction with interaction



Hence, social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding respect, and liking. Local communities are benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on.

Tour Itinerary Arrangements

1. **Accommodation:** All accommodation used by Trendsetters Travel is screened for quality. The following criteria are of utmost importance for our hotel selection: cleanness, safety, comfort & location. We will be able to secure excellent accommodation group rates on your behalf no matter what destination you select.
2. **Flights:** Since the most expensive component in traveling is usually the flights, we take care to get as many quotations as possible for each tour. We have good relationships with all major airlines and are able to secure the best available group fares.
3. **Transportation:** We only use good quality, modern air-conditioned executive coaches. We include all necessary empty runs, driver's accommodation and meals.
4. **Meals:** Our programs will include all breakfasts as standard. However we can also include other meals (lunches and dinners) as per your requirements.
5. **Excursions:** One of the most important aspects on each tour is to allow the learners to see and experience as much as possible in the foreign country! Each itinerary will include various excursions as per your requirements. Your Trendsetters consultant will be more than happy to assess your needs and make recommendations for suitable excursions.

- 6. School visits / University visits:** We usually include one or two school visits or University visits to our academic tour itineraries. From experience we have learned that this is often one of the highlights on a tour, especially if the learners have the opportunity to interact with the foreign students. These visits do not only broaden their horizons in terms of cultural exposure but it is often very enjoyable to all tour participants.
- 7. Matches:** An important element of a successful sports tour requires fixtures against teams with similar skills and of equal strength. Through our relationships with local schools and clubs we will source evenly matched competition. Our clients range from professional senior sides to social teams, universities, clubs and schools. A typical international sports tour lasts 2 weeks and includes 3 to 6 fixtures (depending of the sporting discipline).
- 8. Training sessions & coaching sessions:** At Trendsetters Travel we realize that the purpose of a sports tour is not only to compete in fixtures and have a great time, but naturally to improve the team as a whole and to learn new tactics, movements and skills. That is the reason why all our sport itineraries will include training sessions at top facilities. In addition to this we have fantastic contacts with many professional coaches in foreign countries and we would be pleased to organize professional coaching sessions for your group.
- 9. Host families / Billeting:** Upon request, we can add a few nights of billeting (staying with host families) in the foreign destination. The billeting does not only add value to the group's learning experience but would also expose the group to the local customs and cultures and give them the opportunity to socialize with their opponents and peers on a personal level.
- 10. Special Interest Groups:** We often encounter a group that has a special interest or unique requirements. We find it challenging and rewarding to plan customized itineraries around your needs...even if your request is really something out of the ordinary! We will arrange that art lesson for you in an artist's studio in the middle of the lavender fields of France, organize that cooking lesson for you in the beautiful countryside of Tuscany or arrange anything to satisfy your requirements, regardless of how outrageous and eccentric they are.
- 11. Guides:** Trendsetters Travel includes a tour guide on all our tours to ensure that the highest level of quality is maintained throughout the trip.
- 12. Comprehensive group travel Insurance:** It is compulsory to take out travel insurance on all our tours. Trendsetters Travel strongly suggests that you consider groups insurance instead of individual insurance to minimize administration. We offer comprehensive group travel insurance through AIG Insurance as standard on all our youth tours. However, the choice of suppliers remains with the client. Please note that the AIG gold

package that we offer covers medical emergencies, baggage, third party liability and lost travel documents.

- 13. Passports & Visa Requirements:** Our tour quotation will clearly reflect if a visa is necessary for the specific destination, and if so, what the costs of the visa will be. In addition to this, we will give you the exact requirements for the visa application as well as advice on the procedures, duration and the application forms. However, with the majority of countries it is now compulsory to apply for a visa in person and therefore we cannot take responsibility to obtain the visa on your behalf. Likewise we can advise you on the most effective way to apply for a passport, but unfortunately we cannot apply for a passport on your behalf.
- 14. Safety & security:** At Trendsetters Travel, we take the welfare of each and every participant on our tours very seriously. Just as we work tirelessly to provide once-in-a-lifetime experiences to teachers, coaches and learners, we are equally committed to ensuring that all of our travelers return home safely. Our safety and support infrastructure has been a cornerstone of our business and it is of utmost importance to us.
- 15. Tour presentation:** Trendsetters Travel would be thrilled to do a comprehensive presentation at your premises. From experience we have learned that a presentation is very effective to get buy-in from the parents and create excitement amongst the players as we include multi-media and pictures from each destination and excursion. Since we offer this presentation free of charge and with no obligation, it is a simple way to ‘test the waters’ even if you are just considering an international tour.
- 16. Tour Costs:** It is extremely important to us to quote within your budget constraints whatever that may be. Our quotes will clearly display all the inclusions and exclusions to avoid hidden costs and unpleasant surprises later on. We offer value for money and give you the best price without sacrificing quality.
- 17. Service to our clients:** Our company policy is to focus on the quality instead of the quantity of tours. Each and every client is important to us and you can be assured of service excellence throughout the process.
- 18. Tour marketing:** The likelihood of an international tour very often depends on the amount of enthusiasm that the teacher or coach can create (and maintain) within the group. For this reason, Trendsetters Travel would be happy to assist you as much as possible in ways to advertise the tour, keep the group in high spirits and motivated about the tour. Whether it is tour posters, pictures, the multi-media presentation, tour competitions, tour riddles or whatever it takes to maintain enthusiasm until you board your flight!