

**6<sup>th</sup> SEM BTTM-Bachelor of Travel and Tourism Management**

**UNIVERSITY OF CALICUT**

**TRAVEL AGENCY & TOUR OPERATION MANAGEMENT**

**2018 ADMISSION**

**Prepared By**

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## **SYLLABUS**

### **TTM6B12 TRAVEL AGENCY & TOUR OPERATION MANAGEMENT**

**Lecture Hours per week: 5**

**Credits: 4**

**Objective:** To understand various skills necessary for travel agency and tour operation business

#### ***Module I***

Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency?, Approval (DOT/IATA), linkages with service providers, influence of IT in travel agency business.

#### ***Module II***

Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.

#### ***Module III***

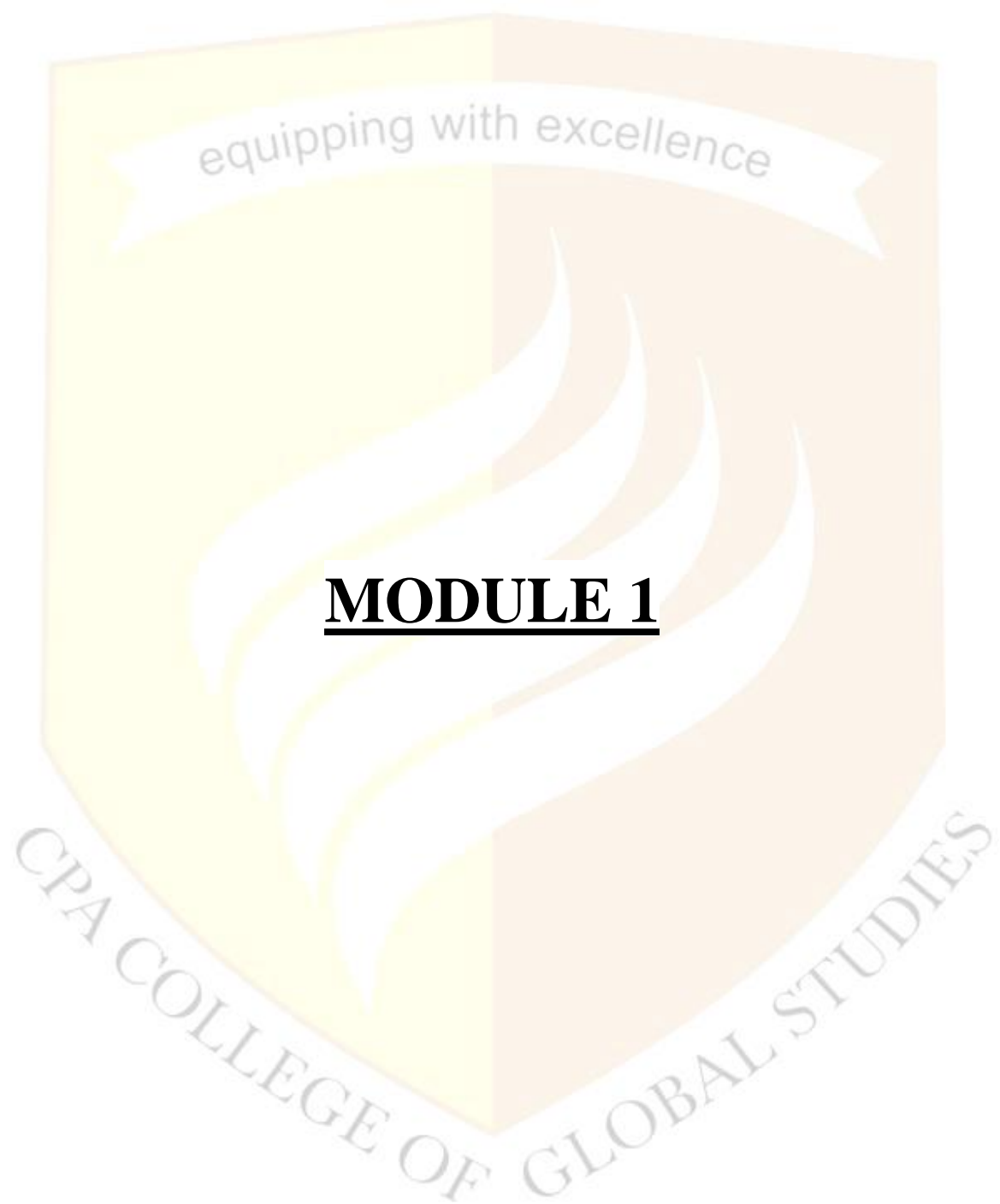
Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.

#### ***Module IV***

Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

#### ***Module V***

Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.



## **MODULE 1**

## ***Module I***

Travel agency business – Travel agent – definition – types of travel agencies, history, departments of travel agencies, major activities, functions of travel agencies, income sources of travel agencies, how to set up a travel agency?, Approval (DOT/IATA), linkages with service providers, influence of IT in travel agency business.

### **TRAVEL AGENCY**

- ❖ A **travel agency** is a private retailer or public service that provides travel and tourism-related services to the general public on behalf of accommodation or travel suppliers to offer different kinds of travelling packages for each destination.
- ❖ A travel agent may be an individual /firm or corporation which is commonly known as a travel agency.
- ❖ An agency means the office of travel agent or organization where all travel goods and services are assembled and coordinated for the smooth conduct of travel agency business.
- ❖ Travel agencies can provide outdoor recreation activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, package tours, insurance, guide books, VIP airport lounge access, arranging logistics for luggage and medical items delivery for travellers upon request, public transport timetables, car rentals, and bureau de change services.
- ❖ Travel agencies can also serve as general sales agents for airlines that do not have offices in a specific region.
- ❖ A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier.
- ❖ They do not keep inventory in-hand unless they have pre-booked hotel rooms or cabins on a cruise ship for a group travel event such as a wedding, honeymoon, or other group event.

### **Meaning:-**

- An agency means the office of travel agent or organization where all travel goods and services are assembled and coordinated for the smooth conduct of travel agency business.

- A travel agent may be an individual /firm or corporation which is commonly known as a travel agency.

### **Travel Agency Business**

- ❖ Travel agencies often receive commissions and other benefits and incentives from providers or may charge a fee to the end users.
- ❖ Hotel owners and tour operators typically pay a higher commission rate to travel agencies, whereas airlines typically pay a low commission.
- ❖ The customer is normally not made aware of how much the travel agent is earning in commissions and other benefits.
- ❖ A 2016 survey of 1,193 travel agents in the United States found that on average 78% of their revenue was from commissions and 22% was generated from fees.

### **Travel agent**

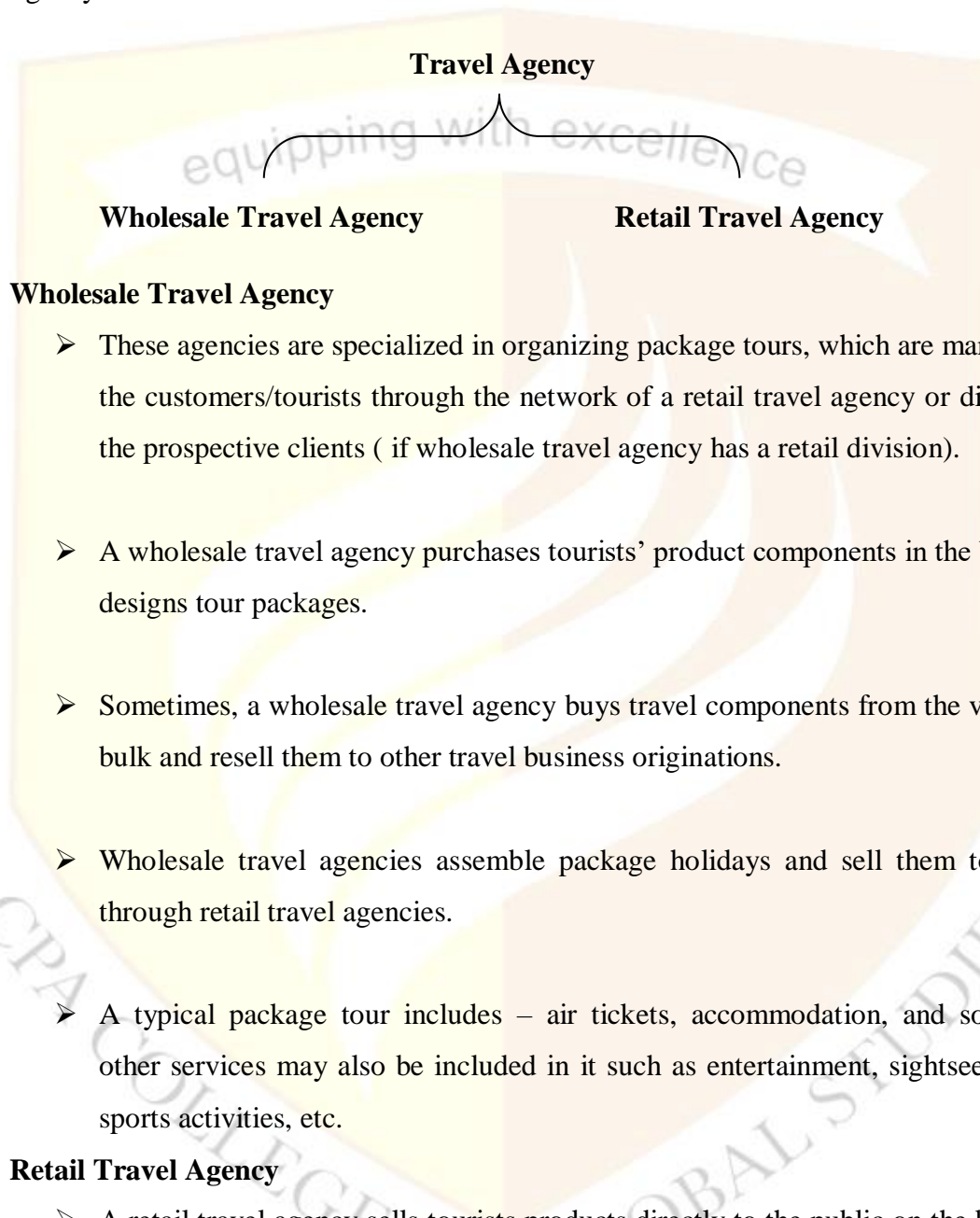
- ❖ Travel Agent is a person whose job it is to arrange travel for end clients (individuals, groups, corporations) on behalf of suppliers (hotels, airlines, car rentals, cruise lines, railways, travel insurance, package tours).
- ❖ His task is to simplify the travel planning process for their customers in addition to providing consultation services and entire travel packages.
- ❖ Travel agents may specialize in leisure, business and/ or other niche travel markets.
- ❖ They may be generalists or specialists (i.e. specialise in cruises, adventure travel, conventions and meetings.).
- ❖ The agents typically receive a 10 to 15% commission from accommodations, transportation companies and attractions for coordinating the booking of travel.

### **Definition:-**

A person engaged in selling and arranging transportation, accommodations, tours, or trips for travelers

## **Types of Travel Agency**

Travel agencies are basically categorized into two types-: Retail Travel Agency and Wholesale Travel Agency



### **a) Wholesale Travel Agency**

- These agencies are specialized in organizing package tours, which are marketed to the customers/tourists through the network of a retail travel agency or directly to the prospective clients ( if wholesale travel agency has a retail division).
- A wholesale travel agency purchases tourists' product components in the bulk and designs tour packages.
- Sometimes, a wholesale travel agency buys travel components from the vendor in bulk and resell them to other travel business originations.
- Wholesale travel agencies assemble package holidays and sell them to clients through retail travel agencies.
- A typical package tour includes – air tickets, accommodation, and something other services may also be included in it such as entertainment, sightseeing, and sports activities, etc.

### **b) Retail Travel Agency**

- A retail travel agency sells tourists products directly to the public on the behalf of the products suppliers and in return get commissions.
- Some package tour is sold in two ways i.e., on a commission basis and mark up the price

- When a travel agency sells a tour on the marked-up price it means that first, it markup the cost of the tour and then sell it at a higher rate.
- The markup price is the difference between retail price and wholesale cost.

## **History of A Travel Agency**

### **i. First Steamship Agent**

In the year 1822, Robert Smart who hails from Bristol, England, has declared himself as the first steamship agent of all time. His first operation was booking passengers on steamers to various ports in Bristol Channel and Dublin, Ireland.

### **ii. The First Travel Agency to Organise a Train Tour.**

- During 1841, Thomas Cook embarked on a special train from Leicester to Loughborough (England).
- The train trip was a 12-mile journey.
- After the success of the first train tour, on the same year on 5th January, Thomas Cook has arranged a train which carried 570 passengers on a round trip.
- The train trip costs 1 shilling per passenger.
- This is believed to be the first public train tour that is advertised to the public.
- In 1943, he organized a trip from Leicester to Derby in England; on this tour he carries 3000 school children. During this year, it was the largest group tour.

## **Departments of Travel Agencies**



## **Functions of the Travel Agency**

- a. Travel information
- b. Preparation of Itinerary
- c. Tour Packaging, and Costing
- d. Reservation and Issuance of Tickets
- e. Handles reservation
- f. Travel Insurance
- g. Foreign Exchange



#### h. Miscellaneous Services

The functions of a travel agency are explained below.

##### a) Travel Information:

- Provision of travel information is the primary function of travel agency.
- Up-to-date, accurate, and timely information regarding destinations, modes of travel, accommodation, sight-seeing, shopping, immigration, passport, visa, custom clearance, and procedure for health and security rules, and restricted area permit are collected, arranged, stored and shared with the customers, and principal service providers.

##### b) Preparation of Itinerary:

- The term itinerary basically denotes schedule of visit.
- Itinerary can be of different types such as; travel itinerary and tour itinerary.
- Itinerary guides tourists for undertaking safe and comfortable travel.
- It helps in smooth conduct of the tours.
- At present, with the help of CRS, travel agencies can easily prepare the itinerary and work out the total air fare of travel route.

##### c) Tour Packaging, and Costing:

- Travel agency prepares customized and readymade package keeping in view preferences of target customers.
- Tour package generally contains the terms and conditions, do's and don'ts, and inclusive or non- inclusive of services.
- There are different factors like modes of travel, client choice, income, age group, country, and region that determines the sale of the packages.
- After the identification of target market, the travel agency liaison with service provider and enters into a contract with them.
- Costing is also another major function that includes various elements of cost in package tours.
- These elements include research and development, marketing, accommodation, transportation, sightseeing, guide, staff training, and incidental expenditure.

##### d) Reservation and Issuance of Tickets:

- Issuance of ticket is a traditional function in the travel agency.
- It used to be a major source of income of the travel agency until recently.

- A travel agent sells airlines, train, cruise line, and bus tickets to its clients.
- They are accredited by the airlines as Preferred Sales Agent (PSA) or accredited agent to issue tickets on behalf of airlines.
- Travel agents are allowed to maintain minimum stock of air tickets for which they keep security deposits with the airlines.
- They can also reserve, alter and cancel the tickets on behalf of its clients.

e) Handles Reservation:

- Reservation of hotel rooms is a major function of travel agency.
- A travel agency reserves rooms, conference halls, restaurant, bar, and meeting room on the request of clients and may give the advance in case a bulk booking otherwise payment is settled subsequently.
- Reservation is also done for ground transportation, train, and cruise services. Advance reservation is also made for entertainment programme.

f) Travel Insurance:

- Travel insurance protects tourists against personal and baggage loss.
- Insurance is the subject matter of solicitation and travel care insurance products are high on service excellence with world-wide coverage and great value for money.
- There are different types of insurance schemes. These are the following facilities covered under the insurance schemes,
  - Accidental death and dismemberment benefits: for death or disability during the tour
  - Accident and sickness medical expenses reimbursement: Sickness and accident related medical expenses during the travel.
  - Baggage loss and delay benefits: for loss or delay in baggage delivery.
  - Trip cancellation: for any probable cancellation of the trip.
  - Missed connection or departure: Missed connection refers to a situation when a journey involves multiple flights, the delay in one flight may cause miss of subsequent flight.
  - Flight delay: for any delay in flights and consequent losses.

g) Foreign Exchange:

- Normally an authorised agent approved by Reserve Bank of India can deal in foreign exchange.
- If a travel agent is an authorised agent for Forex, it can buy or sell foreign currency with some commission.
- In case the agent is not authorised it can act in between the Forex agent and the tourist.
- The agent may here provide the service to the customer for some service charges as applicable.

h) Miscellaneous Services:

- The travel agent caters to all aspects of MICE, business meetings, event management and exposition and incentives.
- A Travel agent make customized arrangements for every specific requirements of customers.
- Miscellaneous services such as; document services, transfer, and pick up, reconfirmation of hotel rooms and airline seats, participation in FAM (familiarization) tour, any inner line permit or any specific personal requirements of the clients at the destination.

**Functions of a travel agency**

Function	Duties
Travel Information	Passport, Visa, Customs, Counselling, Health, Security checks, Special permits, Clearances
Itinerary Preparation	Offering & designing tailor-made or standard itinerary
Reservation of tickets, Transport/Entry to cultural shows	Air: International, Domestic Surface/Sea: Train, Bus, Coach (both scheduled & charter services)
	Entry tickets to Entertainment or cultural shows
Accommodation	Hotels, Resorts, Motels, Camping tents or any other forms of accommodation based on the choice of its clients
Tour Packaging & Costing	Liaison with Tour Operator regarding Market research, Costing, Pricing, Promotion
Travel Insurance	Personal, Baggage
Foreign Currency	Sell, buying forex

Organising	MICE, Entertainment nights
As Handling agent	Ground handling; making personal arrangements for tourists at the destination

### **Income Sources of Travel Agency**

- ❖ As a business travel agency works for profit.
- ❖ As the agent offers the package or service of the principal, it cannot make any alteration in the price.
- ❖ Thus it only depends on the commissions that are paid by their principal suppliers for the sale of products and services it makes for them.
- ❖ Usually the commissions are a fixed percentage on the actual sales.
- ❖ This rate increases when the agent business increases. The commissions thus increase with the increase in the sales volume.
- ❖ The various sources of revenue are generated from,
  - Group Travel
  - Travel Insurance
  - Cruises
  - Foreign Independent Travelers
  - Hotels
  - Tours & Extras
  - Flights
  - Insurance
- ❖ In addition to the commission on there can be other sources of income for a travel agent such as;
  - Commission on sale of principal's services such as hotel, airlines, car-rentals, and transport operators.
  - An agent may invest money received in advance from its customers in the form of deposits and can earn profit out of it.
  - Commission on Services provided by itself in addition to the services of Principals' such as renting the facilities, or providing specific services at the destinations
  - Commission from Auxiliary services; In case when customer avails any services from the agents directly such as insurance, forex, travelers cheque, etc. it may charge a commission directly onto the customer.

## **How to set up a Travel agency?**

- a) Create plan for your travel business
- b) Find out what's in demand
- c) Create a brand image
- d) Get all legal certifications needed
- e) Gather your funds needed for investment
- f) Pick your office space
- g) Hire staff
- h) Advertise your tour agency with local promotion
- i) Market your travel business online
- j) Set smart prices

## **Approval of Travel Agency**

### **Approval / Recognition of DOT:**

- The aims and objectives of the recognition are to promote tourism in India.
- It is a voluntary scheme open to all bonafide travel agencies and tour operators' enterprises.
- The travel companies which are granted recognition or entitled to such incentives and constituencies as may be granted by govt. from time to time.

### **Rule for the travel agency:**

The following are the main rules prescribed by the DOT for the approval of travel agencies:

- 1) Application shall be in the prescribed form and shall be addressed to the director of tourism, ministry of tourism, govt. of India New Delhi.
- 2) The company has functioned successfully for at least one year.
- 3) Have minimum paid of capital.
- 4) Have an IATA license of GSA (general service agent) of IATA member airlines.
- 5) Has been approved by RBI to book foreign tourist.

- 6) Approved by ministry of external affairs to handle document, passports, visas and such another items.
- 7) Income taxes assess.
- 8) Registered under the local; shops and establishments.
- 9) Good professional reputation, at least one or two staff members should be from IATA and Dot recognized tourism educational institutional.
- 10) Recognized by airlines.
- 11) Approved by railways.
- 12) Prescribed fees for recognition.
- 13) A travel agency must attach the audited annual report.

The applications form described by DOT.

### **Contents**

- 1) Name and address
- 2) Year of establishment
- 3) Nature of business and year of commencement
- 4) Types of business form
- 5) Name and address of directors/partner
- 6) Staff employed
  - Qualification
  - Salary/wages structure
  - Experience
  - Length of service
- 7) Name of bankers
- 8) Name of auditors
- 9) Auditor's financial statement
- 10) Copy of income Tax no
- 11) Auditor's financial statement
- 12) Letters of approval from IATA
- 13) Membership of professional travel trade organization such as  
IATA/TAAI/IATO/WTO/ASTA/PATA /etc
- 14) Sales turnover during last five years
- 15) Steps taken to promote tourist traffic in the country



16) Any other steps/activities

### **Approval for a Travel Agency From IATA**

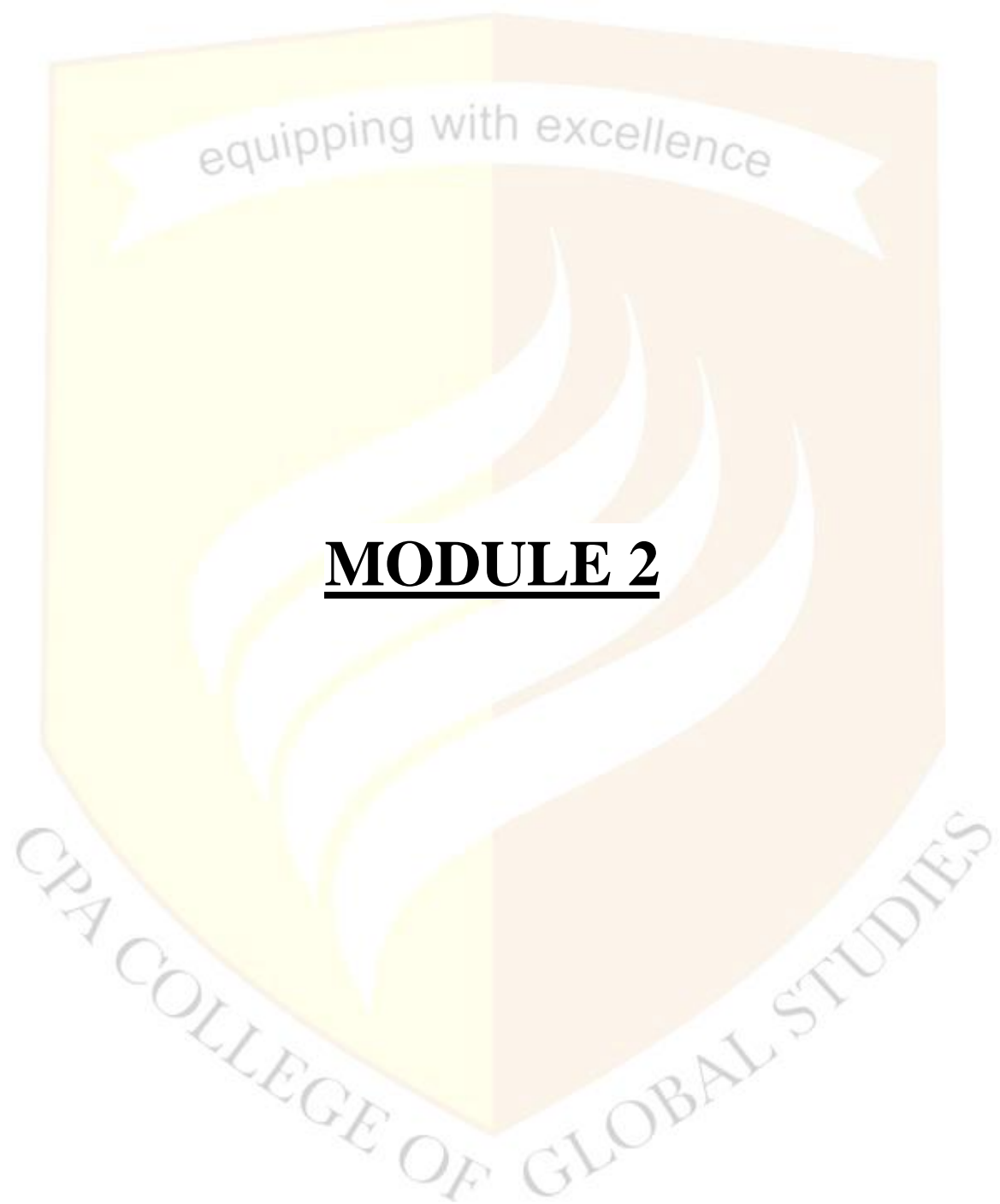
- The most important recognition a travel agent should possess is the IATA recognition.
- This enables an agent to make reservations and issue tickets on IATA member airlines.
- It also enables the agent to claim his commission of 7% from the respective airlines, for issuing such tickets.
- Before a travel agency applies for IATA recognition, it should be functioning as a full-fledged travel agency for a minimum period of 9-12 months.
- An application has to be submitted to the Area Headquarters of IATA in Mumbai with detailed information regarding the company such as,
  - Background of partners or directors of proprietor and their staff.
  - Financial standing/ Capital, investments etc. Location and area
  - Security measures
  - Present turnover
  - Balance sheet, profit and loss account, names of bankers
  - Sales figures.

### **Linkages with other service providers**

- a) Airlines
- b) Accommodation Companies
- c) Cruise Companies
- d) Insurance Companies
- e) Banking Companies
- f) Educational Institutions
- g) Travel Trade Associations
- h) Other Organizations







## **MODULE 2**

## ***Module II***

Evolution of tour operation business – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – Holiday packages, itinerary – meaning, types preparation (prepare itinerary of assumed tour packages) – various holiday packages – starting of tour operation business, departments of tour operation, tour departure procedures, activities.

### **Tour Operator**

#### **Definitions:-**

Poyther (1993) defines, “tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”

Holloway (1992) stated that tour operations undertake “a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists”.

#### **Functions of Tour operator**

- 1) Planning a tour
- 2) Making tour package
- 3) Arranging tour
- 4) Travel information
- 5) Reservation
- 6) Travel management

#### **Types of Tour Operation**

- a. FIT
- b. GIT
- c. Inbound

d. Outbound

e. Escorted

f. Guided

a) FIT

- Free Independent Traveler or Tourist is a type of travel where a small number of tourists, usually fewer than five persons or couples or even individuals, who prefer to take tours at their own preferred times.
- Such travelers have a more individualistic approach towards travel.
- Free Independent Travelers are generally enthusiasts and off the beaten track explorers.
- The leisure travelers are tourists who are independent, planning their own travel.
- Itinerary and routes are done with or without the assistance of a tour guide and they can have pre-arranged schedules or as per the travelers' choice.

b) GIT

- Group Inclusive Tour, is a special travel program that provides vacations for a group, usually comprising of more than five travelers, at some special fares.
- Group Inclusive Tours are specifically beneficial for those looking for vacations are cheaper rates and are even suitable for the ones travelling alone, as they get the benefit of having a company of few travelers.

c) Inbound

- This type of tourism is also known as International visitors and Incoming operators who are residents of countries other than that being visited and travel for tourism purposes.
- The Incoming tourism helps the country to gain more income

d) Outbound

- Outbound operators are travel from the generating country to another country this means who are residents of a country visiting other countries and travel for tourism purposes.
- This type of tourism also known as international visitors A high exchange rate for the pound sterling means lower costs for tour operators buying services in foreign currency.

e) Escorted

- An escorted tour is one that is conducted by a tour director.
  - They will take care of everything from beginning to end.
  - For example, your transportation to and from the airport, as well as transportation to and from your hotel for daily activities.
  - You'll also typically be with a group throughout your tour.
- f) Guided
- Hosted tours are very similar to escorted tours.
  - Like an escorted tour, you will probably be with the same group of people throughout the tour, and you'll be transported to and from your hotel.
  - However, the difference here is that you won't be escorted to every individual activity and function.
  - There will be local guides available to answer questions throughout the duration of your tour, but for the most part you will be on your own.

### **Holiday Package**

- ❖ A package tour, package vacation, or package holiday comprises transport and accommodation advertised and sold together by a vendor known as a tour operator.
- ❖ Other services may be provided such a rental car, activities or outings during the holiday.
- ❖ Transport can be via automobile, buses, charter airline, and may also include travel between areas as part of the holiday.

### **Various holiday packages**

- a. Adventure Tourism Package
- b. Wildlife Tourism Package
- c. Medical Tourism Package
- d. Pilgrimage Tourism Package
- e. Eco Tourism Package
- f. Cultural Tourism Package
- g. Cruise Tourism Package
- h. Wellness Tourism Package
- i. Family Tourism Package

#### j. Honeymoon Tourism Package

##### a) Adventure Tourism Package

- Adventure tourism, in general, is defined as the type of tourism that encourages an individual to come out of his/her comfort zone by engaging in thrilling physical, natural or cultural activities.
- In the recent years, Adventure tourism in India has shown a phenomenal growth.
- Exploring various exotic places and trying out adventurous activities like trekking, rock climbing, kayaking, paragliding and much more are part of adventure tourism.
- The most exotic and adventurous destinations identified by The Ministry of Tourism in India include Ladakh, Himachal Pradesh, Assam, Arunachal Pradesh, Kerala, and Jammu and Kashmir.

##### b) Wildlife Tourism Package

- India has a rich and diverse wildlife. From the mammoth mountain ranges in the north to the tip of Kanyakumari in the south, India is the home of a large number of wildlife parks and sanctuaries.
- Some of the famous wildlife tourism destinations in India are Ranthambore National Park, Periyar National Park, Sariska Wildlife Sanctuary, Corbett National Park etc.

##### c) Medical Tourism Package

- The medical tourism in India, for the past few years, has gained the attention of the people around the world.
- The ancient medical science — Ayurveda and other alternative medical practices which are recognised as highly effective for several chronic diseases, are now attracting people from every nook and corner of the globe due to the cost effectiveness and success rate.
- The favourite destination for medical tourism in India is Kerala which offers Ayurveda as well as Allopathy packages.

##### d) Pilgrimage Tourism Package

- The major reason that attracts tourists to India is the traditional temple architecture, art forms and rituals performed.

- Varanasi is the major hub for all the devotees to explore the Hindu history and rituals.
- Sabarimala in Kerala is also a well known destination among pilgrim travellers.
- Other pilgrimages in India like Meenakshi temple, Golden temple, Sun temple, Jagannath temple are the famous Hindu pilgrim center while churches like Santa Cruz Cathedral Basilica, Basilica of Bom Jesus, Velankanni Church and mosques like Atala Mosque, Makkah Masjid, Palayam Juma Mosque are also famous pilgrim centers amongst Christians and Muslims respectively.
- The communal harmony in India is also a thing that needs to be commented.
- Pilgrim packages can be chosen based to your religious beliefs.

e) Eco Tourism Package

- Eco tourism has now become one of the most fascinating travel forms that has emerged these days.
- Eco tourism allows the tourist to experience the wonders and beauty of the underdeveloped, natural and culturally sensitive destinations in India.
- Although, ecotourism is more of a travel philosophy and as India has a rich ecology, it attracts a lots of tourists.
- Being a non destination-oriented project, some of the eco tourism destinations in India include Gavi in Kerala, Galgibaga Beach, Goa, Coorg, Nagarhole National Park in Karnataka.

f) Cultural Tourism Package

- The social richness of the country draws the visitors from every corner of the world to witness sheer celebrations.
- Grand monuments delineating structural brightness of past time alongside the throbbing ethnicity makes India stand apart from the rest of the world.
- The cultural tour packages offered here gives you a comprehensive exploration of the different shades of Indian culture.
- This package will bring a tourist close to colorful facets of Indian traditions and architecture.

g) Cruise Tourism Package

- Cruise tourism is one of the fastest and dynamically growing sector of the tourism industry in India.

- Cruise tourism permits tourists to explore beautiful riverside villages, undisturbed sacred islands and sights that will captivate and intrigue their senses.
- The major hub for cruise tourism in India is Kerala.
- There are also other destination like Mumbai, Goa, Chennai which offers cruise tourism.

#### h) Wellness Tourism Package

- Renowned as the cradle of medical science like Ayurveda, Yoga, Naturopathy, India has a philosophy of healing the patient with the natural ways.
- The wellness tourism in India offers a host of treatments and therapies to rejuvenate one's body and senses.
- This tourism package helps in finding balance in one's life.
- This travel promotes a healthier and less stressful lifestyle structure for every individual.

#### i) Family Tourism Package

- Spending time with family is always the best feeling.
- And nothing can be better if that family trip destination is one of the places in India.
- The family tourism in India offers all kind of activities like visiting the cultural destinations, a cruise ride, enjoying the scenic beauty of eco tourism places, experiencing the wildlife and getting high on adventure tourism.

#### j) Honeymoon Tourism Package

- Everyone couple dreams about escaping from the rest of the world to have a romantic vacation with their partner.
- Honeymoon is a once in a lifetime opportunity to have fun, to get to know each other more and have a good start to a lovely and romantic married life.
- If you want your honeymoon destination to have the right mix of adventure, sightseeing, beholding natural vistas etc, then pack your bags to India.
- The Scotland of India- Coorg, the God's own country — Kerala, hushed and isolated Lakshadweep islands, or lively and exuberant Goa, India is the perfect destination to spend a time with the most important person in someone's life.
- The honeymoon package in India can vary according to the destination you pick amongst the states in India.

## **Itinerary**

### **Meaning:-**

- A **travel itinerary** is a schedule of events relating to planned travel, generally including destinations to be visited at specified times and means of transportation to move between those destinations.
- It is a travel plan that includes all details such as the route of the trip, distance, travel time, activities, accommodation type, and mode of transportation.
- A travel itinerary is generally made by a tour operator who guides one for his entire trip.
- The itinerary will either be made on-demand or pre-planned.

### **Types of Itinerary**

- i. General Itinerary
  - It 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.
- ii. Personalized Itinerary
  - It is specially drawn up for a specific client according to that clients needs and interests.

### **Classification of Itinerary**

#### **a) On the bases of tour type:**

- i. Private Tour Itinerary - This is a personalized itinerary which is designed by a tourist with the guidance of tour operator. This itinerary is more flexible in terms of time, accommodation, and travel destinations.
- ii. Group Tour itinerary - In a group tour, the person becomes a part of the group, and the tour itinerary will be the same for all group members. It involves vehicle sharing, hotel information, and details about destinations to visit.
- iii. Special Interest Tour Itinerary - This is the itinerary designed for any specific package tour like adventure tour, spiritual tour, honeymoon package, road trip, or women special tour.
- iv. Domestic Tour Itinerary - This itinerary designed to travel in a tourist's home country.



- v. Inbound Itinerary - An itinerary designed for foreigners to visit our country. Persons who visit other countries during international travel may need to provide authorities with their trip itineraries to make sure their plans are justifiable.
  - vi. Outbound Itinerary - An itinerary created for domestic visitors to go abroad.
- b) On the basis of purpose of travel:**
- i. Business Trip Itinerary - A business traveler's itinerary may provide information on meetings, relevant contacts, tasks, hotel details, and some leisure activities.
  - ii. Leisure Trip Itinerary - Itinerary of a leisure traveler would include destinations, modes of transport, activities, and travel route.
- c) On the basis of usage:**
- i. Tourist itinerary - The travel company shall provide the tourist with detailed schedules when you book the tour with them. It has a clear overview of the trip and daily activities.
  - ii. Tour Manager's Itinerary - With all the tourist itinerary information, the tour manager will have additional information on transportation and accommodation, contact details of the concerned person, and tourist information.
  - iii. Tour Escort's Itinerary - In addition to the tour manager's itinerary, this itinerary includes detailed information about all tourist destinations, ticket prices, a list of other essential tour items, and emergency contact numbers.

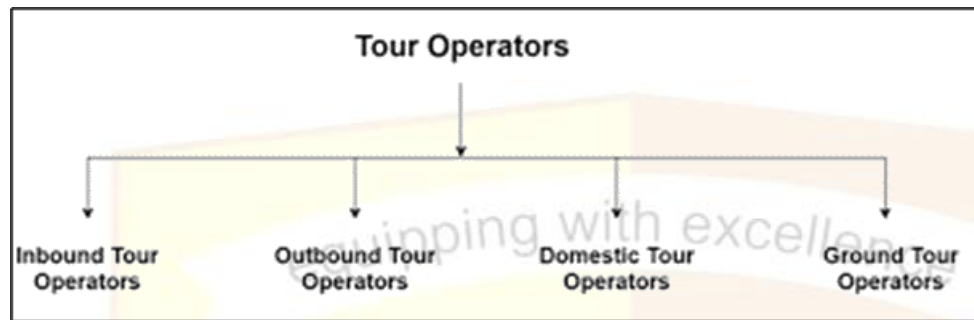
### **Preparation of an itinerary**

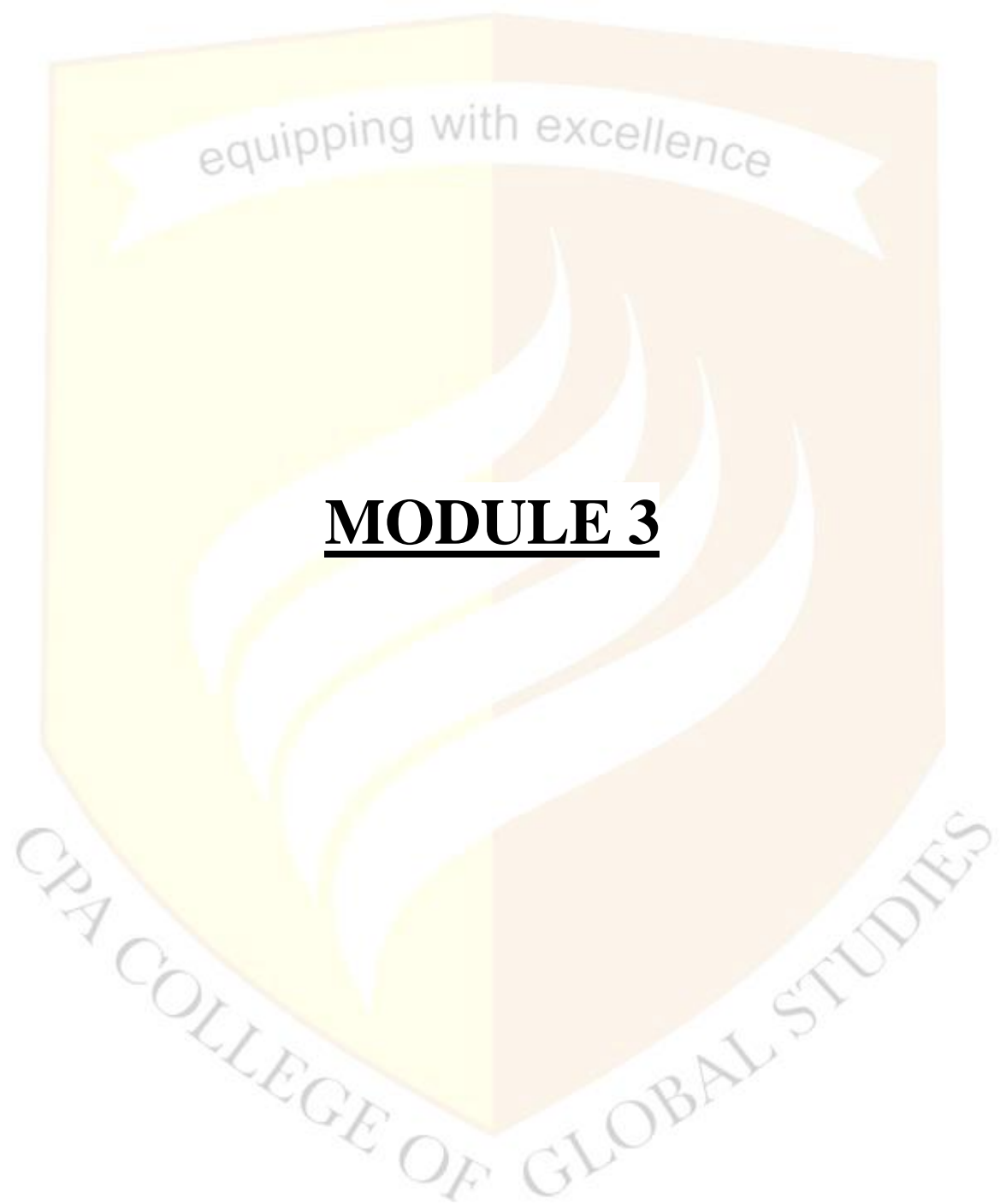
1. Introduction.
2. Collecting Information.
3. Decide on the Stops & Attractions.
4. Plan out Logical Routes.
5. Be Specific and Unambiguous.
6. Include Captivating Images.
7. Conclusion

## **Starting of Tour operation business.**

1. Choose a Niche
  - Find Your Passion
  - Evaluate Your City
  - Identify Your Target Market
  - Research Your Competitors
2. Register Your Business
  - Name Your Business
  - Register the Business
  - Get Your Business Licence and Permits
  - Register as a Guide
  - Open a Business Bank Account
  - Purchase Liability Insurance
3. Design Your Tour
  - Write Your Business Plan
  - Create Your Unique Selling Proposition
  - Determine Your Tour Price
  - Create A Logo
  - Build Your Website
4. Build Relationships
  - Talk to Other Guides
  - Find a mentor
  - Get active in the local tourism community
5. Market Your Tour
  - List your tours on OTAs
  - Implement SEO
  - Buy Adwords
  - Start Email Marketing
  - Get on social media platforms

## Departments of Tour Operation





## **MODULE 3**

### ***Module III***

Case studies of major tour operation companies and packages – Kuoni, Cox & Kings, Thomas Cook, Carlson. (Areas of operation, packages, rates, itineraries, marketing strategies). Role and relevance of tour operation business in modern scenario.

## **Case studies of major tour operation companies and packages**

### **Kuoni holidays**

- **Kuoni Travel** is a tourism company, operating various services including charter and scheduled passenger airlines, package holidays, cruise lines, and hotels in destinations around the world across nine different geographic regions
- The company specializes in luxury and tailor-made travel for both business and consumer markets, as well as related services such as visa processing.
- In 2013, the Kuoni Group was named “World’s Leading Luxury Tour Operator” at the annual World Travel Awards.
- Founded in 1906 by Alfred Kouni It is a travel package
- World leading tour operation company
- Headquartered in Switzerland
- They provide latest innovations and data make new product
- Providing update data to the customers
- Largest co-operative company in India
- Operating various services including chartered and scheduled passenger airlines
- It is biggest travel company in Switzerland
- Kouni extended and improved their services to customers by increasing the number of tailor made package holidays available on their website USD 3 Billion company
- Employees over 8300 people in 28 country
- Core activities
  - a) Outbound leisure travel
  - b) Inbound travel
  - c) Business travel

- They have Centres in Delhi, Mumbai, Bangalore, Chennai, Hyderabad
- More than 1000 fresh travel aspirants
- They are the Authorized Training Centre(ATC) for IATA / UFTAA Montreal courses
- It is a long term customer perception

## **Cox and Kings**

- One of the longest established travel companies
- Founder is Richard Cox
- They have Holiday and educational travel group
- Company set up in 1758
- Headquarters in India ( Mumbai)and UK
- It is a large network branches in India
- Products and services- Leisure travel, domestic, inbound, international, corporate travel, meetings, incentives, conferencing, exhibitions (MICE), trade fares, VISA processing, foreign exchange and luxury travel
- It is a public limited company
- Operations: Cox and kings Ltd operates its leisure travel business in India and 17 locations
- Cox and Kings operates leisure international through its subsidisers in the UK, Dubai, Japan, Australia, New Zealand UAE etc
- Cox and Kings has operations spread across 22 countries and four continents
- Their packages includes,
  - ✚ Bharat Deko: Cox & Kings Ltd, through its brand "Bharat Deko", offers its domestic packages. It also offers a range of products such as religious tours, education tours, spa holidays, budget holidays, summer and beach retreats, rail holidays etc.
  - ✚ Inbound: Apart from domestic tourism, Cox & Kings Ltd. also offers various travel services to inbound tourists, such as, hotel bookings, air/rail ticketing,

roundtrip, airport transfer, land arrangements, excursion planning, event planning, meetings and appointment and private air charter among others.

- ✚ Outbound Tours: The Company has a wide range of package tours for overseas—travellers.

### **Thomas Cook**

- Founded Thomas Cook
- It is an integrated travel and travel related financial related company
- Headquartered in Mumbai
- The company offers a range of travel services including foreign exchange, international domestic holiday, VISA, passport, travel insurance and MICE Founded in 1880 the Italian government joined Thomas Cook tour company
- It is a public limited company
- The company set up its first office in India 1881
- Thomas cook India's centre of learning has received IAIA accreditation top 10 south Asia authorised training centres
- Thomas Cook operates leading B2C and B2B brand ,desert adventure, travel circle international limited, private safaris, east and south of Asia
- Thomas Cook (India) Ltd. is an Indian travel agency
- It offers a range of travel services including Foreign Exchange.
- Thomas Cook, the founder of the defunct British brand Thomas Cook & Son, who established its first office in India and eventually extended to over 233 locations, in 94 cities across India, Sri Lanka and Mauritius.
- Thomas Cook India is a subsidiary of Fairfax Financial Holdings Limited, through its wholly owned subsidiary, Fairbridge Capital (Mauritius) Limited, and its controlled affiliates which holds 67.61%.

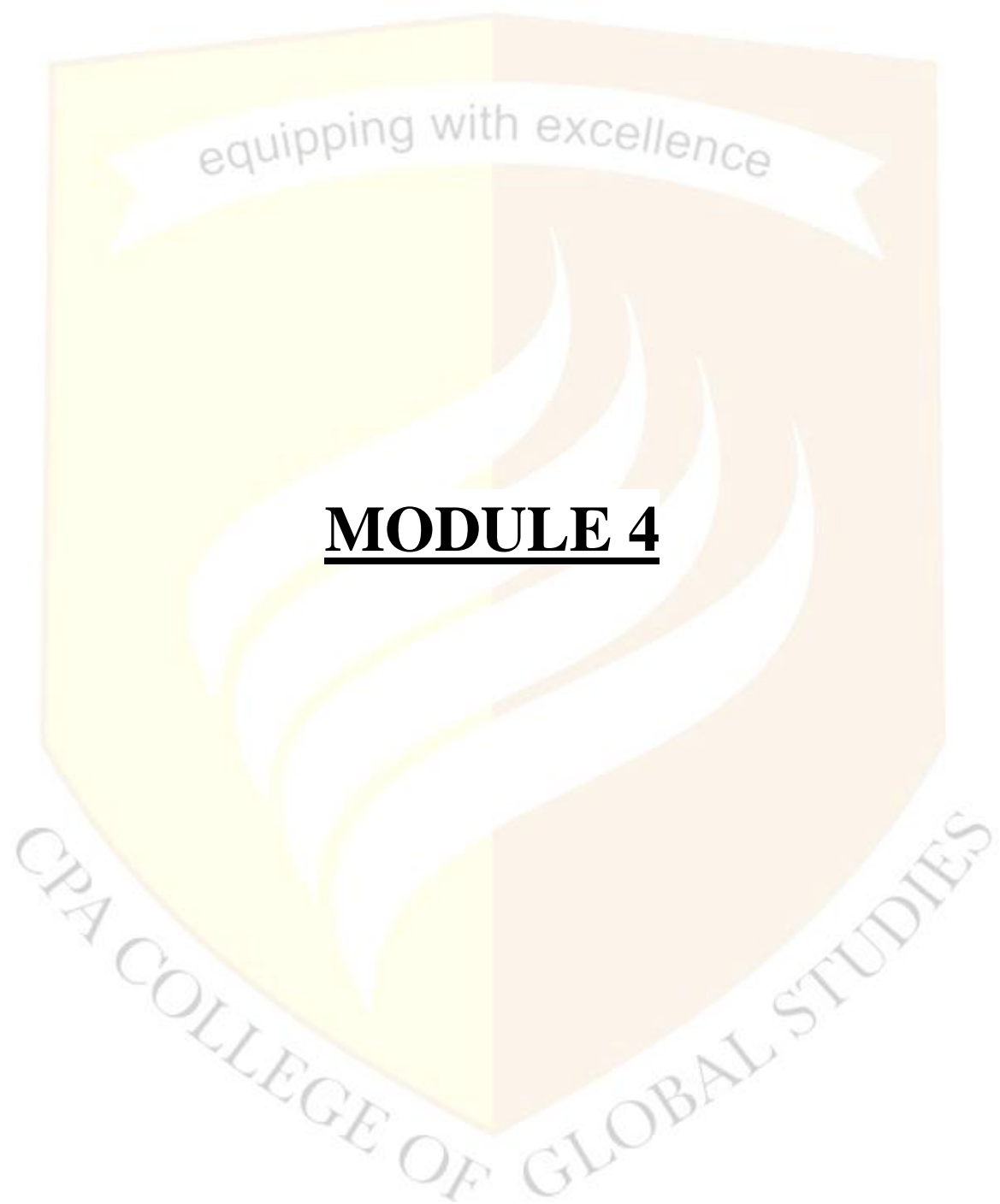
### **Carlson**

- This is an American privately held international co-operation in the travel industry
- Hospitality and travel
- Headquartered in Minnetonka(US)

- Founded 1938
- Founder Curt Carlson
- It is a travel management company
- Franchised operations
- It focuses on hospitality and cooperative incentive and travel industry
- Branch companies are,
  - a) Radisson Blue
  - b) Radisson park plaza
  - c) Park in by Radisson
  - d) Hotel mission
- Marketing Strategies
  - Mobile marketing
  - Social media
  - Media planning and buying
  - Digital marketing

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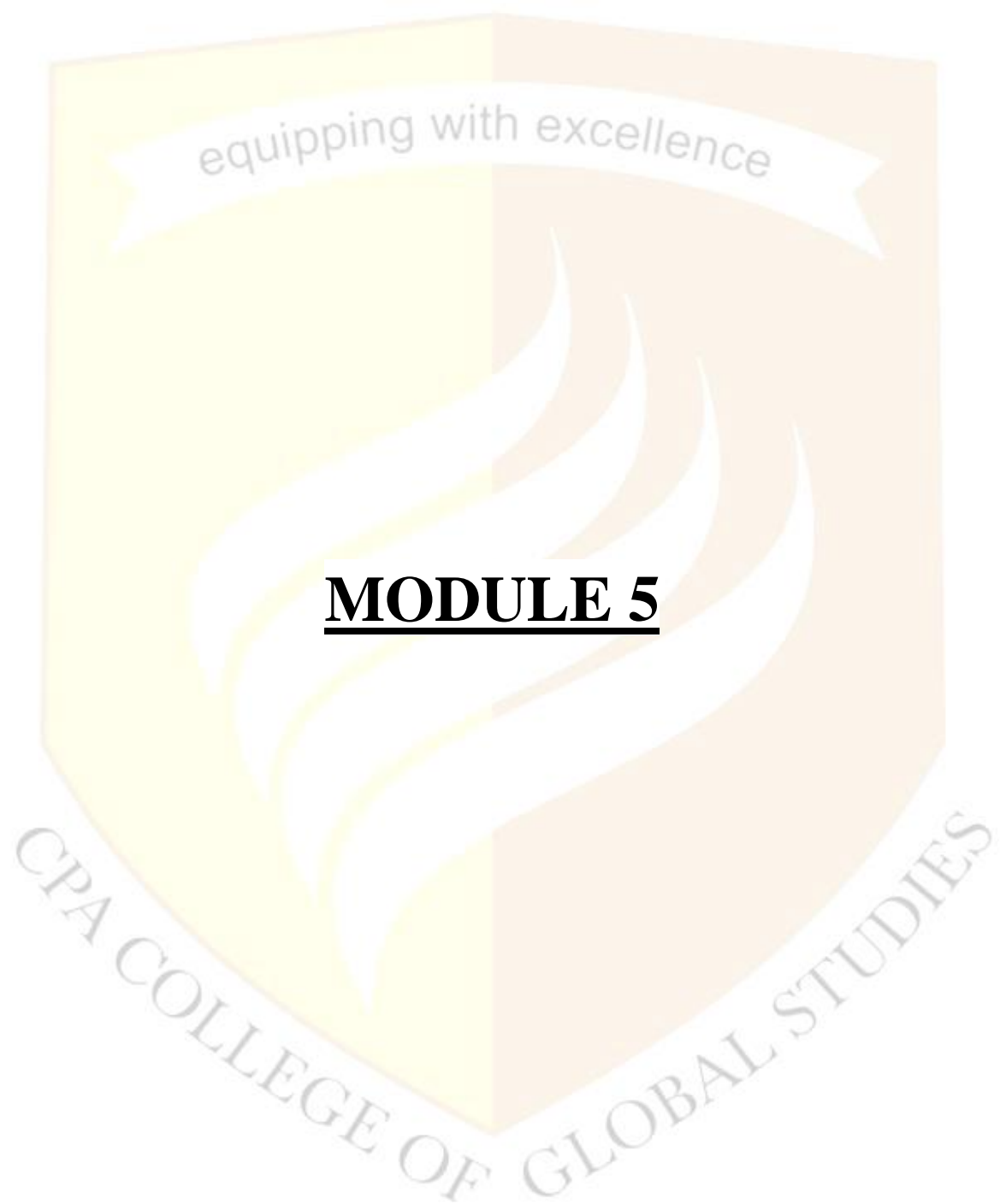


## **MODULE 4**

#### ***Module IV***

Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.





## **MODULE 5**

## ***Module V***

Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct.

### **Guiding & Escorting**

#### **Guiding**

- Guiding means you're following them and they are leading you.
- A Tourist Guide is a licensed professional.
- Tourist Guide is person who has thorough knowledge of destination or site as she/he is knowledgeable about the particular destination and its attractions.
- Along with the insight of a destination in terms of culture, food, flora and fauna, traditions, festival etc; the tourist guide will add his/ her own theme/ style to make it a memorable trip for the guests.
- Guest can be individual or a group and the tourist guide will —
  - lead the guests for sightseeing, shopping, etc and be aware of the timings of opening and closing of the monuments,
  - knows routes and means of travel to the sites selected,
  - provide safety not only to the Guest but also to the host community and tourist site,
  - give information about the sites and destinations to the tourists in an entertaining manner, like in the form of stories and legends; and
  - at least be bilingual to connect with the guest/ visitor as well as communicate with

locals.

**Definition:-**

According to World Federation of Tourist Guide Association (WFTGA), “Tourist Guide is a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area — specific qualification usually issued and / or recognized by the appropriate authority”

**Escorting**

- Escorting means that they are following behind you, or watching over/ protecting you.
- A Tour Escort may or may not be a licensed professional.
- Tour escort referred to as tour leader is a professional who specializes in,
  - meet & greet clients and escort them in the destination,
  - assisting guests,
  - regulate and manage timing of the group,
  - ensure the presence and involvement of the participants,
  - verify and confirm facilities and services,
  - provide and explain the travel program,
  - maintain group harmony,
  - manage any excursions,
  - buy tickets for museums or means of transport, manage reservations with restaurants and accommodation facilities
  - generally resolve any problems that may arise during the trip.
- A tour escort is someone who escorts visitors at a public place such as museum or an art gallery, or at sightseeing and recreational tours.
- They are typically responsible for accompanying the visitors.

**Definition:-**

According to World Federation of Tourist Guide Association(WFTGA), “A Person who manages an itinerary on behalf of the the tour operator ensuring the program is carried out as described in the tour operator’s literature and sold to the traveler/consumer and who gives local practical information is known as Tour Manager/Tour Director/ Tour escort”.

## Check list

#. A checklist is a type of job aid used to reduce failure by compensating for potential limits of human memory and attention.

# It helps to ensure consistency and completeness in carrying out a task.

#. A basic example is the "to do list".

# A more advanced checklist would be a schedule, which lays out tasks to be done according to time of day or other factors.

# A primary task in checklist is documentation of the task and auditing against the documentation.

## Do

Be flexible.

Be prepared to change route.

Be able to provide alternative routes.

Link, relate, qualify and develop according to timing.

Allow and handle questions.

Always listen carefully.

Be honest: say if you do not know the answer.

Give time for guests to talk.

Limit detail to the important.

Explain technical terms.

Be confident.

Be imaginative.

Use the visitors knowledge; find out if there are any specific interests.

Use common sense.

Carry appropriate reference books.

Present the site or experience in the best possible way.

Be positive.

Smile.

Do not

Forget to mark the tour in your diary.

Forget to count: group members, restaurant seats, entrance tickets etc.

Speak when there is nothing to say.

Express personal or negative opinions.

Present controversial topics: politics, religion, sex etc.

Assume existing knowledge

Assume customers to be ignorant.

Be negative about anything.

Hurry your guests, comment on lack of time.

Start speaking before group is assembled and composed.

Speak while walking.

Overtire your guests with too much information.

Tell lies.

Offend your visitors.

Argue - either with the customer or the driver.

Forget the name of your group, hotel, voucher etc.

Unfavourably compare guests or persons

## REFERENCE

### ➤ Link

- [https://www.ihmbbs.org/upload/2\)Classifi%20of%20Hotels.pdf](https://www.ihmbbs.org/upload/2)Classifi%20of%20Hotels.pdf)
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- <https://www.ihmnotes.in/assets/Docs/IGNOU/TS-06/Unit-27,SUPPLEMENTARY%20ACCOMMODATION.pdf>