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Sector: Hospitality and Tourism

Sub-sector: Tourism

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Purpose statement

This module describes the performance outcomes, skills and knowledge required to source and package tourism products to meet the needs of particular markets or customers. It requires the ability to create, tailor and cost packages that may include complex itineraries or a wide range of products.

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GENERAL INTRODUCTION

PRELIMINARY NOTIONS

Before discussing about packaging tourism products, it is necessary to be aware of some preliminary notions.

1. Definition of key terms

a. Packaging

Many tourism businesses package various tourism products and present them as a combined product to their client. This is called packaging. Any type of tourism component can be packaged with another. The component products and services may include items such as:

- ❖ Single or multiple products and services
- ❖ Accommodation
- ❖ Meals
- ❖ Transfers and transport, for example air, sea, rail, car hire
- ❖ Entrances to attractions for example wildlife parks, theme parks, national parks, museums
- ❖ Tourist guiding services & tours
- ❖ Tickets to entertainment, events or adventure activities
- ❖ Venue and equipment hire
- ❖ Meetings, events, functions and conferences.



b. Tourism

According to the United Nations World Tourism Organization, Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

These people are called **visitors** (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

c. Tourism product

- A tourism product can be defined as the sum or combination of the physical and psychological satisfaction it provides to tourists during their travelling en route to the destination.
- The tourism product focuses on facilities and services designed meet the needs of the tourist.
- Tourism product is a group of components or elements brought together in a bundle to satisfy the consumer's needs.

2. Components of tourism products

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.

Generally, the tourism product comprises of;

1. Transportation
2. Accommodation
3. Attraction
4. price
5. Image

Five As in tourism

In tourism, a tourism product is also said to be composed of elements grouped as 5As that follow:

1. Attraction
2. Accommodation
3. Activities
4. Accessibilities
5. Amenities or Ancillary services

3. Types of the tourism products

Tourism products can be classified as follow:

a. Natural tourism products.

These include natural resources such as areas, climate and its setting, landscape and natural environment. Natural resources are frequently the key elements in a destination's attraction:

- a. countryside,
- b. climate – temperature, rains, snowfall, days of sunshine,
- c. natural beauty – landforms, hills, rocks, gorges, terrain,
- d. water – lakes, ponds, rivers, waterfalls, springs,
- e. flora and fauna,
- f. wildlife,
- g. beaches,
- h. islands,
- i. spas,
- j. scenic attractions

b. Man-made tourism products are created by man for pleasure, leisure or business

Man-made tourism products include: a) Culture (sites and areas of archaeological interest, historical buildings and monuments, places of historical significance, museums and art galleries, political and educational institutions, religious institutions); b) Traditions (pilgrimages, fairs and festivals, arts and handicrafts, dance, music, folklore, native life and customs); c) Entertainment (amusement and recreation parks, sporting events, zoos, cinemas and theatres, night life, cuisine); d) Business (conventions, conferences).

c. Symbiotic tourism products

Some tourism products do not fall into the above categories. Wildlife sanctuary, marine parks, aero products and water sports, flower festivals are the example of tourism products which are a blending of nature and man.

Nature has provided the resource and man has converted them into a tourism product by managing them.

National parks for example, are left in their natural state of beauty as far as possible, but still need to be managed, through provision of access, parking facilities, limited accommodation, litter bins etc.

Yet the core attraction is still nature in this category of product. These products are symbiosis of nature and man.

d. Event based tourism products

Events attract tourists as spectators and also as participants in the events, sometimes for both. The typical example is “Gorilla naming Ceremony”. Event attractions are temporary, and are often mounted in order to increase the number of tourists to a particular destination.

e. Site based tourism products.

When an attraction is a place or site then it is called a site based tourist product. Site attractions are permanent by nature, for example a holy land (e.g. Kibeho), an airport (e.g. Kigali International Airport), etc. A site destination can extend its season by mounting an off season event or festival.

Other tourism products are: health tourism, eco-tourism, rural tourism, ethnic tourism, spiritual tourism, golf tourism, senior citizen tourism. The tourism product has to be packaged and priced keeping in mind the target customer.

4. Tour package

A tour-package is a prearranged tour that includes products and services such as food, activities, accommodation, and transportation, which are sold at a single price.

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.

Therefore, there are two main types of tour packages as tourism products namely: independent and inclusive or packaged tours

a. Independent tour

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.

b. Inclusive/Packaged tour

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.

Package tours can be of two types:

The '**independent inclusive tour**' (abbreviation IIT) in which a tourist travels to his or her destination individually.

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.

5. Economic significance of tourism

Without any doubt, tourism is the main sector that can play a significant part in achieving rapid economic growth and drastically reducing unemployment in any country. Currently, it is the largest foreign exchange earner for the country.

Since the competitiveness within tourism industry is very high, many of the tour agents try to provide attractive tour-packages in order to meet tourist satisfaction as much as possible. Some of the criteria that are considered by the tourist are the number of places to be visited and the cost of the tour-packages.

6. Characteristics of a tourism product

Characteristics of tourism product may be:

1. **Intangibility:** Those are tourism products or services that you cannot physically see, smell, touch, or taste before to purchase it.
2. **Perish ability:** Those are tourism products or services that you cannot store or keep for sales it in the future time; it means that the products or services in tourism and travel industry are consumed as they are produced. Ex: hotel rooms and cable car seats cannot be warehoused for futures sales.
3. **Inseparability (also known as simultaneity):** Those are tourism products or services that it's impossible to divorce or separate the supply or production of the service from its consumption.
4. **Variability:** Those are tourism products or services made by the same manufacturer, but a manufacturer is responsible for producing products, those products must be ready, quality and standard day to day.
5. **Complementary:** Those are tourism products or services that use is related means that to purchase one leads to buy another. Products that are sold separately but that are used together, each creating a demand for the other
6. **Parity:** Those are tourism products or services that are similar with Brands Company but here every brands company tries to make their products to be unique from a product offered by a competitor.

Learning Unit 1: Source component products

LO1.1. Identify product objectives in consultation with appropriate colleagues and customers

Content/Topic 1: Understanding needs, wishes and expectations

Before we can tailor tourism packages to provide an offering that clients may want, we first need to find out what their actual needs may be.

Research of what the client wants is an essential activity. This is the essence of marketing.

The marketing perspective of a business says everything we do must be client-focused.

To identify exactly what this focus needs to be we have to obtain information on client needs and wants by undertaking some basic market research.



Client service revolves around us meeting or exceeding client needs, wishes and expectations. It seems appropriate, then, to identify what these mean:

Needs

These underlie wishes and expectations and are the things clients are unable to do without.

Wishes

These refer to the way in which our client would prefer to satisfy a specific need, but they may not have the resources to meet these wishes. They may wish to stay in the luxury suite, dine at an internationally renowned fine dining restaurant and drink expensive wines, but they haven't got the money to pay for it so they settle for something else.

Expectations

Clients have perceived expectations of what level of service they expect when visiting a venue arising from:










- ❖ The company's image or reputation in the market
- ❖ Advertisements and promotional messages
- ❖ Industry standards
- ❖ Comments from family, friends and colleagues
- ❖ Price charged for the offering.



a. Generic client needs

Whilst every tourism client has their own individual needs, there are a number of generic needs that travel staff must address when designing tourism packages.

These needs include:

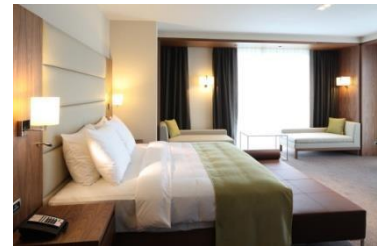
-  Value for money
-  'Offering' reflecting what was advertised
-  Expectations met / exceeded
-  To receive friendly service
-  To be safe
-  To be dealt with in a prompt and courteous manner
-  To receive assistance when necessary
-  To be in comfortable, clean surroundings
-  To feel remembered and recognised? To be heard and understood.

b. Specific target market needs

As mentioned before, different clients from different target markets will have their own their own specific needs. It is important that staff recognise the needs of each target market

and tailor proposed packages and inclusions accordingly. Following are different target markets and their specific needs:

- ✓ **Business** – computer and internet access, newspapers, executive lounges, laundry services, business or executive centre, business and news channels. Business men are more likely to frequent a hotel bar and eat in the restaurant
- ✓ **Women** – hairdryers, larger mirrors, healthier food options, specific bathroom amenities, fashion magazines, bath. Business women are more likely to use the gym and order meals from room service
- ✓ **Family** – interconnecting rooms, entertainment options, child care facilities, children’s television programs, package deals, and safety
- ✓ **Leisure** – good value rates, local attractions, concierge services
- ✓ **Elderly** – single beds, medical facilities, suitable food options and value for money rates
- ✓ **Groups** – need for large allocation of rooms, reduced room rates, meeting rooms, specialised menus, bus access and parking.



c. Tour client needs

It is important to remember if you are selling tours to clients, that you also understand that clients will have needs that need to be addressed. These include the needs for:

- ✓ Quiet time
- ✓ Free time
- ✓ Personal enjoyment of site
- ✓ Adequate rest time
- ✓ ‘Up close and personal’ opportunities



- ✓ Access to areas which are 'off limits' to other people or are not part of a tour
- ✓ Special photo opportunities with animals, characters or unique sights
- ✓ Preferential treatment

- **Content/Topic 2: Ways of identifying customer needs.**

To identify needs, you must both listen and ask the right questions. After identifying needs, always check for additional or related needs. Use your knowledge and experience to identify and present the right products, services, and solutions to meet your customers' needs.

A. What are the needs and wants of the customer?

A customer's need is a desire that causes a customer to buy a product. A consumer's want is the desire for products or services that are not necessary, but which consumers wish for.

In addition, the research about customer's need should be carried out through these ways:

Before you start promoting your business you need to know what your customers want and why. Good customer research helps you work out how to convince your customers that they need your products and services.

1. Identify your customers

The first step of customer research is identifying your customers. Your market research should help you understand your potential customers. Further customer research can help you develop a more detailed picture of them and understand how to target them. It will also highlight key characteristics your customers share, such as:

- Gender
- Age
- Occupation
- Disposable income

- Residential location
- Recreational activities

2. Understand why they shop

Once you've identified who your customers are, you can find out what motivates them to buy products and services. For example, consider if they make decisions based on:

- work demands
- family needs
- budget pressures
- social or emotional needs
- brand preferences

3. Identify preferred shopping methods

As well as understanding why they shop, you will also want to understand how they shop. To learn about your customers' preferred method and means of shopping, consider if they:

- shop online, over the phone or in stores
- make spontaneous or carefully considered buying decisions

4. Consider their spending habits

Different types of customers will be willing to spend different amounts. Find out what financial capacity and spending habits your customers have. For example, consider:

- their average income
- the portion of their income they spend on the type of products or services you sell

- their budget

5. Find out what they think of you

Learn about your customers' views and expectations of your business and rivals. For example, find out what they think of your

- products and services
- customer service
- competitor

B. Types of clients/customers in tourism

It is important to understand the different types of clients that may be requiring tourism packages. Clients can be anyone, from anywhere. They can be of any age.

Clients may include:

- ✓ Domestic and international people
- ✓ Males and females
- ✓ People from different age groups
- ✓ Special interest groups
- ✓ Special needs clients
- ✓ Open groups, i.e. groups comprising an unpredictable mix of the general public
- ✓ Homogenous target market groups as defined by various demographic characteristics.



Packages are not just for only group travellers or for those who are travelling for leisure. Many tourism businesses package together products and services for the independent traveller and for those travelling on business.

LO 1.2. Identify and determine destination and product preferences and requirements of customer or consumer market to be serviced.

● **Content/Topic 1: Techniques to Identify and determine destination and product preferences and requirements**

1. Techniques to use while identifying and determining destination and product differences and requirements

Techniques to identify and determine destination and product preferences and requirements include:

- a. **Pre-tour briefing:** Provision of information before the tour starts
- b. **Tour briefing:** Provision of information at the beginning of the tour.
- c. **Direct observation:** This is done during the tour.
- d. **Tour debriefing:** collection of feedback about the tour at the end of the tour

2. Seek client personal information

By collecting relevant information, travel agents can accurately source the most desirable products and services that can be included in a quotation, to reflect their travel needs.

The standard information contained within these documents is as follows:

- Name, initial and title
- Dates of birth for passengers, in particular children
- Contact details for home, work and mobiles
- Special meal requests or seating preferences
- Frequent flyer information and club memberships
- Details of travel such as dates, places and products
- Payment details
- Wholesaler or Consolidator used.



3. Identify client travel details and requirements

Whilst each client will have different priorities, client requirements must focus on identified client needs, wants and preferences and will include:

- ✓ Name and contact details of the client including details of the traveller where the contact is not the user
- ✓ Proposed itinerary, including destinations (intermediary and final destinations), services and activities required, attractions to be visited
- ✓ Product and service preferences
- ✓ Practicality
- ✓ Service styles and standards
- ✓ Accommodation and dining/catering requirements
- ✓ Budget
- ✓ Dates and times, including specific days, seasonal imperatives and duration
- ✓ Timing and duration issues, including constraints and the need for integration with an associated tour or travel program
- ✓ Client numbers and classification, including adults, children, babies and groups
- ✓ Preferred travel options, including destination travel requirements
- ✓ Reasons for trip
- ✓ Non-negotiable elements
- ✓ Previous history of the client in relation to bookings made.
- ✓ Cultural and religious issues.



6. Understanding client needs, wants and expectations

Whilst most clients will have understanding of what they want from a travel experience, some clients will rely on your expertise in identifying suitable package options. Staff must be pro-active and try to anticipate the needs of clients where possible.

Identifying needs, wants and expectations of clients are varied and are not the same for everyone. In fact, the needs for the same client may change on a daily basis. It is important staff remain aware of the satisfaction of clients and look for ways to improve the experience for all clients.

This can be done by using the following ways:

Quotation planners



In reality, most client needs are quite simple and easy to identify. Through the use of quotation templates, travel staff can easily identify what their clients may be seeking when it comes to tourism package inclusions. The use of structured quotation templates will help to ensure that all necessary package requirements are addressed.

Each organisation will have established pro-formas or documents which must be used by staff when collecting information from clients in which quotations can be based around.

The use of scraps of paper and posits are not advisable, for obvious reasons. A standard enquiry form is recommended to ensure that the correct questions are asked and that vital information is not forgotten.

Here is an example of a form that will assist in the collection and recording of the information required to provide a quotation.

QUOTATION PLANNER - TEMPLATE

General Information

Consultant	
Date	
Contact name	
Telephone	
Mobile	
Email	
Destination	

Passenger/s

Surname	First Name	Title	Date of Birth (DOB)

General Questions

- i. How many people will be travelling?
- ii. What type of holiday and/or destination do you have in mind?
- iii. When do you want to travel?
- iv. How long do you want to be away?
- v. Where did you go on your last holiday?
- vi. What standard of accommodation are you looking for?
- vii. How much are you considering spending?
- viii. Is he/she a member of any frequent flyer programmes?
- ix. What is the Rooming/cabin type required?
- x. What are preferred departure/return points?

- xi. Do you have any special requirements?
- xii. Is your passport valid?
- xiii. What is the country of origin of your passport?

Flight preferences

Dept Date	Origin	Destination	Airline	ETD/ETA	Costing

ETD: Expected time of departure

ETA: Expected time for arrival

Land preferences

Arr Date	Dept Date	Accommodation/Ship/Tour	Room Type	No.	Costing

Checklist

Travel insurance	
Passport details	
Visa	
Schedule of fees	
Merchant fees	
Foreign currency	
Other	

Follow-up

Date quote provided	
1. Call back date/time	
2. Call back/date/time	

Observation

Quite often the body language of a client will indicate their true feelings. They could be looking around for staff to serve them, angry or frustrated, or simply disappointed in what has been provided.

Putting yourself in the shoes of client

Ask yourself ‘What would I like if I was in their position?’ If guests have arrived from a long flight and look tired, a speedy check in service is vital. You may also want to arrange room service dinner for them whilst they are checking in so they can eat quickly and go to bed sooner.

LO.1.3: Identify and research potential destinations and component products and services using appropriate methods.

• Content/Topic 1: Methods for identifying customer needs

The identification of customer needs can be done by using the following methods:

1. Starting with existing data

You most likely have existing data at your fingertips. Review past surveys, customer interviews, and customer-support call logs. There’s no point in funding an extensive and expensive research campaign if the data you need is already collected.

2. Interviewing stakeholders

Why not begin with the data you don't have to pay for: the collective knowledge stakeholders have. Start with sales and support teams. They know the product and the customer. They often have a list of feature requests, bug reports, and enhancements — straight from the customer's mouth.

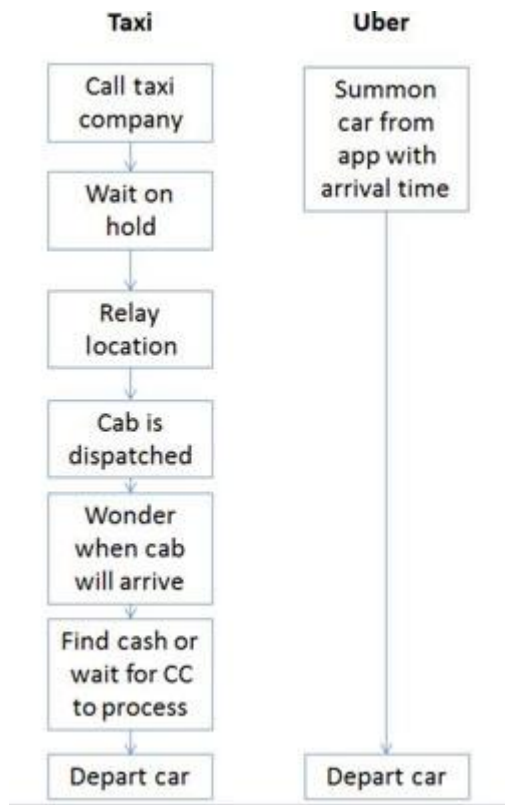
Combine these to generate a preliminary list of requirements. Look for patterns, but don't automatically dismiss one-offs — look to corroborate them with findings from other methods.

3. Mapping the customer process

If you know your customer's process, map it out.

For example, before a travel agency, to get a ride you called a taxi company, waited to reach a dispatcher, waited for a car to be dispatched, hoped the driver would find you, and hoped you had enough cash when you reached your destination.

With the Travel agency, you open your smart phone and summon the nearest car with one tap; you already know how far away the car is because you can see it in real time on a map. The driver also sees your location so he or she can come right to you. The figure shows a simple process map comparing these experiences.



4. Mapping the customer journey

A customer journey map is a visualization of the process a customer goes through when engaging with a product or service

5. Conducting “follow me home” research

“Follow me home” research relies on observation by literally following a customer home or to work. You follow a customer to her workplace, spending the day watching her doing her job. You observe process pain points and then look for opportunities for improvement.

6. Interviewing customers

Go right to the source: Ask customers what problems they have and what features they want. Even when customers can’t articulate their needs clearly, you can often gain insights that lead to successful innovations.

7. Conducting voice of customer surveys

Voice of Customer surveys collect data, from email or from a pop-up on a website, about the attitudes and expectations of existing or prospective customers. Use a mix of open- and closed-ended questions to see what produces the most useful data.

Although customers aren't necessarily good at identifying their needs, this type of survey often yields data from which you can discern customer goals, challenges, problems, and attitudes, and then recommend opportunities for improvement.

8. Analyzing your competition

Consider using research firms that might present a more objective face to customers who engage with your organization and its competition. Consider using the SWOT rule: Identify your competitors' *strengths*, *weaknesses*, *opportunities*, and *threats*. You can use a SWOT for a brand, product, or even an experience.

9. Analyzing cause-and-effect relationships

No one will disagree that it's usually good to think positively, but sometimes, negative thinking can solve problems more effectively. Through observations, surveys, and other data sources, you may find problems that are actually just symptoms of other root cause problems.

Task failures, errors, and long task times are usually the symptoms of multiple underlying problems. These can be problems in the interface or a disconnection with the user's goals. Through the process of asking "Why?" multiple times and segmenting different causes, you can help identify and address root problems in the user experience.

10. Recording experiences through diary studies

Sometimes opportunities reveal themselves over time. One cost-effective longitudinal method is a diary study. Ask participants to record problems, frustrations, positive experiences, or thoughts at intervals throughout a day, week, or even a year. This can be low technique, with customers writing their experiences and thoughts down on paper and mailing it in, or high technique, in which you send text messages or emailed surveys to customers at particular intervals.

Because you're asking your customer to do the data collection for you, be sure you have targeted questions and clear hypotheses you want to test with all the data that gets collected.

Expect a good percentage of customers to drop out or not be 100% diligent about filling out their diaries. Still, any information you can garner is better than no information at all. After all, you can't fix what you don't know about.

LO 1. 4: Assess destination and product details relating to market or customer suitability, including costs, availability or accessibility, features and benefits, product match to preferences and requirements and profit potential.

- **Content/Topic 1: Assessment of destination and product details relating to market or customer suitability.**

1. Destination and product details relating to market or customer suitability,

Those details may include:

- a. costs,
- b. availability or accessibility,
- c. features and benefits,
- d. product matching to preferences

2. Tools used to assess destination and product details relating to market or customer suitability

Those tools may include:

- a. brochures,
- b. tariffs,
- c. product sales kits
- d. and supplier contracts

Content/Topic 2: Understanding characteristics of market segments

There are many ways to identify different segments of clients seeking tourism packages. The types of potential target markets are limitless. Each organisation breaks down the market to suit the needs and to help identify the potential of each group.

By identifying the different characteristics of the different market segments, we can start to identify the different needs they may have when seeking tourism packages.

In this section we will identify:

- ❖ Generic market segments
- ❖ Specific market segments.

1. Generic market segments

Organisations may identify market segment categories such as:

Age

Infants, children, teenagers, mature adults, senior citizens

Social background

Ranges from the upper crust of society to people of more modest upbringing

Economic background

High income earners through middle to low income earners

Cultural background

Variety of religious beliefs and customs

Special interests

Purpose for their holiday, sporting interest, athletes

Physical and mental abilities

These people may have a physical or cognitive limitation



Dietary needs

Any group within the community, including those with particular nutritional or dietary needs and interests

2. Specialised market segments

Following is a list of specific market segments that may be the focus of tourism packages.

Business

Business travellers can comprise:

- ✓ FIT (Free Independent Travelers) who arrange their own accommodation
- ✓ Member of a corporation in which has a special rate with an organisation.
- ✓ Conference or event guest within a hotel.

Leisure

This market is travelling for relaxation purposes and may include:

- ✓ FIT (Free Independent Travelers) who arrange their own accommodation
- ✓ Tours / coach groups
- ✓ Honeymooners
- ✓ Families
- ✓ Elderly.



Religious

This market is travelling to participate in a pilgrimage or religious celebration

Sporting

This market is travelling to participate in sporting events, tours or competitions

Outbound Tourists

An outbound tourist is where a local tourist goes to a region away from where they reside and where the business is. This normally means the tourist is either leaving the town, city or country.

This type of tourist would be beneficial to travel agents and transport companies.

Inbound Tourists

An inbound tourist is where a tourist from another location comes into your region. This normally means the tourist is coming into your area.

This type of tourist would be beneficial to accommodation venues and tourist attractions.



Domestic Tourists

A tourist who travels within a country; they are natives and it's easy to promote to them.

International Tourists

A tourist who travels to/from another country; conducting promotional activities can be harder as they may come from various countries, speak different languages and have different needs.

Content/Topic 3: Client requirements in relation to packages

Once different types of clients and market segments have been identified, it is essential to understand what their needs may be, when seeking appropriate tourism packages.

Whilst there will be generic needs that all clients will have, each market segment will also have their own specialised needs that must be addressed.

By understanding the needs of your potential clients, it can help guide your research efforts, identify suitable package components and help tailor packages to individual clients.



Not only is it important to understanding of the needs of possible clients and market segments it is also important to understand the travel trends that are affecting the tourism industry. This can help identify the popularity and future direction of both the tourism industry and where the success of tourism packages may be found.

By understanding the range and types of needs that clients have, it helps to identify which products and services will be required to satisfy these needs.

To gain a more accurate idea of client needs and expectations, it is important to discuss ideas with colleagues who might be able to add suggestions. You must also ask your clients exactly what types of activities and services they need in order for you to choose appropriate tourism components to package.

LO 1.5: Assess the quality credentials of tourism operators and their products to be packaged.

Content/Topic 1: Assessment of quality credentials of tourism and their products to be packaged

Assessment of the quality credentials of tourism operators and their products to be packaged may involve:

- public liability and duty of care policies and procedures
- safety record
- customer service and satisfaction record
- reliability of other tourism operators to provide promised products and services
- reliability of other tourism operators in complying with laws

- environmental and local community protection credentials of tourism operators who deliver tourism products in environmentally sensitive areas such as:
- their compliance with laws, permit, license or accreditation requirements that relate to environmental and local community protection
- reliability in sustaining the natural and cultural environment by use of minimal impact practices

LO 1. 6: Select destinations and products based on research conducted.

Content/Topic 1: Factors to consider while selecting destinations and products based on research conducted

These factors may include:

- Customer budget,
- Product availability,
- Accessibility
- Customer product or service preferences and requirements
- time constraints
- cultural issues
- Government policies and requirements
- types of customer
- destination features
- Costs of products
- location of product or destination
- quality of service offered etc

Note:

The selection of destinations and products must consider the tourism consumption associated risk such as:

1. **Economic risk:** This risk is associated with the decision for potential tourism products offered which can be good or not. Here all consumers face an economic or financial risk when they purchase a tourism product because it involves the purchase of an expensive product which cannot be easily seen or sampled prior to the consumption.
2. **Physical risk:** Some overseas destinations may be perceived as dangerous because of health hazards such as diseases and crime
3. **Performance risk:** On this risk the quality of different destinations or unknown hotels cannot be assessed in advance. This type of risk is associated with feelings that the product may not deliver the desired benefits due to the bad weather, political instability and natural disasters etc.
4. **Psychological risk:** From brochures or billboard the consumer builds up mental picture and attitudes that creates a positive image in the potential customer, so when a tourist or customer reaches at the destination does not find that he/she expected and they get disappointed and stressed.
5. **Demand risk:** This risk is occurring when a tourist or customer is offered product or service which is differing from what he expected to have at the destination.

Learning Unit 2: Package component products

L.O.2.1. Develop packaged products or programs to meet the requirements of specific customers or markets.

Content/Topic 1: Identification of the purposes of tour packages

a. Introduction

Tourism operators are regularly asked to quote on individual touring arrangements and are required to meet the special needs and requests of their client. In many instances, the client is asking for professional advice about destinations and the products within them. Often, the client has not visited the destination and relies on the tourism operators to source and package appropriate destinations and packages.

The main attraction of package tours for clients is the convenience of having the opportunity to participate in activities or visit locations without having to spend time organizing the components.

Recently, the tourism industry has responded positively with ever expanding needs for new and variety of tour packages demanded by clients, in all corners of the world.

As the tourism industry continues to grow there will be an ever-constant need for the development of new sophisticated tour packages and new tour operators specialised in the provisioning of these.



b. Types of tour packages

Tourism packages are products that contain a combination of tourism services, for example accommodation and transport, activities and transport, or any other combination.

The packages that most people are familiar with are holiday packages and tours. These products generally include transport by air, sea or land, accommodation at a resort or hotel and particular activities or attractions such as skiing or swimming.

Today, tour operators are offering variety of tour packages to cater the requirements of inbound, outbound and domestic tourism markets. The main packages include:

Independent Packages



An independent tour is prepared to meet the needs of an individual client's specification. In this tour, a traveller is free and independent to select any component for his journey.

An independent holiday is where the clients travel at their own pace. There is no set itinerary, the decisions about where and when to go is left to the individual.

The travel agency or tour operator puts the individual tour components together by working directly with suppliers including, but not limited to airlines, hotels, cruise lines, transport operators and others. As will be shown in Section 2.1 of this manual, the list of tourism related suppliers is endless.

The suppliers will quote a net figure to the travel agency. They in turn, will mark up the price, to cover time, expenses and profit margins. In independent tour, the travel agent will quote the rack rate for individual reservation.



Thus, an independent tour may be a package of air and non-air transportation and ground arrangements specifically tailored to the individual client's preferences and not advertised in a tour brochure.

Generally, this type of tours is known as 'Foreign Independent Tours' (FITs) and 'Domestic Independent Tours' (DITs) as per the location of the destination involved in the package.

Inclusive Packages

In this type of tour, the tour components are purchased, combined and sold as a package at



an inclusive price to clients by a tour operator is known as an inclusive tour. It is an advertised tour package which includes travel and ground arrangements at group rates.

This makes the inclusive tour less expensive than the independent tour. In fact, in this case, the tour operator has to guarantee that those seats, rooms, etc. will be sold in order to get the group rate.

In the event where spaces are not sold, the tour operator will absorb the total loss. Thus, an inclusive tour is a prepaid and well-planned tour covering all components including services at special rates, requiring that all tour members must travel on the same flight round trip and must travel together during entire course of the tour.

Today, a variety of inclusive tours are offered by tour operators such as inclusive tour excursion and inclusive tour by charter, to name a couple of types.

There are many companies who offer modular packages with options that can be combined to make up a holiday. The options available include:

- Car hire
- Accommodation and accommodation pass
- Half day and full day city sightseeing tours
- Airport/hotel transfers
- Short duration coach tours (usually 3-7 days).

Escorted Packages

This type of tour is also known as a 'Conducted Tour'. A tour escort is provided from the starting point back to the point of return to accompany the tour members. This type of tour is generally arranged by ground operators on behalf of main tour operator.

This tour normally involves a fully escorted coach tour with set departure dates and itinerary taking in all the major tourist destinations. All passengers travel together on the same coach and stay at the same hotels. Some meals may be included.



There is choice of budget-priced tours which use three-to-four-star hotels located in outlying suburbs or premium-range tours which offer four-to-five-star hotels in the best central locations.

Normally first time travellers prefer these tours whilst well-travelled people are quite confident in doing their own thing.



Some tours will have both a local escort and a professional escort sharing the responsibilities involved throughout the entire journey. In many cases tour operators use the services of a different escort/tour leader according to nature of each destination visited.

The principal duties of tour escorts are to receive tour members at the airport, assist them through custom clearance and other formalities and then perform the same duties at the time of their departure.

The tour escort is also responsible for providing other facilities during their stay at a particular destination. Due to step by step guiding and escorting, these tours are also referred as 'Hosted Tours'.

Professionally, escorted tours are normally planned and organised for the first-time travellers.

Business Packages

The nature of business tour is significantly different in many ways from that of other tour packages. As identified in the name, the audience, purpose and focus of the tour will differ to that of recreational and holiday tours. That said, the pleasure element cannot be separated from the business tours.

Because business persons travel for a variety of reasons, destinations are not chosen by them but predetermined and more often attractions are added to make business tours more effective and attractive.

This is not only aimed at the core traveller, being the business person, but also aims to meeting the needs of their non-business travel companions.

Today, two forms of business tours have received a special attention from the tour operators. These are:

- Conference Package
- Special Events Package.

Business tours have become a very profitable venture for many tour operators, mainly for the fact that company budgets are generally greater than those of private travellers and that guaranteed numbers attending these tours are higher than for leisure tours.



Business packages include a wide range of activities such as venues for business meetings and conferences, accommodation, transportation, secretarial services, conference equipment's, local sightseeing and other facilities.

Incentive Packages

Incentive tours, one of the largest and growing segments in the tour package industry, are offered by a business organisation to its employees and their spouses as reward for some special endeavour or as a spur to achievement.



Tourism operators, such as Inbound Tour Operators regularly create one off special itineraries for incentive groups. These would be clients who may have 'won' their holiday from their employer because they have reached their sales target. These packages are almost always complex and include items such as formal promotional dinners, the use of the companies' livery on coaches and business presentations.

These packages have been found to have greater motivating power than cash reward and other incentives given to the employees.

Special interest Packages

Special interest tour is another form of tour package, which is also gaining weight in the tour operator industry.

Inbound Tour Operators and Outbound Tour Operators regularly design on-off itineraries. Special interest groups generally share a common interest and may want to book specialist products or services.



These tours are designed and arranged for those interested in eco-tourism, farm tourism, ethnic studies, safaris, skiing, beaches, adventures, deserts, cultural events, and pilgrimage etc.

c. Purpose of tour packages

The purpose of packages may be focused towards one or more of the following:

- Specific age holidays, packages and tours
- General interest
- Conferences
- Social events
- Holidays and recreation
- Tour programs
- Incentives
- Series tours
- Eco-tours
- Education
- Experience
- Fitness
- Excitement / action experiences
- Celebration of an event / historical date
- Money raising



- Language
- Music
- Sports
- The environment
- Culture
- Arts
- Animals
- Food
- History
- Flora and fauna
- Natural attractions
- Shopping
- Four wheel driving
- Camping
- Cruises
- Luxury
- Budget
- Snow skiing
- Diving
- Rail
- Coach
- Safaris
- Family
- Overland treks/walking
- Beach
- Wedding ceremonies.

d. Location of tour packages

Whilst tours can be conducted anywhere in the world, they are normally categorised as being held:

- ✓ **On-site:** at a park, garden, tourist attraction or natural site
- ✓ **'Elsewhere':** such as tours of the city, tours of an area, or tours of a business or property in a remote location.

As you can see the types and purposes of packages that can be developed are quite varied.

The main aim of most packages is to provide clients with a mix of products and services to deliver a desirable experience.

Content/Topic 2:Components products and services to be packaged

a. Introduction

Identifying, sourcing and selecting product and services for inclusion in a package is reliant on finding a balance of meeting your client needs with understanding of what is possible.

It is also based on identifying:

- ❖ Availability of appropriate products and services to suit the stated or established client needs
- ❖ Suitable suppliers or wholesalers that can provide these products
- ❖ Prices that meet the passengers' budget.



Component products and services to be packaged might include a variety of contents such as:

- a) Accommodation
- b) transport, such as air, rail, bus or coach, and shipping
- c) car hire
- d) entrances to attractions, museums, events and exhibits
- e) food, beverage and catering

- f) entertainment
- g) tours
- h) cruises
- i) conference facilities
- j) tour guiding services
- k) activities
- l) meals
- m) functions
- n) special items with customer corporate branding
- o) venue hire
- p) speaker services
- q) audiovisual services
- r) meeting or event equipment
- s) special event
- t) consumable items

b. Main Components of tour package

- i. **Transport:** it is business establishment which provide services of carrying people and their goods or materials from one place to another.
- ii. **Accommodation:** It is commercial establishment which a responsibility is to provide room service and other services to the guests.
- iii. **Attraction:** Those are elements or other things such as tourism products found at destination as motivation pull for tourists.
- iv. **Food and beverage:** is a commercial establishment which provide meals and drinks to the customers
- v. **Activities:** Those are different activities done by tourist at the destination or attraction during travel according to their needs.
- vi. **Ancillary services:** Those are services provided to tourists in tourism for making travel experience and satisfy tourists during travel.

c. Considerations while organizing tour package

- ✓ **A place to stay:** When planning tour package, the first and foremost thing to consider should be ensuring a comfortable place to stay for your fellow travellers.
- ✓ **Consider the number of travellers** in your group that you plan on accommodating and book a place in advance for the best deals.

If you prefer cheaper deals, booking offseason is probably your best bet, but be aware that there might be harsher weather conditions during the offseason, depending on where you go. Finding a place to stay is the most important step to take before inviting your group to book their flights!

- ✓ **Where to eat:** The biggest pain point of how to plan a trip for a large group is finding a place that will accommodate your group for a meal in advance. To save yourself the hassle of booking reservations that are sometimes not readily available, pick places that allow the customers to order at the front counter.

That way, you can find a place to sit together in the back or you can break up the group and offer them the freedom to sit with whomever they want.

- ✓ **Transportation:** This depends on where your destination is, but transportation is (almost) everywhere! If you have a group of 4-6 people, offering a mini taxi van is a great option for taking your travellers where they need to be.

For larger parties, renting a limo or bus will most likely save the group more money in the end. If you are in a well-connected city, you may be able to consider taking public transport as a group.

- ✓ **Walking or bus tours:** Walking tours are a great way to stay active while on vacation, and a great activity for group trips. Just don't forget to bring

your camera because nothing beats a guided walking tour that offers great photo taking opportunities!

- ✓ **Depending on the age group**, sometimes opting for a bus tour is better than taking on a walking tour due to the physical exertion required.
- ✓ **Weather/season:** For those of you looking to escape the cold, a relaxing beach destination during the “off-season” could be a great opportunity to keep your marvellous tan year-round and a helpful way for you to save some money on travel. If you plan on escaping the heat, having an off-season adventure will give you more bangs for your buck.

There is a plethora of locations around the world that have “on and off-season” deals, so you can decide which one suits you and the group the most when you are planning the trip.

d. Advantages of choosing a package holiday to the consumer

- i. **Cost Saving:** The biggest advantage is cost saving. If you try to book everything, starting from airfare to hotel room on your own, you will surely end up spending unnecessarily. If you add the individual costs, the amount will be quite high, but if you choose a holiday package the total amount, which would include cost of everything, would be far lesser. The simple reason behind that is the company offering you the holiday package is much more aware of the best airfares, hotel tariffs and rates of every other thing.
- ii. **Zero Headaches:** The second reason why a holiday package is better is zero headaches. By choosing a holiday package, you actually get rid of all activities, starting from booking flight tickets, checking out accommodation availability at hotels and booking rooms. Everything will be done on your behalf by the tour operator and would simply be paying the charge.
- iii. **Complete Tour:** Another big advantage of tour packages is complete tour. It might be difficult for you to complete all tourist spots at an unknown city or town. You might manage to make a complete list but some spots may remain unvisited due to shortage of time. Holiday packages are designed specially to cover all major spots in a place so that customers get best value for their money.
- iv. **Best Services:** The fourth reason why you should always opt for a holiday package is availability of best services. By opting for an all-inclusive holiday package

you can enjoy the best of all services available at a hotel, starting from accommodation to facilities like swimming pool, spa and sauna. Booking a spa session or dining at the restaurant separately will surely cost much higher.

v. **Safe Travelling:** The last factor in favor of holiday packages is safe travelling. Companies that offer tour packages are completely aware of situations in a particular place, the risks and the safe zones and hence you can enjoy a safe holiday. By planning a trip on your own, you may fall in trouble at an unknown place.

e. **Disadvantages of tour package**

- i. **You lose the flexibility.** There's fixed budget, fixed menu, already decided hotels and sightseeing places etc.
- ii. Some of the travel companies shows you some interesting plans but after that when you buy those packages and there is nothing like that they told before.
- iii. Lack of coordination
- iv. Food may not be of your liking
- v. Availability of a well-informed guide
- vi. Quality of offering by the tour company turns out to be different than what was told.

f. **Requirements of specific customers or markets**

These requirements may relate to:

- budget
- product or service preferences and requirements
- time constraints
- cultural issues
- integration into a wider touring, event or sporting program

- **Content/Topic 3: Importance of collecting information on products and services for packages**

Information is a key component of sales and marketing in tourism. Effective information is also a key requirement for the preparation of suitable tourism packages for clients. Finding information and using it effectively to meet the needs of your clients is a key element of working in many tourism industry positions.

This includes finding the answers to questions such as:

- ✓ What is it?
- ✓ Where is it?
- ✓ How do you get it?
- ✓ How long does it take?
- ✓ What is included?
- ✓ What is excluded?
- ✓ What is it like?
- ✓ How much does it cost?
- ✓ What would you recommend?



To assist clients and ensure their specific needs are met it is imperative to have an understanding of the products and services that can be incorporated into a package.

One of the most important aspects of any job in the tourism industry is finding information about possible products and services. Whilst it is impossible to know everything about the thousands of different tourism products and services available, it is important that when asked by the client, careful research is undertaken.




L.O.2.2. Combine and integrate program components to create maximum value and sale ability within nominated constraints.

• Content/Topic 1: Factors to consider while combining and integrating program components

In some jobs you need a broad range of information about multiple destinations and in others you need an in-depth knowledge of one destination.

The underpinning key to information provision is knowing where and how to find the information you need and applying that information effectively to the specific needs of your client.

While combining and integrating tour program component, the following factors are important to be taken into consideration:

- i. Fitness
- ii. Customer budget,
- iii. Product availability,
- iv. Product Accessibility,
- v. product or service preferences and requirements
- vi. time constraints:
 -  Suitable time and duration for activity
 -  Length of stay
 -  Seasons
- vii. cultural issues

General products and services sought by clients

As discussed before, whilst there are many types of clients, seeking many types of packages there are a number of generic travel products and services that will be sought by clients.

Products and services can be divided into the main areas of air, land, sea and auxiliary.

- ✓ **Air:** air travel and associated taxes
- ✓ **Land:** anything that is not air travel or a cruise

- ✓ **Sea:** cruises, ferries etc.
- ✓ **Auxiliary:** any product or service that supports the travel experience.

The area generally termed 'land arrangements' covers an array of products and services which fall into the following main areas:

- Accommodation
- Transfers
- Transportation – rail, ferry, car and van hire
- Tours
- Attractions, activities and entertainment.



Auxiliary products and services encompass:

- Travel Insurance
- Currency and banking
- Visas
- Merchandise
- Airport parking.

L.O.2.3. Make agreements with suppliers according to organization profit and other requirements and confirm in writing in line with organization procedures.

• **Content/Topic 1. Identification of tourism suppliers**

1. Tourism suppliers

It is important to remember, that these products and services may be booked directly or supplied through a number of suppliers.

These include:

- ✓ **Principals / suppliers-** Provide services to the wholesalers, inbound tour operators and the travel industry

- ✓ **Wholesalers / tour operator** - Packages different supplier services such as airfares, accommodation, coach tours, days tours, cruises, transfers, rail tours and rail travel, adventure tours and many other services
- ✓ **Inbound tour operators** - Provide travel solutions to overseas wholesalers on a specific destination
- ✓ **Airlines, coach companies and rail** - Provides international, interstate and intra travel services in most destinations
- ✓ **Retail agents** - Provide and sell travel packages, principal and supplier services, airline, coach and rail services to the public
- ✓ **Ticket consolidators**
- ✓ **State and regional tourism authorities**
- ✓ **Conference, event and incentive companies.**



2. Tourism industry organisations that assist in tourism products supply

When compiling product information for your 'product knowledge' data bases, it is essential to identify the different types of businesses in which your potential clients may use.



Whilst gathering information from all tourism operators is impossible and impractical, identifying commonly used tourism providers enables you to gather information relating to the products and services they provide.

In addition, it enables you to ensure that the information that you have gathered is accurate and up to date.

Depending on the types of tourism offerings provided by your organisation possible businesses in which you may seek product information from includes, but not limited to:

- ❖ Airlines
- ❖ Other travel suppliers

- ❖ Suppliers
- ❖ Accommodation
- ❖ Attractions and theme parks
- ❖ Tour operators
- ❖ Inbound Tour Wholesaler
- ❖ Outbound Tour Wholesale
- ❖ Retail Travel Agents
- ❖ Local, regional and National information services
- ❖ Meetings and Events
- ❖ Corporate Agents
- ❖ Ministries of Tourism
- ❖ Tourism boards
- ❖ Industry authorities
- ❖ Industry associations.



a. Airlines



Airlines own the planes and sell seats to all sectors in the travel industry. They do this via a Computer Reservations system (CRS) such as Galileo, Sabre and Amadeus.

They also sell seats via the Internet and via the phone to the public.

Airlines negotiate rates with Retail Agents, Wholesalers, and Corporate Agents who then take a commission from the airline sale. Some Airlines have a Wholesale division which sells directly to Retail agents.

b. Other travel suppliers

These include but are not limited to:

- Cruise operators
- Railway operators
- Bus lines
- Car rental businesses
- Limousine hire
- axis



c. Suppliers and providers of support and ancillary services

This includes:

- ✓ Travel insurance providers
- ✓ Finance providers
- ✓ Currency exchange
- ✓ Conference and similar venues
- ✓ Interpreters



d. Accommodation

This sector includes but not limited to:

- ✓ Hotels and motels
- ✓ Guest houses
- ✓ Bed and breakfasts
- ✓ Caravan parks and camping grounds
- ✓ Resorts
- ✓ Time share properties
- ✓ Apartments, villas and cottages
- ✓ Conference and exhibition centres.



e. Attractions and Theme Parks

This sector includes but not limited to:

- ✓ Museums and galleries
- ✓ National parks, wildlife parks and gardens
- ✓ Theme parks
- ✓ Heritage sites and centres
- ✓ Sport and activity centres
- ✓ Aquarium and zoos.



vi. Tour Operators

A tour operator typically organises sightseeing tours and accommodation in a particular destination or region. They act as a middle person between the Wholesaler and the Principal or Supplier of the product



✓ Inbound Tour Wholesaler

An Inbound Tour Wholesaler packages product to form a trip for an overseas market travelling to a specific country.

✓ Outbound Tour Wholesaler

An Outbound Tour Wholesaler negotiates product from International Suppliers for clients in a specific travelling to an international destination. They approach airlines, hotel, local tour operators, cruise companies, car rental companies and rail companies to obtain wholesale rates which are then on-sold to the public via the Retail Travel Agents



viii. Retail Travel Agents

A Retail Travel agent is the go-between between the client and the Wholesaler. It is the Retail agent who obtains all the relevant details from a client to enable them to make a booking through a Wholesaler. All this information is then



finalised and paid for to the Wholesaler. Both the Retail agent and the Wholesaler make commission from the booking.

ix. Local, regional and national information services

These information services exist to assist the public and Travel agents in obtaining information on a particular region from the experts. This can be at a local, regional or national level.



These bureaus can be independent bodies or come under the support and direction of the respective Ministries of Tourism, which will be identified later.

These bureaus take calls from Travel agents as well as the public to help in promoting their region. They have wholesale divisions and all staff are experts in their area.

All these locally based Tourist bureaus have a fantastic website with a wealth of information and products to extend one's knowledge.

At a regional level there may be Information Centres, which provides a local booking service for accommodation in the area. They also provide pamphlets on local attractions which inform visitors of points of interest in the area.

x. Meetings and Events

This sector has been one of the fastest growing within the tourism and hospitality industry.

These companies organise meetings, conferences and major events by booking flights, accommodation, tours and the meeting facilities for their Client and their guests.

• **Content/Topic 2. Ways of making business agreement**

1. Ways of making business agreements

Business agreement may be done in the following ways

- i. Written
- ii. Verbal/oral



2. Consideration of existing agreements and preferred suppliers

Your selection of suitable suppliers will to some extent be influenced by **any existing commercial agreements**, commonly termed **preferred agreements** that may be in place in the organisation where you are employed.

There are many suppliers out there, and sometimes it is difficult to know who to use and trust. Companies often have 'preferred' arrangements with suppliers.

You will need to ask your manager for the list of 'preferred'.

A preferred agreement is a formal commercial agreement between a supplier and a travel agent which facilitates the payment of extra commission and other benefits by the supplier to the travel agent in exchange for the travel agent's agreement to sell the suppliers product.

If a supplier is on the preferred list, it usually means they have been thoroughly checked by your company. Their finances have usually been checked and passed, and any necessary licenses obtained. It also means that your company has gathered other feedback on this supplier as to what quality of service they provide. As the agent, dealing with a supplier from a preferred list, gives you peace of mind. You can be confident that you are dealing with a competent, professional and reputable company. This confidence then extends to the client.

3. The role of suppliers

When taking into account suppliers, it is important to understand the role they perform in providing products and services to clients. This will help determine their suitability in providing products and service.

Supplier roles include:

- ✓ Selling destinations, you need
- ✓ Selling transport, you require – air, car, rail, coach, cruise etc.
- ✓ Selling accommodation style, you require – hotel, motel, apartment, resort etc.
- ✓ Selling the appropriate level of comfort and inclusions your client needs
- ✓ Having competitive prices and offering value for money for your client
- ✓ Having a reputation for reliability, efficiency and easy payment
- ✓ Provide quality documentation
- ✓ Employ helpful and knowledgeable staff
- ✓ Pay competitive agent commission ? Have local representation.



4. Activities in identifying appropriate suppliers

As seen above, many organisations will have preferred suppliers which they will use for the majority of their travel needs, however at times new suppliers will need to be selected or current suppliers reviewed.

Therefore, activities associated with identifying suitable suppliers include:

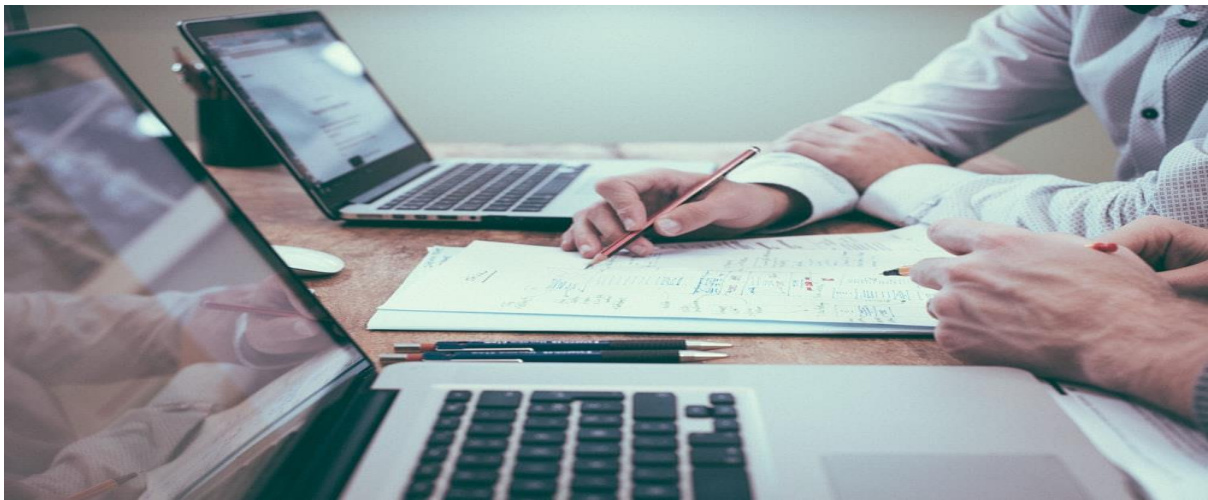
- ✓ Identifying client requirements in terms of products and services
- ✓ Collecting information as to whom provides these products and services
- ✓ Identifying suitable suppliers
- ✓ Assessing alternatives against the identified requirements for the quotation
- ✓ Evaluating the alternatives against the given criteria for the quotation
- ✓ Accommodating host enterprise requirements in relation to the use of preferred suppliers, providers and carriers



- ✓ Aligning with established client preferences and individual client market research data/feedback
- ✓ Determine and select suppliers, providers and carriers to be provided as options to the client.

L.O. 2.4: Cost programs to ensure profitability using appropriate technology to take account of, key financial factors

- **Content/Topic 1 Factors to consider when costing a tour**



1. Key financial factors

- service fee
- transaction fee
- itinerary preparation fee
- visa and passport handling fee
- loyalty program (e.g. frequent flyer)
- redemption fee
- product booking fee
- amendment fee
- cancellation fee

- reconfirmation fee
- courier fee
- credit card fee
- Communication fee.

2. Types of operating costs

Operating costs include both fixed and variable costs.

b. Fixed costs

In economics, fixed costs, indirect costs or overheads are business expenses that are not dependent on the level of goods or services produced by the business. They tend to be time-related, such as interest or rents being paid per month, and are often referred to as overhead costs, fixed costs do not vary with the production level.

A **fixed cost** is an expense or **cost** that **does** not change with an increase or decrease in the number of goods or services produced or sold.

Fixed costs are **expenses** that have to be paid by a company, independent of any business activity.

These are costs that are independent of output. They remain the same regardless of level of sales. Fixed costs include:

- ❖ rent;
- ❖ buildings;
- ❖ machinery;
- ❖ interest expense,
- ❖ Property taxes,
- ❖ and insurances

b. Variable costs

These are costs that vary with output. Generally variable costs increase at a constant rate relative to labour and capital.

Variable costs include:

- ❖ wages;
- ❖ gas;
- ❖ electricity;
- ❖ cleaning, maintenance, repairs;
- ❖ materials used in production, etc.;
- ❖ stock, including stationery, linen, food, petrol, machinery and uniforms;
- ❖ bank fees;
- ❖ and marketing including research, advertisements, promotions, brochures, consumer or trade events, familiarisations for industry or media and travel costs

Content/Topic 2: Calculation of price points for packages

1. Activities associated with calculating costs of products and services

Whilst some of these activities will be explored in more detail throughout this section, the main activities associated with calculating costs of products and services should include:

- ✚ Ensuring comprehensiveness and accuracy of all information provided
- ✚ Taking into account price point considerations
- ✚ Negotiating costs with suppliers, providers and carriers to obtain optimal prices
- ✚ Identifying direct costs
- ✚ Calculating commissions that apply to the quotation
- ✚ Calculating mark-up net costs



- ✚ Identify organisational fees
- ✚ Applying host enterprise procedures to determine selling prices
- ✚ Including all relevant and legitimate taxes, fees and other charges to provide a quotation that has no hidden charges
- ✚ Incorporating currency conversions into the statement of prices, where applicable
- ✚ Factoring allowable discounts
- ✚ Considering and including package deals, where appropriate
- ✚ Taking into account seasonal and other premiums that may apply to bookings
- ✚ Estimations based on current year prices.

2. Costing price point considerations

Whilst it is essential to determine the actual costs for a package, including suitable profit margins, the price must still be in line competitively with what is being offered in the marketplace.

When calculating price points considerations to be taken into account include:

- Analysing prices offered by competition
- Determining target market affordability
- Ensuring required profit to host enterprise
- Identifying what the market will bear
- Developing price schedules, including special rates and discounts
- Determining host enterprise costs pertaining to package development and delivery
- Factoring in commissions.

3. Negotiate costs with suppliers

In most instances travel agents are not required to negotiate costs with suppliers. Usually this is done by the wholesaler, tour operator or General Sales Agent and by specific people within the organisation, commonly termed product buyers.

There may however be occasions where in order to secure a particular product or service for your client you may be required to go outside of the recognised channels and deal direct with the principal e.g. for a group, charter, conference, special interest or some kind of unique product/service not offered by a local supplier or if offered, where the pricing is prohibitive.

In this situation the following may be negotiable.

- The gross price
- The commission
- The Net price
- The currency
- The method of payment
- The deposit amount and deadline
- The final payment deadline
- The cancellation and/or amendment fees
- The allocation of seats / rooms / cabins
- The release back date for unsold allocations
- The deadline for final passenger names/numbers.



Bear in mind that while you may be able to negotiate a better price you will also be required to do a substantial amount of extra work in relation to the ongoing monitoring and management of product and services sourced in this way.

In many instances, particularly with a group, there is financial risk to the travel agent and substantial deposits should be collected from the client before entering into arrangements where you are dealing directly with the principal.

Also, it is a good idea to research these suppliers to ensure that they are above board and that they genuinely offer and are able to provide the particular product and/or service contracted.

4. Identifying direct costs

Direct costs include component costs for all tourism products and services included in the package. This may include such things as:

- Accommodation
- Meals
- Transfers
- Amenities/entrance fees – for National Parks, attractions, entertainment, events etc.
- Equipment hire or use – electronic equipment, conference requirements, special needs, etc.
- Wages/fees – organisation staff involved in delivering the product e.g. Guides.



5. Calculate mark-up net costs and commissions to determine a profitable selling price

A large part of the job of a travel agent is sourcing the best pricing for your client's itinerary, while at the same time ensuring that you are earning a reasonable return for effort expended and service provided.

It is essential therefore that travel consultants are familiar with the terminology and understand the various accepted pricing models used in the travel industry.



The underlying pricing principle is a business will source product and services from various principals and suppliers at a rate that is sufficiently competitive to allow for a reasonable margin.

Product and services can include airfares, which are often packaged with other products and services and offered as an **inclusive tour/travel arrangement**.

The costing and pricing of these products and services will take account of currency exchange rates, margins for the wholesaler and the various levels of retail travel agent commission they intend to offer.

Here is an overview of the most common methods:

Method 1 – Gross price less commission

- i. **Local suppliers** such as hotels, guides, coach companies, transfer companies etc. sell their product to **local tour operators** at a rate referred to as **net**.
- ii. The tour operators or wholesaler will contract for these services at the net rate and add a margin to allow for a reasonable profit. This rate is termed the **net rate**.
- iii. The tour operator or wholesaler will then add either a percentage or dollar amount to the net rate to allow for the payment of travel agents **commission**.
- iv. This then becomes **the gross price** for the product and service and it is this rate which is published in brochures and on websites.
- v. The product is then distributed and sold to the client via various distribution channels, one of which is the travel agent network. In exchange for distributing (promoting and selling) their product, the tour operator or wholesaler will extend a small payment to the travel agent. This is termed travel agent commission.

The percentage commission paid will vary depending on the type of product and any preferred agreements that may be in place however it averages around 10% for land arrangements. Commission on airfares can be anything from no commission to a maximum of 9% with most being around 5%.

Method 2 – Net plus mark-up

There are instances where a travel agent is offered or sources a net cost for a product or service.

The travel agent is then at liberty to mark up the net cost by adding a percentage or dollar amount to reach a gross price which is then provided to the client.

The amount of the mark-up (percentage or dollar value) is most often influenced by the organisation and the conditions in the market place.

In this instance the difference between the net cost and the marked-up price represents **the travel agent commission or margin**. This typically applies to airfares where the airline or ticket consolidator will provide a net airfare to the travel agent.

6. Identify organisational fees

It is important to disclose any fees determined by the travel organisation to ensure charges for sales and product co-ordination activities are clearly understood by the client.

A schedule of all fees charged by an Agency is usually displayed on all travel consultants' desks. These fees are applicable to all domestic and international bookings, are charged to the passenger and include the following:

- Flight booking
- Frequent Flyer redemption booking
- Itinerary planning
- Land only booking
- Reconfirmation of airline reservations
- Passport/visa assistance
- International fax/phone calls
- Late booking fees
- Amendment fees
- Cancellation fees
- Credit card merchant fees.

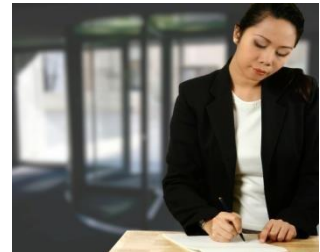


Traditionally, the last four fees have always been imposed. The other fees have been introduced in recent years. These fees are displayed on the client invoice.

7. Accurately calculate any additional taxes, special fees and other charges

There a number of factors that influence variations in product pricing. Here are some:

- **Seasonality** – high, shoulder, low or peak, off peak or combinations
- **Validity dates** – what prices apply to what dates
- **Date of booking**
- **Date of travel**
- **Surcharges** – weekend stays, extra bedding
- **Restrictions** – age, student, senior, nationality, validity of driver licence
- **Standard** – Luxury, moderate, standard, basic, budget or backpackers
- **Inclusions/exclusions** – meals, sightseeing, entrance fees, tour escort
- **Bedding** – single, twin share, triple, quad, multi/dormitory
- **Child and infant costs** – when is a child a child and when is an infant an infant
- **Currency used and conversion rates**
- **Payments** – early bird payments, instance purchase tickets
- **Conditions of sale** – book by for travel by
- **Packages versus single items sold**
- **Stay Pay** – stay 4 nights and pay for 3 nights
- **Last minute deals and spot specials** – used to fill remaining seats, rooms, cabins.



7. Accurate calculation of any required currency conversions

When dealing with airlines, wholesalers and suppliers, the price that they will advise will be in local currency. There may be certain cases when you will not receive a quote in local currency, but in a commonly used currency such as USD (United States Dollars).

Some examples may be that you are quoting a price to your passenger that is:

- ✓ Sourced directly from a supplier's website that does not have the option of local currency
- ✓ Quoting an airfare from an airline's website or reservations office where the airfare is only priced in their local currency, not YOUR local currency
- ✓ Extra services provided by hotels - if unable to purchase in advance or your wholesaler does not offer that service as part of their contracted rate. e.g. meal packages, rollaway beds, wedding packages
- ✓ For some adventure or overland tours, there will be an additional amount called a 'Kitty' that cannot be prepaid in your country. It is collected by the tour leader at the start of the tour and your clients must be made aware of
- ✓ this amount before their arrival. The 'Kitty' amount is usually in USD to be paid in cash and is used to buy food and additional supplies while the group is on tour.



Currency	USD	EUR	GBP	JPY	SGB	HKG
USA	38.41	47.16	0.7888	24.25	3.87	35.55
EURO						
ENGLAND						
JAPAN						
SINGAPORE						
HONG KONG						

If you need to convert a foreign currency into local currency, you can use:

- ✓ The currency conversion command via your CRS systems (Galileo, Sabre or Amadeus)

Websites such as:

- a. Universal Currency Converter: <http://www.xe.com>
- b. Travelex - <http://www.travelex.com.au>.

Note: Before advising the final price in local currency to your client, ensure that you have used the correct conversion method and record both the foreign and local currency amount in the client file – just in case there is a cost discrepancy.

8. Securing quotes and costs from suppliers

In order to calculate the cost for the arrangements requested you will need to contact the applicable supplier, tour operator and wholesaler for the individual components that you have selected based on the client's requirements.

Typically, contact is made via a call to the reservations area or electronically via a travel agent only area of the applicable website.

Both supplier websites and their brochures are good resources to use when researching product and services.

These 'agent only' access areas of supplier websites are user name and password protected and some will allow the agent to initiate a quote or booking.

a. General considerations when securing quotes and costs

It is important that when dealing with these suppliers that you bear the following in mind:

- Be polite and respectful at all times
- Have all the necessary information to hand before you make contact
- Have a pen and paper ready
- Listen and accurately record what you are told
- Get the name of the person you are dealing with
- Secure and record the quote reference number
 - Request an email copy of the quote.



b. Securing tour operator quotes

To secure a quote from a tour operator you will need:

- Your agency name, password or code
- Passenger names exactly as they appear in their passports
- Tour number, name of tour, departure date and departure city
- Number of passengers travelling
- Age of passengers – especially children
- Room type and configuration – single, twin, triple
- Any additional requirements – airfares, transfers, pre and post tour hotel accommodation.



c. Securing wholesaler accommodation quotes

To secure a quote for an accommodation package with a wholesaler you need:

- Your agency name, password or code
- Passenger names exactly as they appear in their passports
- Accommodation name
- Number of nights required – in and out dates
- Early and late check-in, check-out or day use
- Number of passengers travelling
- Age of passengers – especially children
- Room type and bedding configuration required - single, twin, double, triple, king, queen, adjoining rooms, kitchenette, 1- or 2-bedroom apartment
- Any additional requirements – airfares, transfers, meals, tours.



d. Securing wholesaler cruise quotes

To secure a quote for a cruise wholesaler you need:

- Your agency name, password or code
- Passenger names exactly as they appear in their passports
- Name of the ship or cruise company name
- Cruise name, number and date of departure and departure port
- Number of passengers travelling
- Age of passengers – especially children and seniors
- Cabin type, bedding configuration required - single, twin berth triple berth, quad berth, inside, outside, cabin, deck name or level, balcony
- Any additional requirements – airfares, transfers, pre and post cruise accommodation.



e. Securing car hire quotes

To secure a quote for a car hire or motor-home you need:

- Your agency name, password or code
- Passenger names exactly as they appear in their passports
- Vehicle type or code – size, air conditioned, petrol or diesel, manual or automatic
- Number of passengers travelling
- Age of passengers – especially those under 25 years and any children
- Pick-up and drop off dates – duration impacts rate
- Pick-up and drop-off times – important when calculating number of days
- Pick-up and drop-off location – fees apply for one way rentals
- Number of drivers - often surcharges apply for additional drivers
- Where the client plans to take the vehicle – some countries are restricted



- Any additional requirements – baby seat, GPS, ski racks.

f. Identifying final supplier details and costs

At the conclusion of the process, you should ensure that you have secured and noted down the following information:

- The name of the supplier, wholesaler, tour operator
- The date, time and name of the person providing the quote
- The detail of the various products or service and the price – make a special note of the pricing structure i.e. per person, per rental, per room etc.
- Quote reference number.



All these details should be recorded, either written or electronically, against the clients quotation file for future reference. It is from these notes that you will compile and prepare the quotation for the client.

In addition, it is vital that once the written email copy of the quote is received, that the content is checked against notes taken at the time of securing the quotation. This should be done before written or verbal quotations are provided to the client. It is not unusual for there to be discrepancies which must be rectified immediately. Mistakes are costly.

9. Check all calculations against all product and service components

Prior to providing the client with a quotation you must check all your calculations in relation to the prices secured.

The process of collating and pricing the itinerary must include checking the detail of the products and services as well as how these have been priced e.g. per person, per night, or per rental etc.

Pricing for air fares is always per person and will consist of the airfare and the taxes which are subject to change up to and until the booking has been ticketed.

The common ways in which other products and services are commonly priced and published have been identified below.

Product / Service	Costing method
Tours	Per person twin share
	Single supplements usually apply for single passengers
Accommodation	Per person per night twin share
	A sole guest will pay twice the twin share rate i.e. room rate
Car rentals	Per day which is equal to one 24-hour period
Motor homes	Per day or per week (1 day is equal to one 24-hour period)
Transfers	Per person per one-way transfer – seat in coach/ferry/bus
	Per car or limousine per one-way transfer
Cruises	Per person per cabin twin share
	Sole use of a cabin will be priced higher than the twin share price
	Port charges and taxes
Rail	Tickets – per person per one way/return journey
	Passes – per person per pass

10. Additional cost considerations

Apart from the detail of the actual products and services and the applicable prices, there are other considerations which you must also check and take account of:

- Mandatory organisation service, transaction or planning fee etc.

- Insurance
- Visa – are they required and how much will they cost?
- Merchant fees – most credit cards incur these fees which are between 1 – 4%
- Any taxes and levies which are payable direct and which are not included in the quotation
- Extra charges such as hire of GPS, baby seat, child booster, snow chains, roof rack, rollway bed, baby cot charge etc.
- Exchange rate fluctuation – if applicable.



Validity of prices must be noted. For example, a price may only be valid if the product or service is booked and deposited by a certain date, failing which the price will increase. Cruises, tours and airfares are typical examples.

You need to clearly indicate any applicable deadlines in relation to pricing and related payment e.g. deposits, part or full payment. Quotations provided to travel agents by supplier, tour operators or wholesalers will specify how long the quote is valid for, usually 7 days, after which they reserve the right to amend the prices.

Tour companies and wholesalers will sometimes guarantee prices for products only once the quote is converted to a booking and the deposit has been paid and received. Others may only guarantee prices once the booking has been paid in full and some companies will always reserve the right to amend the prices or surcharge the product in the event of drastic currency fluctuation.



Any supplier terms and conditions must be considered and noted over and above any of your own internal organisation specific, terms and conditions. For example, some travel agents may not offer 7 day validity on quotations; they may only be valid for 24 or 48 hours.

Where prices have been calculated in a currency other than your local currency, it is also important to record the currency used, the exchange rate and the date the calculation was done.

You may also be required to record actual or estimated commissions. Where you have sourced product or services direct, at a net rate, you must also record how you calculated the final gross selling price i.e. the mark-up/ margin for each product or service.

L.O.2.5: Document the product or program and pricing structures clearly to include full details of all inclusions, exclusions and add-ons and present to colleagues or customers.

- **Content/Topic 1: Ways to design cost sheet (Tour Costing)**

1. Documenting packaging information and quotation

Most travel agencies will use a combination recording system to record:

- ❖ Customer detail
- ❖ Supplier quotations
- ❖ Travel agency quotations.

Regardless of the recording method used, it is essential that all information is recorded in a thorough and accurate manner.



Given that many travel agencies receive many requests for package information and in addition are required to produce quotations, it is essential that the recording method chosen enables any travel agent staff member, regardless of previous contact with customers, are able to understand:

- ❖ Customer requirements
- ❖ Information sourced to date
- ❖ Information provided to customers to date

- ❖ Communication discussions taken place to date.

Most travel organisations require staff to record notes using only jargon that is generic and that can be understood by the entire team.

In addition, to ensure that staff endeavours to be disciplined in the way they record any information collected or discussed with customers and suppliers at the time that they take place.

2. Methods to prepare package information

There are two primary ways in which a travel agent will record and administer a customer's details and requirements in relation package information:

- a) **Electronic** – a computer record
- b) **Manual** – a hand written record.

In both instances, most organisations will have a recommended format or input process for the collection and recording of this information.

All information relating to the quotation must be recorded regardless of the type of system used i.e. manual or electronic.

3. Importance of recording accurate information

It is important that these records be accurately maintained to ensure:

- 📊 **Efficiency** – when referring to the quote
- 📊 **Effectiveness** – when making reservations or changes with suppliers
- 📊 **Team work** – colleagues may need to refer to the quote in your absence
- 📊 **Profitability** – mistakes cost money ☑ Enhanced customer service.



4. Benefits of accurately recording information

If you are inundated with requests for quotations it may be possible to:

- 📊 Review and prioritise in order of importance

🗨️ Second one of your colleagues to assist you

🗨️ Reset agreed deadlines with customers

Bring your situation to the attention of your manager or supervisor.

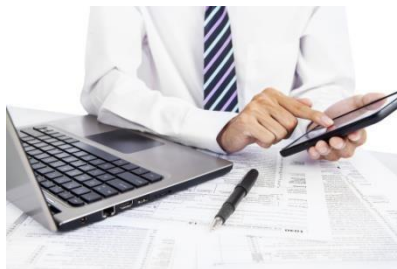
5. Tour costing

Naturally, the first consideration that will determine practicality of a package is the cost.

Whilst the proposed 'experience' may be perfect, if it is outside the budget suggested by the client, it may cause concern for the client.

In summary the tour costs include:

- Accommodation
- Meals
- Transfers
- Amenities/entrance fees
- Equipment hire or use
- Wages/fees
- Profit margins
- Taxes
- Exchange rate fluctuations
- Commissions
- Insurance
- Visas and permits.



A good tour costing includes:

1. Itinerary
2. Details of tour
3. Costing details

Example of a tour itinerary

DISCOVER THE LAND OF THOUSAND HILLS

A 5-day Tour itinerary for domestic tourist from Rubavu to Kigali city

DAY ONE: RUBAVU-MUSANZE

7:00 am: Arrival at Rubavu Bus Station with Nile Safaris to Musanze Bus station.

8:30 a.m: Arrival Musanze Bus Station.

8:40 am: Transfer to SingitaKwitonda Lodge (Full Board).



9:30 am: Departure from Singita Kwitonda Lodge to Musanze caves for a morning tour in visiting and exploring the caves.



1:00 pm: Arrival at Singita Kwitonda Lodge for lunch.

2:00 pm: Departure to Burera for water sport experience in Twin Lakes.



3:00 pm: Arrival Lake Ruhondo. Boat trip discovering islands in the lake, water sport and boat trip experience.



5:00pm: Departure from Twin Lakes back to Musanze Town.

6:00 pm: Arrival Musanze Town. Visiting the City corners experiencing the City night life while shopping in Musanze Modern Market.



8:00 pm: Arrival at Singita Kwitonda Lodge for dinner.



Overnight Singita Kwitonda Lodge (Full Board)

DAY TWO: MUSANZE

8:00 am: Breakfast in Singita Kwitonda Lodge

9:00 am: A full day tour to Volcanoes National Park for gorilla trekking.



3:45pm:Departure from Volcanoes National Park Headquarters in Kinigi to Singita Kwitonda Lodge.

4:00 pm: Arrival at Singita Kwitonda Lodge. Evening at Leisure.

8:00 pm: Dinner and overnight.

DAY 3: MUSANZE-KIGALI CITY

8:00am: Breakfast in Singita Kwitonda Lodge

9:00 am: Transfer from Singita Kwitonda Lodge to Musanze Bus Station.

9:20 am: Arrival Musanze Bus Station.

9:30 am: Departure from Musanze to Nyabugogo Bus station.

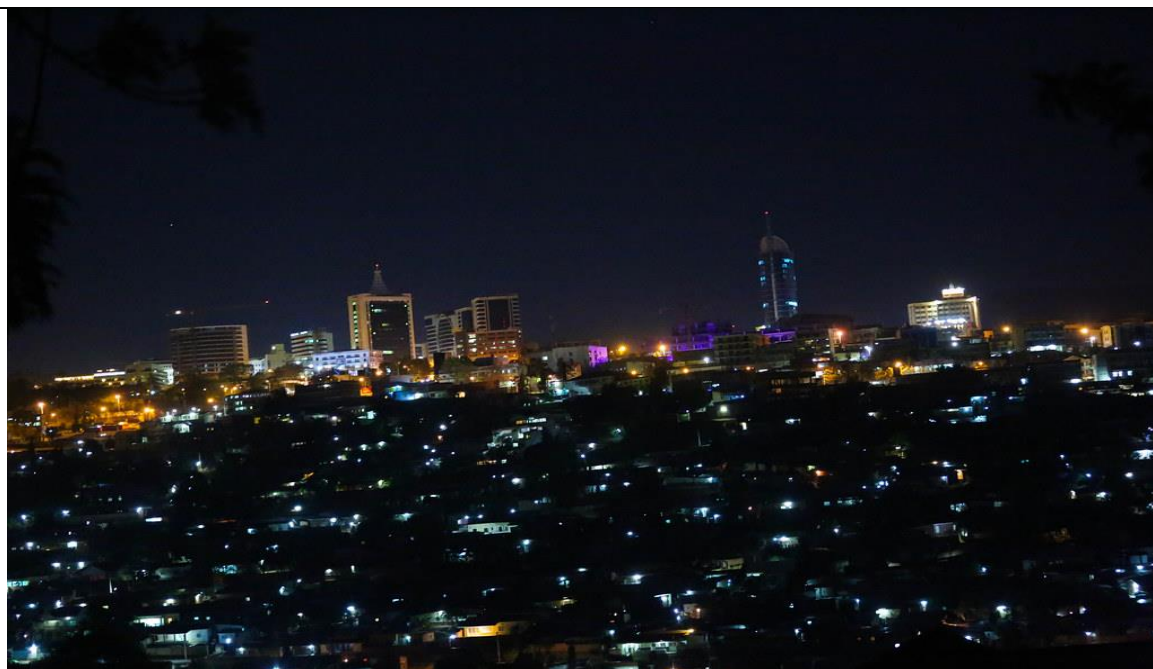
1:00 pm: Arrival Nyabugogo Bus station.

1:20 pm: Transfer to Olympic Hotel at Kimironko (FB).



2:10 pm: Arrival at Olympic Hotel.

2:40 pm: Evening sightseeing tour around Kigali City.



7:15 pm: Dinner at Olympic Hotel. Overnight.

DAY 4: KIGALI CITY

8:00 am: Breakfast at Olympic Hotel.



9:00 am: A full day tour in Kigali City visiting Kigali genocide Memorial site at Gisozi,

Kigali International Airport,



different museums namely Rwanda Art museums, Kandt House Museum, Campaign against Genocide museum,



and modern and local markets experiencing day life in and around Kigali City.



4:00 pm: Evening at Leisure. Overnight.

Day 5: Kigali City-Rubavu

8:00 am: Breakfast in Olympic Hotel.

9:00am: Transfer to Kigali Convention Center for a Business meeting.



1:00 pm: Transfer to Olympic Hotel. Check-out of the Hotel.

1:40 pm: Transfer to Nyabugogo Bus Station.

2:00 pm: Departure to Rubavu Town in Nile Safaris.

TOUR COSTING DETAILS

1. Mode of payment in RWF
2. Transportation: RUBAVU –MUSANZE- KIGALI-MUSANZE – RUBAVU is 20,000rfs
3. All transfers 20,000rwf each
4. Tours include
 - ✓ Morning tour:30,000rwf
 - ✓ Full day:80,000rwf
 - ✓ Evening tour is 50,000rwf
 - ✓ Boat trip:40,000rwf
5. Accommodation:
 - Singita Kwitonda Lodge: 150,000rwfper night
 - Olympic Hotel is 80,000 per night
6. Insurance: 30,000 rwf
7. Commission about: Transportation: 9%
Transfer: 10%

Accommodation: 8%

Tours: 10%

Insurance: 5%
8. Mark up: 25%

Calculate the cost of the tourRubavu-Musanze-Kigali per person basis.

SALUTION:**TOUR COST SHEET FOR A TOUR RUBAVU-KIGALI ACROSS MUSANZE**

DESCRIPTION	FARE IN RWF	TOTAL GROSS	COMMISSION		NET RWF
			%	RWF	
Transport RUBAVU-MUSANZE-KIGALI-RUBAVU	20,000	20,000	9	1800	18,200
Transfers (6)	20,000	120000	10	12000	108,000
Morning tour(1)	30,000	30,000	10	3000	27,000
Full day (2)	70,000	140,000	10	14000	126,000
Evening tour (2)	50,000	100,000	10	10000	90,000
Boat trip (1)	40,000	40,000	10	4000	36,000
ACCOMMODATION(HOTEL)					
SingitaKwitonda Lodge (2)	150000	300000	8	24000	276,000
Olympic Hotel (2)	80,000	160,000	8	12800	147,200
INSURANCE	30,000	30,000	5	1500	28,500
TOTAL		940,000		83100	856,900
Mark up (25%)					214225
COST PER PERSON					1,071,125

• **Content/Topic 2: Planning package components**

1. Important Considerations while planning packages components

When developing package programs, it is essential to keep the client's needs and expectation in mind. If you have researched well you will be aware of your client's requirements or general client profiles for various segments of the market and will be able to ensure that programs will meet their needs. You will keep in mind the following key points:

a. Customers' Preferences

Client preference is the first consideration in the development of package products. Your client research should have determined their preferences. Keep these in mind when combining components.



Consider what experience your client is seeking. Ask if this combination will give them that experience.

Try to add elements to the package that make it stand out from the ordinary routine of life. If you are packaging with a thirtysomething market in mind try to provide components that will keep the vitality of the tourism experience in their mind as a contrast to everyday work and home commitments. In addition, ensure that the combination of products and services works for your market.

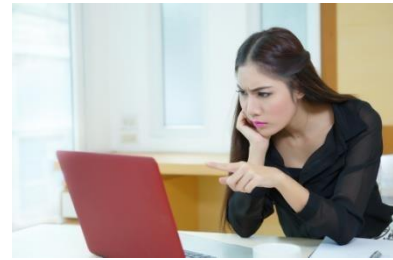
b. Budget

When combining components of packages, it is important to ensure that the client's budget is considered. Some brilliantly inspired packages have been developed without keeping this essential aspect in mind and the result has been a product that was overpriced or underpriced for the client group.

If a product is overpriced it will fail to meet the needs of your clients and you will need to find alternatives.

On the other hand, if a product is significantly under the price that your target market is prepared to pay for a package, they will tend to feel that there is something odd or flawed about it and may seek alternative operators.

The solution is to pitch the pricing somewhere, depending on the type of business, near the average pricing for similar products aimed at the target market ensuring that all components are weighted to the expected quality.



For example, if a package tour is charging \$400 per person per day on a ten day tour, booked into three nights' accommodation at \$50 hotels, your clients would feel that they had not received value for money.

c. Time constraints

Another essential consideration for many clients of package tours is time. The package will often be booked for vacations from work or weekends which means that time is both limited and valuable. As social trends indicate that full-time workers seem to be moving away from one long vacation to several short breaks during the year, this should be factored into development packages aimed at this group. And there is no use in creating a 20-day itinerary for a special interest group because you think they should experience more destinations, if the client has asked you to quote on a 16-day itinerary.

In addition, packages should give access to a range of quality options to ensure that the time spent can be of value to clients. Another implication of time constraint is limited travel time.

Few people with work or family commitments are prepared to spend more than two to three hours travelling to a destination they will be leaving again in a couple of days. Ensure that this is considered in selecting locations of package components.

Time constraints do not always apply. In every target market there is potential for longer reward or relaxation breaks. Another growth market is the over-55 market. These people have generally retired and have few financial or family commitments and, as a result can often be interested in purchasing a longer tourism package that will give them an enjoyable experience.

If all of these aspects are considered in developing combinations of components for packaging the result should be a practical and saleable program.

2. Steps in creating packages

The creation of a package involves the following steps:

a. Identify the target group

Choose the target group before the theme which will allow you to design a tour which ensures that the tour will be of interest to everyone

b. Determine the theme of the tour

Brainstorm a theme that suits the interests of the target audience.

c. Now that you have your theme, establish objectives

Write down objectives of what you would expect the participants to get from the tour

d. Choose a title

Choose a title that reflects the theme

e. Determine the length of the tour

f. Create a tentative itinerary

g. Finalise the schedule

h. Arrange and confirm supply

When components have been selected it will be necessary to arrange supply of the various components of the packages. In most cases it will be necessary to negotiate the following with your suppliers:

- Amount of units required
- Availability
- Inclusions – the service features that will be required
- The cost per person. Note that if you are planning regular packages for a predictable number, or if you can guarantee a minimum number, this will be more attractive to the supplier than an ad hoc agreement.



- Suppliers are also likely to look favourably on deals that guarantee them bookings in their low season
- Terms of payment. This should describe when and how payment will be made
- Cancellation policy details. Details of dates and conditions for cancellation including minimum booking numbers, cancelled services, refunds and forfeit amounts etc.

It is essential to confirm details of agreements with suppliers in writing. This minimises your risk of loss and ensures that specific requirements for package inclusion are set out. Keep copies of all agreements and/or contracts made with suppliers for reference in case these details need to be checked.

i. Presentation of price

Once you have calculated all the costs and your profit margin, you will need to present your selling price to your client. The method of doing this will depend on what sector of the tourism industry you work in and on organisational procedures. If your organisation has a brochure, costs will be presented in that brochure. Many organisations present formal and detailed written quotes. These quotes would include such details as:

- Cost per person
- If there are variable numbers of people traveling, then various costs per person will be provided
- List of all inclusions
- Details of things that are specifically excluded
- How long the quote is valid for
- Deposit, full payment and sometimes cancellation conditions.

j. Present your packaged program

The final step of development involves making the package programs available to clients. There are a few things to consider, however, before promoting the package.

Content/Topic 3: Determine components of individual packages, inclusions and exclusions

1. Introduction

From the standpoint of a potential client considering any form of tourist visit, the product may be defined as a bundle or package of tangible and intangible components, based on activity at a destination. The package is perceived by the tourist as an experience, available at a price.

There are a number of main components in the total product:

- Destination attractions
- Destination facilities and services
- Accessibility of the destination
- Images of the destination
- Inclusions and exclusions
- Price to the client



a. Destination attractions

These are elements within the destination's environment, which largely determine consumers' choice and influence prospective buyer's motivation. They include:

Natural attractions

Landscape, seascape, beaches, climate and other geographical features of the destination.

Built attractions

Buildings and tourist infrastructure including historic and modern architecture, monuments, promenades, parks and gardens, marinas, ski slopes, industrial archaeology, managed visitor attractions generally, golf courses, specialty shops and themed retail areas.



Cultural attractions

History and folklore, religion and art, theatre, entertainment and museums. Some of these may be developed into special events, festivals, and pageants.

Social attractions

Way of life of resident population, language and opportunities for social encounters.

b. Destination facilities and services

These are elements within the destination, or linked to it, which make it possible for tourists to stay, and in other ways enjoy and participate in the attractions. They include:

Accommodation

Hotels, apartments, villas, campsites, caravan parks, hostels, condominium.

Restaurants, bars and cafes

Ranging from fast food to luxury restaurants.

Transport at the destinations

Taxis, coaches, car rental, cycle hire.

Sports/activity

Ski schools, sailing schools, golf clubs.

Retail outlets

Shops, travel agents, souvenirs, camping supplies.

Other services

Hairdressing, information services, tourist police.

For some of these elements, the distinction between attractions and facilities may be blurred. For example, a hotel may well become an attraction in its own right and a prime reason for seeing a destination. Nevertheless, its primary function of providing facilities and services remains clear.



c. Accessibility of the destination

These are the elements which affect the cost, speed and convenience with which a traveller may reach a destination. They include:

Infrastructure

Of roads, airports, railways, seaports.

Equipment

Size, speed and range of public transport vehicles.

Operational factors

Routes operated, frequency of services, prices charged.

Location to major attractions and amenities

How close are the premises away from attractions and amenities?



d. Images and perceptions of the destination

The attitudes and images which clients have towards products strongly influence their buying decisions. Destination images are not necessarily grounded in experience or facts but are powerful motivators in travel and tourism. Images, and the expectations of travel experiences, are closely linked in prospective clients' minds.

2. Inclusions and exclusions

What products and services are included or excluded in package prices can greatly influence the decision to purchase?

Each person will have specific needs that they consider vital for inclusion, such as breakfast at a hotel, and are happy to pay for services that they may not use.

Therefore, every client will look carefully at:

- ❖ Inclusion
- ❖ Exclusions
- ❖ Add-ons
- ❖ Available options, including substitutions and alternatives

2.6: Review and adjust products or programs and pricing structures in response to feedback from customers or colleagues.

- **Content/Topic 1: Techniques for getting customer and colleagues feedback**

There are different best ways to get high quality feedback from your customers such as:

- Use Email Surveys
- Feedback boxes
- Reach out directly or talk to them
- Usability tests: If you could watch someone use your product or website, you will see what they think.
- Call your customers regularly
- Customer interviews
- Social media

Understanding customers and their preferences is a very important aspect of a business.

Therefore, feedback from other clients who have experienced a specific tourism product or service firsthand can be invaluable in recommending and finding out accurate information.

Therefore, being able to collect feedback is very important to understand what tourism products and services should and should not be recommended to other clients.

In addition, feedback from clients regarding whole travel experience, including services provided by your company, can help ensure improvements can be made, where necessary.

Asking clients for feedback can be done in form of:

- Verbal or written
- Individual based
- Structured or unstructured formats

Feedback can be of the following type:

1. Formal feedback

This approach is used when established avenues have been established to collect information and feedback.

These approaches include:

- ✓ Customer comment cards – these are established documents aimed at getting responses to a wide range of questions covering all facets of an operation
- ✓ Interviews and follow up calls – at times management may contact customers to find out about their experiences or visits
- ✓ Testimonials - can be a formal statement testifying to:
 - Someone's character, performance, professionalism, qualifications, skills or achievements
 - The virtues of a company and the products and services it provides
 - A tourism product or service they have experienced
 - How the experience benefited them on a personal basis.



2. Informal feedback



This approach is a very effective way to get feedback. This information may come in the form of 'gossip' or 'through the grapevine', however is the provider of the largest amount of feedback.

Informal feedback involves collecting information and feedback outside the above-mentioned formal avenues. This includes:

- ✓ General discussion – whether with fellow staff or with customers, by interacting with people, you can get a good feel of what people are thinking
- ✓ Observations – this is a great form of feedback. It is encouraged that staff observe the actions and reactions of customers and fellow staff. Most people are often uneasy about truthfully giving negative feedback, so this approach is useful in getting an accurate reading of what people are thinking in different situations.

Content/Topic 2: Designing client feedback tools

There are a variety of methods management and staff can use to collect feedback from clients.

Regardless of the method used to collect information, it is vital:



- ✚ The form is designed to gather important information about all aspects of service delivery
- ✚ The format is easy to use for the customer
- ✚ The form is presented to the customer when it is going to cause the less inconvenience
- ✚ The customer is thanked for their feedback, whether in the form of a gift or other suitable reward.

a. Client comment cards

These are traditionally given to clients after they have undertaken their travel experience, either by email or mail. They will normally focus on all aspects of the experience ranging from:

- ✚ Promotional material
- ✚ Service provided by organisational staff
- ✚ Aspects of the travel itself.



b. Online feedback

This can include a 'Tell us what you think' facility or some other 'Customer Comment or Feedback' option.

Where this is used it is important someone checks this on a regular basis and responds to the complaint or feedback etc.: simply using an automatic response message is not enough.

L.O.2.7: Check and incorporate legal requirements

- **Content/Topic1: Matching costing sheet and legal requirements**

In tourism there are legal requirements that need to be focused on in order to perfectly design a package that matches with the costs at the destination. The requirements are based on:

b. Carrying capacity

"Tourism Carrying Capacity" is defined by the World Tourism Organization as "The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction".

When costing a tour package, the tour operator should match the profit with the number of people that are allowed to consume the product.

c. Do's and don'ts in the use of the destination available products and services

Whether you are starting out or starting over, here are five factors to consider when pricing your products and services.

1. Costs

First and foremost, you need to be financially informed. Before you set your pricing, work out the costs involved with running your business. These include your fixed costs (the expenses that will come in every month regardless of sales) and your direct costs (the expenses you incur by producing and delivering your products and services).

2. Customers

Know what your customers want from your products and services.

- i. Are they driven by the cheapest price or by the value they receive?
- ii. What part does price play in their purchase decision?

Also look at what you are selling, are your current customers buying high-end or low-end products and services.

This information will help you determine if your price is right, what level of service or inclusions you should be offering and lastly if you are targeting the right market. It may be that you need to change your market to make your business more profitable.

3. Positioning

Once you understand your customer, you need to look at your positioning.

- Where do you want to be in the marketplace?
- Do you want to be the most expensive, luxurious, high-end brand in your industry, the cheapest, beat it by 10% brand or somewhere in the middle?

Once you have decided, you will start to get an idea of your ideal pricing.

4. Competitors

This is one of the key times you can give yourself permission to do a little competitor snooping.

- What are they charging for different products and services? What inclusions and level of service are they offering for those prices?
- What customers are they attracting with their pricing?
- And how are they positioned in the marketplace?

The answers to these questions will give you an industry benchmark for your pricing.

5. Profit

One of the most important questions business owners neglect to ask themselves is,

- “How much profit do I want to make?”

They tend to look at what others charge and then pull a figure out of the air to be competitive without giving consideration to how much profit they want and need.

Don't:

1. Undersell your work or yourself:

Think about a reasonable hourly wage and the cost of materials when pricing your products

2. Let emotions get in the way:

This is tough, we know. With all the time, creative effort and emotion you invest in your work, it's easy to get attached. Being proud of your work is wonderful, letting emotion impact your pricing is not. Pricing your work needs to be predominantly based on its physical attributes and not on personal value. Subjective qualities like emotional attachment are hard to explain to buyers. If there is a piece or two that are especially meaningful to you, consider keeping that work off the market and in your private collection.

3. Use technical know who or regard about relations
4. Ignore any customers
5. Get high price to the products because of customers' presentation.

Pricing tips

- ✓ Do have a totally consistent rate schedule.
- ✓ Ensure you show any seasonal variations in product and clearly identify the rates and dates for each season.
- ✓ Keep a record of who you have distributed rates to, so you can update them.
- ✓ Make sure validity dates and booking conditions are stated on rate schedules.
- ✓ Conditions might include child rates and ages, cancellation charges, amendment charges, free of charge (FOC) policy, minimum night stays, days of operation etc.
- ✓ Ensure commissions for all distributors are factored into the retail rate.
- ✓ Be sure of different pricing levels for different distributors and quote accordingly.
- ✓ Don't have too many rate periods as it is confusing and makes your product more difficult to sell for distributors.

L.O.2.8: Present final details of products or programs to appropriate colleagues or customers for approval prior to finalization of operational or marketing details and within required timeframes.

Content/Topic 1:Ways of transmitting final documents for approval to colleagues and customers

When you want to transmit final documents for approval to colleagues or customers, the following ways are important:

1. Get organized

Create a folder on your computer and label it clearly. Copy the document in this folder as a safeguard against mishaps. You will also be able to compare later versions with the original, if necessary.

Give the copy you are re editing a short, descriptive title.

2. Make a list

With a long document, there is a lot to think about. List everything you need to check: page numbers, spacing, headings, and so on.

3. Browse first

Go through the text to get a good idea of its structure. Is it in a logical order? Are there parts that should be more prominent, or moved to an appendix, or left out entirely? If the report was well planned, it should not need major rearrangement. But you may spot ways to enhance the structure. Pay attention also to the presentation of headings, paragraphs, and bullet points – small adjustments here can-do wonders for a document's appearance.

4. Edit like for like

Review similar items together, for example all the tables and captions, or all the headings and subheadings. Clumping these tasks means you are looking out for the same things at once, which reduces the cognitive load and also the chances of overlooking something.

5. Focus on key sections

Pay special attention to the opening pages and conclusion. Time-pressed readers will read these and may skim or skip the rest, so you need to make sure they get the information they need. Does the executive summary or introduction make the report's purpose and results 100 per cent clear? Does the conclusion sum up its content and findings?

6. Read for logic

Office reports are often written by more than one person or over a period of time. This can lead to disjointed prose: lines may be added or changed without due regard for context, causing breaks in flow.

7. Watch for crutch words

Most writers rely heavily on certain idioms to scaffold their prose. For example, vague phrases like in terms of and in relation to often connect elements without showing their relationship. This puts an unfair burden on readers. Such phrases can usually be replaced by a simple preposition.

Learning Unit 3: Provide information and advice on local and international destinations

LO 3.1. Identify the specific information and advice needs of the customer

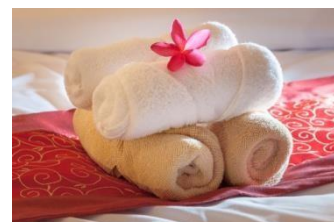
- **Content/Topic 1: Type of Specific information and advice needs**

1. Specific information and advice needs

The specific information and advice needs of the customer may include:

- ✓ location of the destination and the region in which it is located
- ✓ climate and seasonal factors of the destination and its region
- ✓ major geographic features of the destination and its region
- ✓ any current health risks, including diseases, epidemics, and animal or insect infestation
- ✓ political uprisings and civil commotion
- ✓ war
- ✓ terrorism threats or current acts

As can be seen above, there are many types of tourism related businesses. The information provided by each will be valuable and essential in providing information and advice to your clients.



Following, are types of tourism related information that should be gathered as it will be required to provide accurate advice to clients.

2. Destination information

In order for you to be able to provide your clients with advice about destinations, you need to have good background knowledge of sought after tourism destinations. This can include those in your country, region or worldwide.

Destination information may include:

- General destination information
- Statistical information

- Currency
- Maps
- Travel guides
- Events
- Languages
- Safety
- Government information
- Time zones
- Communications.



3. Local community information

Staff should have a thorough understanding of:

- Local attractions
- Shopping and retail areas
- Events and festivals
- Eateries
- Supermarkets
- Local transport
- Activities
 - Places of worship.



4. International destination information

When providing information on international destinations to your clients, you will need to advise them of the government regulations that apply when people wish to leave the country.



In addition to passport and visa information, you will need to inform your clients of the health and safety precautions of each particular destination and any customs regulations that apply.

A visa is a stamp or document placed in passports by an authorised representative of a country, permitting passage to a country and allowing the visitor to remain there for a limited amount of time.

5. Tours

You should be aware of the types of tours on offer in a destination.

Different clients will be interested in different types of tours, so it is important that you have a good selection for them to choose from, for example:

- ✚ Multi-day bus tours with a guide
- ✚ Walking tours
- ✚ Special interest tours
- ✚ Cycling tours ? Drive yourself
- tours ? Low budget tours.



6. Tour information

- Company name, name of tour and duration
- Departure date, time and location address
- End date, time and location address
- Type of accommodation e.g. single, twin-share
- Tour company specific baggage labels
- Hotel list – names, address and telephone numbers for hotels used on tour
- Tour information booklet
- Included services – arrival and departure transfers.

7. Attractions

Probably the most important single feature is that a destination must have an attraction.

Attractions can range from a notable historic site, to a scenic location, or a place where some special event is taking place.



traveller to make the journey.

Attractions have value in themselves, but they are also evaluated by the traveller from several viewpoints. One aspect of importance is the positive 'distance-pull' of an attraction. In simple terms, this means that an attraction must have enough appeal to make it worthwhile for the

Each attraction has a different 'distance-pull' and each individual traveller has his or her own set of values that influences how they evaluate the distance-pull of the attractions.

Every country can claim to have some attractions that might be of interest to a client.

It is important to remember that tourist attractions can be:

- ✚ Natural
- ✚ Man-made.

8. Activities

Attractions are the main reason for choosing a specific destination. However, it is necessary at most destinations to provide for some activities to supplement the major attractions.

These activities are established so the tourist will have 'something to do when there is nothing to do'! Activities give the tourist something to do when the weather is inclement and after dark.

Going on a nature walk, attending a minor sporting fixture, playing golf or tennis are examples of activities tourists participate in while at their destination. Activities are there for casual enjoyment.



9. History

Many people are interested in history, and therefore information on the history of a destination can be important to clients. History adds colour and life to a destination. Knowing what has happened in the past will give an insight into the destination as it is today.

10. Geographical features

Geographical features include:

- Mountain ranges
- Lakes
- Rivers
- Caves
- Waterfalls
- Rock formations
- Beaches
- National parks.



Your clients may want information on the geography of a destination because it contributes to the reason why they want to travel to this destination.

11. Local customs and culture

Every destination will have customs that are specific to that place and that particular culture. These will most likely be of interest to your clients.



Each destination is unique and may have language and customs which are quite different from your own.

Although this may be the major reason for the country's attraction, it is also important that these differences are respected.

12. Climate

It is important that you understand the weather conditions and patterns of the destination.

Your client will need to know what the weather is like so that they know what they need to take with them and whether they will cope in these climatic conditions.



13. Accommodation

As previously mentioned there are a wide range of accommodation options, ranging from five-star hotels to budget accommodation.

Information that needs to be sought in relation to accommodation includes, but is not limited to:

- ✓ Room types
- ✓ Tariffs
- ✓ Products and services
- ✓ Room facilities
- ✓ Location and distance to attractions
- ✓ Packages
- ✓ Blocked dates
- ✓ Seasons and times
- ✓ Minimum purchase
- ✓ Booking and stay requirements
- ✓ Property name and address
- ✓ Room type and category
- ✓ Number of nights
- ✓ Check-in and check-out dates



- ✓ Check-in and check-out times
- ✓ Day use or late check-out if applicable
- ✓ Inclusions e.g. full buffet breakfast, arrival drinks, fruit basket
- ✓ Extra charges payable direct e.g. rollaway bed
- ✓ Special requests e.g. cot, double bed
- ✓ Special promotions e.g. hotel meal credit per room per stay.

14. Amenities and services

Amenities and services refer to the provision of basic services for travellers including:

- ✓ Toilet blocks
- ✓ Water
- ✓ Electricity
- ✓ Food and beverage including restaurants, cafes, bistros
- ✓ Medical services
- ✓ Banks and post offices
- ✓ General safety facilities including fire, police emergency services
- ✓ Entertainment
- ✓ Sporting
- ✓ Shopping.



15. Airlines

- ❖ Airline or combination of airlines
- ❖ Airport codes
- ❖ Airline codes
- ❖ City codes
- ❖ Flight numbers
- ❖ Schedules / timetables



- ❖ Destinations
- ❖ Routing
- ❖ Origin and destination
- ❖ Code share flights
- ❖ Normal fares
- ❖ Discounted fares, including infants, children, students, pensioners and groups
- ❖ Fares for unaccompanied children
- ❖ Promotional fares and packages
- ❖ Taxes
- ❖ General air travel rules and restrictions of the host country, including regional requirements, where applicable
- ❖ Class of travel
- ❖ Stopovers
- ❖ Mileage restrictions allowed
- ❖ Minimum and maximum stays
- ❖ Ticketing time limit
- ❖ Payment conditions.

16. Car hire

- ✓ Company, category, type
- ✓ Pick-up and drop-off depots, the depot addresses and opening/closing times
- ✓ Pick-up and drop-off dates and times
- ✓ Inclusions and exclusions e.g. unlimited kilometres, insurance and taxes
- ✓ Special requests e.g. baby seat, ski rack, GPS
- ✓ Notes e.g. a valid international driver's license is required.



17. Cruises

- ✓ Name of the ship and voyage number
- ✓ Embarkation date, time and port address
- ✓ Disembarkation date, time and port address
- ✓ Grade/category and cabin type and number
- ✓ Passenger dining preference
- ✓ Pre-booked special requirements e.g. gluten free diet, wheelchair.



18. Transfers

- ❖ Name of company providing the transfer
- ❖ Local address and local telephone contact number of company providing the transfer
- ❖ Type of transfer e.g. private car, seat in coach, airport shuttle
- ❖ Pick-up date, time and location including address or terminal number
- ❖ Drop-off date, location e.g. Park Royal Hotel, Singapore
- ❖ Special instructions in relation to transfer.

19. Rail

- ✚ Name of Pass
- ✚ Duration and type of pass e.g. 3 Day Adult or 4 Day Flexi
- ✚ Validity dates.



L.O.3.2: Provide a range of current and accurate destination and general product information and advice in a timely manner and according to organization procedures.

- **Content/Topic 1: General information on different tourism products**

General information on different tourism products may include:

- a. styles of product available within the destination
- b. seasonal availability of product
- c. location of product within the destination

Sources of travel product and services information

Whilst the sources of information that can help identify possible tourism products and services that will be helpful in preparing quotations for clients is limitless, possible sources of information are identified below.

Information sources	What sort of information can you find here?
Brochures/DVDs	Destinations and product information, packages, prices, booking conditions. Many brochures also provide information on local customs, health precautions, visa requirements, currency, shopping, hints on what to wear.
Hotel and accommodation guides and indexes	Information and contacts on accommodation.
Atlases, maps and encyclopaedia	Geographical and general destinations information.
Travel guides	Destination and product information. (e.g. Lonely Planet, Fodor's, Insight, internet)
Individual timetables	Product and scheduling information, general industry information.

Automated information systems	Varied information
Computerised Reservations Systems (CRS)	<p>Almost anything relating to airlines-flight schedules, fares, seating plans, just to name a few. In addition, most CRSs can provide you with a massive amount of other information – location times, daily exchange rates, visa information, destination information.</p> <p>They also provide a link into the reservations systems of many wholesalers.</p>
International airline guides	<p>Comprehensive worldwide air schedules, minimum connecting times, check in requirements, baggage information, airline and city codes, international time calculators, local taxes etc.</p> <p>The main example is the Official Airline Guide (OAG), although its use has been superseded to a great extent by the CRS.</p>
Travel Trade Yearbook	Contacts for hundreds of companies in different sectors of the travel industry.

Information sources	What sort of information can you find here?
Travel Information Manual (TIM)/ Travel Trade Visa Guide/ Travel Express Visa Guide	Visa and other statutory requirements for overseas countries. TIM can now also be accessed on the CRS.
Passenger air tariff	Airfare information
Trade press	<p>Industry updates, destination and product information, general news.</p> <p>(e.g. Travel Trade, Travel Weekly etc.)</p>

General print and electronic media, travel magazines and even news bulletins for current issues	General destination and product information. News services can supply very current information on the day to day developments such as flood, social unrest, exchange rates and so forth.
Educational/product familiarisations	Opportunities to experience products and services first hand.
Other organisations in the industry	To get information and advice from an organisation who specialise in a particular product or destination.
The internet, travel websites, travel advisor, blogs	A major resource of all types of information destinations, airline, current affairs, hotels, just to name a few. The internet is fast becoming an increasing popular means of booking travel arrangements.
Travel companies product launches, travel shows and information nights	A major way to gain knowledge on specific products with specific travel companies, update you on new product information on the market and to keep in touch with people in the travel industry.
Government agencies such as national parks and wildlife services or government tourism offices	General destination and product information

Additional sources of information

Whilst the above sources are most commonly used, other sources that can be accessed include, but are not limited to:

- Intranet Websites
- Internal information databases
- Product manuals
- Supplier information and sales kits and their sales representatives
- Destination and product experts in wholesale reservation call centres
- Confidential and general industry tariffs
- Preferred contracts or agreements
- Official country tourist offices, authorities and bureaus
- Your own travel experience
- Colleagues.



L.O.3.3: Refer customers to current sources of health and safety information.

- **Content/Topic 1: Health, safety and regulatory information**

Each organization establishes information concerning health, safety, and regulations for the best use of the destination facilities or having better services.

Health, safety and regulatory information may include:

- a. Travel warning advice issued by the government for travelers
- b. Health advisory notices and vaccination information issued by local and international bodies.

Example of health, safety, and regulatory information

RULES AND REGULATIONS REGARDING VISITS IN THE AKAGERA NATIONAL PARK

Akagera National Park rules are the governing regulations that guide all tourists, locals and driver guides on how to conduct themselves while in the park. The rules are intended for your safety and enjoyment, please strictly adhere to the park rules during your stay. Below are some of the park regulations:

1. Akagera National Park is open to day visitors from 6am to 6pm. Day visitors must be leaving the park by 6pm. If you have not exited and we cannot get hold of you by phone we will start a search. Unless on paid night Game drives run by the park. This is done to minimize knocking of wild animals and birds which sometimes move lazily in their natural habitat. Reptiles like snakes, lizards and other slow-moving animals can easily be knocked by night and very early drivers in the park.
2. Visitors spending a night in Akagera national park must use designated campsites only, or a recognized overnight facility. No bush camping is allowed in Akagera for tourists' protection. In set camping areas, make sure to light fire, but don't leave fire unattended and make sure fires are fully extinguished before leaving to avoid any chance of accidental fires in the park.
3. Do not drive off-road, keep to the designated roads only. This is very important to avoid getting lost, making ambiguous tracks and causing damage to the vegetation. whoever caught doing so, will pay a fine of \$100.
4. Avoid making motor horn sounds while in the park. Unnecessary sounds disturb or scare wild animals and birds while in their natural habitat.
5. All drivers in the park are strictly ordered to drive below the speed of 40km per hour (25mph). It is aiming at minimizing accidents which can cost human and animal lives. All drivers should know that any time animals are crossing roads and over speeding increases chances of accidents. Note that not all roads are accessible by all vehicles, and during the wet season certain roads are closed. Please consult your guide, or ask at reception before your departure.
6. Visitors must remain in their vehicles unless in a designated overnight facility, campsite or picnic area.
7. Do not leave any litter, or throw any rubbish in the park. Please take out what you came with.
8. Do not feed the animals within the park. As well as being unhealthy for the wildlife, this will result in bad behavior and could be dangerous for other guests.
9. Avoid plucking leaves, flowers or uprooting plants in the park. Learn that, the parks are natural habitats for wildlife which should be conserved for future generation. The destroying of wild life habitat can force them shift to other safer places.

10. You are responsible for ensuring you have a reliable vehicle, appropriate equipment and enough fuel for your journey inside the park. In the event of needing assistance from the park, a recovery fee of \$150 is payable. – You may be asked to show your receipt on departure. Please keep this with you.
11. Present all necessary documents at the park entry point for inspection. Move with your receipts, passports, and driver's license for inspection if needed.
12. Do not move with pet animals like Dogs, snakes, birds among others. When coming to the park, leave the domesticated animals and birds at home. Accidentally, your domestic pets can be eaten by wild animals if not carefully guarded and the reverse is true.
13. Avoid carrying firearms to the park. Such ammunition can destruct the security in the park. You may be looked at as a threat to the wildlife and other visitors in the park.
14. Avoid plucking leaves, flowers or uprooting plants in the park. Learn that, the parks are natural habitats for wildlife which should be conserved for future generation. The destroying of wild life habitat can force them shift to other safer places.

Vaccinations

Visitors may need Yellow Fever inoculation certificates to enter Rwanda and are advised to contact their doctor or travel clinic at least eight weeks before travelling for up-to-date guidance on vaccination requirements and health precautions. Travellers are also advised to obtain appropriate medical insurance for their holiday.

Malaria

Rwanda is a malaria area, and although incidences are rare in Akagera, travellers are advised to consult their physicians about prophylaxis medication. They should also take necessary precautions to avoid getting bitten while in Rwanda (insect repellents, as well as long sleeves and trousers during mornings and evenings).

Tsetse flies

Tsetse flies can be a problem in certain parts of the park. While they have a nasty bite, they are generally harmless; and no known cases of sleeping sickness have occurred in Akagera.

Tsetse flies tend to be attracted to dark colours, so visitors are advised to wear khaki and lighter colours while utilising insect repellents.

Drinking water

We advise against drinking tap water unless it has been boiled or filtered. Bottled water is widely available in Rwanda.

General safety

Rwanda prides itself on being one of the safest countries in Africa. Crime levels remain low, however visitors should take normal safety precautions by, for instance, not carrying large amounts of money when walking around at night.

TRAVEL INFORMATION ABOUT GORILLA TREKKING IN THE VOLCANOES NATIONAL PARK

Rwanda known to the many as the land of a thousand hills is a home to the endangered mountain gorillas. Inhabiting the remote forested mountains in volcanoes national park situated in north western Rwanda, mountain gorillas are some of the closest wild human beings relatives.

Volcanoes national park is a home to half of the mountain gorilla population in the Virunga massif with a total of 10 habituated mountain gorilla families that are open to tourist visitation. On a single day – all year round , tourists heading for a gorilla safari in Rwanda first gather at volcanoes national park headquarters in Kinigi where they are briefed, allocated to the mountain gorilla family they will be tracking and to the guide who will be leading them in this great wildlife expedition. Tracking gorillas starts in the morning and ranges from 1 to 8 hours of hiking depending on the movement of the gorillas and the luck of the tourists.

Each of the mountain gorilla family is tracked by strictly a group of 8 tourists in a day which means 88 mountain gorilla tracking permits are available every day.

Currently, Rwanda is the number one and most preferred mountain gorilla-tracking destination.

In order to ensure the wellbeing of the mountain gorillas and the tourists, the Rwanda development board put up mountain gorilla tracking rules and guidelines that should be followed and observed by tourists so that they enjoy the exclusive mountain gorilla safaris to the fullest and they include the following:

Before encountering the gorilla

- a) Always follow the guide's instruction because the guides navigate the national park every day and therefore are aware and understand every part of the forest.
- b) Always keep in the tourist tracking groups especially while in the forest to avoid getting lost.
- c) Avoid making a lot of noise as it can distract the mountain gorilla and other wildlife species in the forest.
- d) Avoid littering any rubbish in the national park.
- e) Do not go for tracking when sick.

On encounter with the mountain gorilla

- a) Always keeping a reasonable distance away from the mountain gorillas at least 7 meters.
- b) Not using flash photography while taking photos of the mountain gorillas as it may irritate them.
- c) Minimizing noise until you are at least about 200 meters from the gorillas.
- d) Avoid eating in the presence of the mountain gorillas.
- e) Do not touch the mountain gorillas. When they come towards your way, just remain where you are and avoid a direct eye contact with the gorillas.
- f) Do not imitate the mountain gorilla behavior like beating the chest because it might send the wrong message to the mountain gorillas.

- g) Tourists are allowed to be in the presence of the mountain gorillas for strictly **one hour**, which is intended to minimize chances of disease, spread from the human's to mountain gorillas. There are high chances of disease spread from humans to the gorillas because about 98% of their DNA is similar to humans.
- h) If the above are observed and well followed by tourists, they can enjoy exclusive and once in a lifetime experience. Tourist heading for tracking should carry enough drinking water because the hike through the forest is a little strenuous causing a lot of sweat and it is therefore wise to keep hydrating (drinking water).
- i) Tourists are also recommended to wear long sleeved shirts and long pants because mountain gorilla tracking is done in the forest with a lot of plant vegetation some of which cause skin irritation when in contact. Carrying a raincoat or water proof pant can never be a bad idea because rainfall in volcanoes national park is highly unpredictable and can therefore occur at any time of the day.

L.O.3 4: Ensure that the scope and depth of the information are appropriate to customer needs

- **Content/Topic 1: Identification of customer needs relating to the scope and depth of the information**

Customer needs can be identified by using different ways such as:

1. Research

The identification of customer needs relating to the scope and depth of the information may be done through a thorough **research** about tourism activities that are mostly experienced including leisure and adventure.

The aim of the research process is to collect accurate and relevant information to meet the needs of the client and any requests they have made.

2. Identification of Tourist motivations

Tourists are motivated to be involved in tourism for a variety of reasons. An obvious motivation is to have an enjoyable experience, but there are many different ways to achieve this. Some people will be happy to **lay in the sun on a beach and do very little (leisure activity/Leisure tourism)**, however, others may want to be very active and spend **time climbing a mountain (adventure activity/Adventure tourism)**.

a. Tourism demand and supply

In order to know how to identify the customer's needs, it is better to also know the theory of tourism demand and supply.

Demand is defined as "a schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during some specified period of time". Individuals called "tourists" generate tourism demands.

In economics, **supply** is the amount of a resource that firms, producers, labourers, providers of financial assets, or other economic agents are willing and able to provide to the marketplace or directly to another agent in the marketplace.

Types of demand

There are three types of demand, namely, actual, suppressed and latent demand.

Actual demand also referred to as effective demand, comes from tourists who are involved in the actual process of tourism.

The second type of demand is the so-called **suppressed demand** created by two categories of people who are generally unable to travel due to circumstances beyond their control. The first group would include those sections of the population who would like to be involved in the tourism process but for some reason or another cannot. Since they may participate at a later date, their situation is referred to as representing *potential demand*. *Deferred demand* describes the second sub-category of suppressed demand in that travel is postponed due to problems in the supply environment. Potential and deferred demands are difficult to measure and it is for that reason that they are rarely taken into account.

The third type is **latent demand**. It relates to the spatial and temporal expression of demand at a specific site, for example, demand for either tourist accommodation or a tourist service at a specific destination.

Factors that motivate people to travel

There are as many reasons for engaging in tourism, as there are tourists. Different people participate in tourism for different purposes. Seemingly, every purpose comes with specific tourism demand. One of the most common demands is for **accommodation**. Whatever the intention, tourists should be accommodated in one way or another. The most common reasons for travel away from home are:

- ✓ For leisure, recreation and holidays
- ✓ To visit friends and relatives
- ✓ For business and professional engagements
- ✓ For health treatment
- ✓ To undertake religious and other pilgrimages
- ✓ Other more personal motives

Tourism demand

The geographic perspective defines tourism demand as the total number of persons who travel or wish to travel, and use tourist facilities and services at places away from their places of work or residence.

L.O.3.5: Present the information and advice in an appropriate format and style.

- **Content/Topic 1: Ways of presenting information and advice in an appropriate format and style**

1. Introduction

Tourism depends heavily on **communication**, either to communicate the attraction, or to communicate between companies, among other factors. In technological and media terms, **tourism communication** takes place in various forms, either by printed media,

television, radio, and Internet among others. By varying the media and the technological devices, the localities / attractions can be communicated to the different visitors/tourists.

Today, more and more people have unlimited access to information on travel destinations worldwide. The majority of travel decisions are made by people who have never seen or been to the place they are travelling to, which makes marketing and media coverage crucial to the strength of the travel industry. This marketing is through the following forms of communication:

- ✚ **Social media** sites allow users to share their travel experiences through pictures, videos, and posts.
- ✚ **Travel guidebooks** offer detailed information about a particular destination.
- ✚ **Television travel programs** highlight various locations and give viewers tips and tricks on how to have the best travel experience.
- ✚ **Advertising campaigns** via brochures in the mail, TV ads, and website pop-up ads, continue to remind us of the benefits of travelling.
- ✚ **Travel review sites** such as TripAdvisor, allow users to review hotels, restaurants, and attractions in every country in the world.

2. Barriers to Communication

Barriers are the things that stop your message being understood. Here are some barriers to communication:

- ❖ Too much information
- ❖ Poor listening skill
- ❖ Poor speaking skills
- ❖ Noise
- ❖ Accent difference
- ❖ Listener's mood.

Good Communication in the Tourism Industry

Good communication is important in the tourism industry because it prevents misunderstandings and mistakes.

i. What to say to a tourist?

Communicating with a tourist is different from talking with someone local. This is because the tourist has been travelling from one place to another and has lots of different expectations. They may not know anything about your country and might not know the proper things to say or do.

ii. **How to make a tourist feel welcome**

Tourists usually meet many people during their trip. When they come to your place, they may be tired from travelling or uncertain of the new environment. They have needs and expectations to be looked after.

iii. **Communication in problem solving**

Dealing with tourists is not always easy. Sometimes they may not understand you or you might not understand them, and you both might feel embarrassed. Sometimes they might end up doing the wrong thing because they do not know any better, or they might just be a difficult person.

3. Presentation of information and advice

Information and advice can be presented in the following ways:

a. **Format**



Prints

✓ **Letters and memo**

A letter

A letter is a message that is sent by a person to another meant to convey information that he wants the person to receive. It can be short or long, and it has many types: thank you letters, personal letters, and business letters.

A business letter is exchanged between businesses and their clients. It contains more words

and information and uses formal language. Each word in a business letter is carefully selected and planned for since it is intended for communicating with people who are vital to a business or company. It addresses a specific topic and is sent to specific individuals. It can be as long as the sender wants it to be and is meant to be read only by the intended recipient. It is usually sent through a courier or delivered by a representative of the company.

Memo

There is another way of communication in a business setting. It is usually intended for internal communication, that is, it is used to convey messages within the organization or business. It is called a memorandum or memo.

A memo is usually informal, short, concise, and to the point. It is used to call a meeting or to call an individual to action. It has a header which indicates where it comes from, who it is addressed to, the date, and the subject of the memo. It can be addressed to a single person or to all of the people in the company. Like a letter, a memo can be written by hand, typewritten, or printed from a computer. Unlike a letter, it does not necessarily need a courier to send it since it is intended for a recipient within the organization although memos can also be sent to other branches of the organization.

Difference between a letter and a memo

- A letter is a short or long message that is sent by one person to another while a memo is a short message that is sent by a person to another.
- A letter is more formal and contains more information while a memo is informal and is very short.
- A memo is more concise and to the point as compared to a letter.
- A letter is exchanged between businesses and their clients while a memo is exchanged between individuals within an organization.
- A memo usually has a header that states where it is from and who it is intended for while a letter may or may not have this feature.

✓ Brochures and Catalogues

Catalogue

A **catalogue** is a list of items arranged systematically with descriptive details. Catalogues are always arranged in a systematic order so that items can be found easily. They can be found in shops, exhibitions, libraries, educational institutes, etc. Catalogues in a shop will contain descriptions of the all the products. A library catalogue will contain information such as the book title, author, genre and its location (which section, which shelf, etc.).

The purpose of a catalogue is to offer information about a product or a service offered by a particular company. It has simple and essential information about a product; this information is presented in a brief and clear manner. Some catalogues also have pictures of the product on them. Given below is an example of a catalogue.

A sample of the catalogue

THESE GAMES ARE HOT

Buy the Sega® Genesis® System by November 1, 1990, and receive an additional classic game at no extra cost.

A SEGA® GENESIS® System. Order Genesis® System before Nov. 1, 1990 and receive a Super Thunder Blade game cartridge at no additional cost. Provides true arcade graphics and stereo sound! 16-bit technology. Includes Genesis console control pad and hook-up accessories. Includes Activated Blade game cartridge. TV not included. Measures 11x15 1/2x2 1/4 in. Plastic housing. 120W AC. UL listed. See page 422 for electric toy caution. Imported from Taiwan. Del. wt. 7.25 lbs. XU 676-3262 A 159.99

B Genesis Power Base Converter.* Allows Sega master system software to be played on Genesis system. Measures 7 1/2x2 1/4 in. Plastic housing. Imported from Taiwan. Del. wt. 1.50 lbs. XU 676-2975 A 39.99

C Genesis Control Pad. Eight position controller with 3 firing buttons allows 2-player action. Measures 6 1/2x4 1/2 in. Plastic housing. Imported from Taiwan. Delivery weight 0.50 lb. XU 676-2982 A 19.99

D to L Genesis Video Games.* Includes instructions for play and storage package. Imported from Japan. Delivery weight 0.50 lb.

D Cyberball® Robot Football. Design and power your team. One or 2 players. XU 676-3478 A 49.99

E Michael Jackson's Moonwalker. Save the children from the evil Mr. Big and transform Michael into a powerful robot. XU 676-2961 A 49.99

F Fantasy Star II. 6 meg game. It's been 1000 years since Alie defeated the evil Lasic. Now trouble once again has returned to the Algod Star System. Lithium battery and 110 page tip book included. XU 676-3007 A 69.99

G Golden Axe. Mighty warriors, sword swinging heroines, magic potions and dragon-riding knights are all part of this arcade hit. XU 676-3015 A 59.99

H Super Monaco Grand Prix. Modify your car and choose from race courses around the world. XU 676-3031 A 49.99

I Alex Kidd—Enchanted Castle. Alex must save his dad by bopping and bouncing through obstacles and into the enchanted castle. XU 676-3480 A 39.99

J Tommy Lasorda Baseball. Pick your players, choose your pitch, control your fielders, and try to pick off the runner at first. XU 676-3056 A 59.99

K Arnold Palmer Tournament Golf. Design your own golf course from 27 of the best holes from around the world. XU 676-3064 A 59.99

L Pat Riley's Basketball. Fly through the air for a slam dunk or block at the rim—in close-up detail. XU 676-3072 A 49.99

*Warranted by manufacturer—write for copy. See page 376.

TOYS AREN'T JUST FOR CHRISTMAS! Save This Catalog Order From Pages 387-531 Until August 5, 1991.

Brochure

A **brochure** is a booklet or pamphlet containing descriptive or advertising material. They are promotional documents that are mainly used to introduce a company, its products or services. They also inform prospective customers of the benefits offered to them. Travel brochures are a common. Brochures are usually printed on high-quality paper; they are more colourful and are folded into panels. Bi-fold brochures are single sheets printed on both sides and folded in halves; these have four panels. Tri-fold brochures are folded into three parts and have six panels. Brochures are also available in electronic format – these are called e-brochures.



Figure 1: A sample of the brochure

What is the difference between Catalogue and Brochure?

Both catalogues and brochures offer some information about a company, its products and services. However, there is a difference between catalogue and brochure; a catalogue is a booklet or leaflet that has a complete list of items in a systematic order whereas brochure is a small booklet that contains information and pictures about a service or product. The **key difference** between catalogue and brochure is that a catalogue contains all the products and services offered by a company whereas a brochure highlights information about the company and few selected products and services.

Catalogue vs Brochure	
A catalogue is a list of items arranged systematically with descriptive details.	A brochure is a booklet or pamphlet containing descriptive or advertising material.
Order	
Catalogues are always systematically ordered, especially alphabetically.	The information in a brochure may not have an order.
Content	
Catalogues have essential information about products.	Brochures contain a description of the company and highlight few selected items.
Pictures	

Only some catalogues have pictures of products. Brochures have attractive and colourful pictures.

Pages

Catalogues have at least few pages. Brochures typically have one page.

Binding

Catalogues are bound or stapled. Brochures are folded.

Other ways of providing information or advice to customers are:

- + Electronic such as the use of emails
- + Face to face
- + Online chats and graphs via social media such as WhatsApp, Facebook, Instagram, ...
- + Telephone
- + Teleconference

b. The Communication Styles

The communication can be one of the following five styles:

- ❖ Assertive
- ❖ Aggressive
- ❖ Passive-aggressive
- ❖ Submissive
- ❖ Manipulative

a. The Assertive Style

Assertive communication is born of high **self-esteem**. It is the healthiest and most effective style of communication - the sweet spot between being too aggressive and too passive. When we are assertive, we have the confidence to communicate without resorting to games or manipulation. We know our limits and don't allow ourselves to be pushed beyond them just because someone else wants or needs something from us. Surprisingly, however, Assertive is the style most people use least.

Behavioural Characteristics <ul style="list-style-type: none"> ○ Achieving goals without hurting others ○ Protective of own rights and respectful of others' rights ○ Socially and emotionally expressive ○ Making your own choices and taking responsibility for them ○ Asking directly for needs to be met, while accepting the possibility of rejection ○ Accepting compliments 	Non-Verbal Behaviour <ul style="list-style-type: none"> ○ Voice – medium pitch and speed and volume ○ Posture – open posture, symmetrical balance, tall, relaxed, no fidgeting ○ Gestures – even, rounded, expansive ○ Facial expression – good eye contact ○ Spatial position – in control, respectful of others
Language <ul style="list-style-type: none"> ○ "Please would you turn the volume down? I am really struggling to concentrate on my studies." ○ "I am so sorry, but I won't be able to help you with your project this afternoon, as I have a dentist appointment." 	People on the Receiving end Feel <ul style="list-style-type: none"> ○ They can take the person at their word ○ They know where they stand with the person ○ The person can cope with justified criticism and accept compliments ○ The person can look after themselves ○ Respect for the person

b. The Aggressive Style

This style is about **winning** – often at someone else's expense. An aggressive person behaves as if their needs are the most important, as though they have more rights, and have more to contribute than other people. It is an ineffective communication style as the content of the message may get lost because people are too busy reacting to the way it's delivered.

Behavioural Characteristics <ul style="list-style-type: none"> ○ Frightening, threatening, loud, hostile 	Non-Verbal Behaviour <ul style="list-style-type: none"> ○ Voice – volume is loud
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<ul style="list-style-type: none"> ○ Willing to achieve goals at expense of others ○ Out to "win" ○ Demanding, abrasive ○ Belligerent ○ Explosive, unpredictable ○ Intimidating ○ Bullying 	<ul style="list-style-type: none"> ○ Posture – 'bigger than' others ○ Gestures - big, fast, sharp/jerky ○ Facial expression – scowl, frown, glare ○ Spatial position - Invade others' personal space, try to stand 'over' others
<p>Language</p> <ul style="list-style-type: none"> ○ "You are crazy!" ○ "Do it my way!" ○ "You make me sick!" ○ "That is just about enough out of you!" ○ Sarcasm, name-calling, threatening, blaming, insulting. 	<p>People on the Receiving end Feel</p> <ul style="list-style-type: none"> ○ Defensive, aggressive (withdraw or fight back) ○ Uncooperative ○ Resentful/Vengeful ○ Humiliated/degraded ○ Hurt ○ Afraid ○ A loss of respect for the aggressive person ○ Mistakes and problems are not reported to an aggressive person in case they "blow up". Others are afraid of being railroaded, exploited or humiliated.

c. The Passive-Aggressive Style

This is a style in which people appear **passive** on the surface, but are actually acting out their anger in indirect or behind-the-scenes ways. Prisoners of War often act in passive-aggressive ways in order to deal with an overwhelming lack of power. People who behave in this manner usually feel powerless and resentful, and express their feelings by subtly undermining the object (real or imagined) of their resentments – even if this ends up sabotaging themselves.

The expression "Cut off your nose to spite your face" is a perfect description of passive-aggressive behaviour.

<p>Behavioural Characteristics</p> <ul style="list-style-type: none"> ○ Indirectly aggressive ○ Sarcastic ○ Devious ○ Unreliable ○ Complaining ○ Sulky ○ Patronising ○ Gossips ○ Two-faced - Pleasant to people to their faces, but poisonous behind their backs (rumours, sabotage etc.) People do things to actively harm the other party e.g. they sabotage a machine by loosening a bolt or put too much salt in their food. 	<p>Non-Verbal Behaviour</p> <ul style="list-style-type: none"> ○ Voice – Often speaks with a sugary sweet voice. ○ Posture – often asymmetrical – e.g. Standing with hand on hip, and hip thrust out (when being sarcastic or patronising) ○ Gestures – Can be jerky, quick ○ Facial expression – Often looks sweet and innocent ○ Spatial position – often too close, even touching other as pretends to be warm and friendly
<p>Language</p> <ul style="list-style-type: none"> ○ Passive-aggressive language is when you say something like "Why don't you go ahead and do it; my ideas aren't very good anyway" but maybe with a little sting of irony or even worse, sarcasm, such as "You always know better in any case." ○ "Oh don't you worry about me, I can sort myself out – like I usually have to." 	<p>People on the Receiving end Feel</p> <ul style="list-style-type: none"> ○ Confused ○ Angry ○ Hurt ○ Resentful

d. The Submissive Style

This style is about **pleasing other people and avoiding conflict**. A submissive person behaves as if other peoples' needs are more important, and other people have more rights and more to contribute.

<p>Behavioural Characteristics</p> <ul style="list-style-type: none"> ○ Apologetic (feel as if you are imposing when you ask for what you want) ○ Avoiding any confrontation ○ Finding difficulty in taking responsibility or decisions ○ Yielding to someone else's preferences (and discounting own rights and needs) ○ Opting out ○ Feeling like a victim ○ Blaming others for events ○ Refusing compliments ○ Inexpressive (of feelings and desires) 	<p>Non-Verbal Behaviour</p> <ul style="list-style-type: none"> ○ Voice – Volume is soft ○ Posture – make themselves as small as possible, head down ○ Gestures – twist and fidget ○ Facial expression – no eye contact ○ Spatial position – make themselves smaller/lower than others ○ Submissive behaviour is marked by a martyr-like attitude (victim mentality) and a refusal to try out initiatives, which might improve things.
<p>Language</p> <ul style="list-style-type: none"> ○ "Oh, it's nothing, really." ○ "Oh, that's all right; I didn't want it anymore." ○ "You choose; anything is fine." 	<p>People on the Receiving end Feel</p> <ul style="list-style-type: none"> ○ Exasperated ○ Frustrated ○ Guilty ○ You don't know what you want (and so discount you) ○ They can take advantage of you. ○ Others resent the low energy surrounding the submissive person and eventually give up trying

	to help them because their efforts are subtly or overtly rejected.
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e. The Manipulative Style

This style is **scheming, calculating and shrewd**. Manipulative communicators are skilled at influencing or controlling others to their own advantage. Their spoken words hide an underlying message, of which the other person may be totally unaware.

Behavioural Characteristics <ul style="list-style-type: none"> ○ Cunning ○ Controlling of others in an insidious way – for example, by sulking ○ Asking indirectly for needs to be met ○ Making others feel obliged or sorry for them. ○ Uses 'artificial' tears 	Non-Verbal Behaviour <ul style="list-style-type: none"> ○ Voice – patronising, envious, ingratiating, often high pitch ○ Facial expression – Can put on the 'hang dog' expression
Language <ul style="list-style-type: none"> ○ "You are so lucky to have those chocolates, I wish I had some. I can't afford such expensive chocolates." ○ "I didn't have time to buy anything, so I had to wear this dress. I just hope I don't look too awful in it." ('Fishing' for a compliment). 	People on the Receiving end Feel <ul style="list-style-type: none"> ○ Guilty ○ Frustrated ○ Angry, irritated or annoyed ○ Resentful ○ Others feel they never know where they stand with a manipulative person and are annoyed at constantly having to try to work out what is going on.

The Benefits of Understanding the Different Styles of Communication

A good understanding of the five basic styles of communication will help you learn how to react most effectively when confronted with a difficult person. It will also help you recognise when you are not being assertive or not behaving in the most effective way. Remember, you always have a choice as to which communication style you use. Being assertive is usually the most effective, but other styles are, of course, necessary in certain situations – such as being submissive when under physical threat (a mugging, hijacking etc.).

Good communication skills require a high level of self-awareness. Once you understand your own communication style, it is much easier to identify any shortcomings or areas which can be improved on, if you want to start communicating in a more assertive manner.

If you're serious about strengthening your relationships, reducing stress from conflict and decreasing unnecessary anxiety in your life, practice being more assertive. It will help you diffuse anger, reduce guilt and build better relationships both personally and professionally.

Remember the first rule of effective communication: The success of the communication is the responsibility of the communicator.

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