

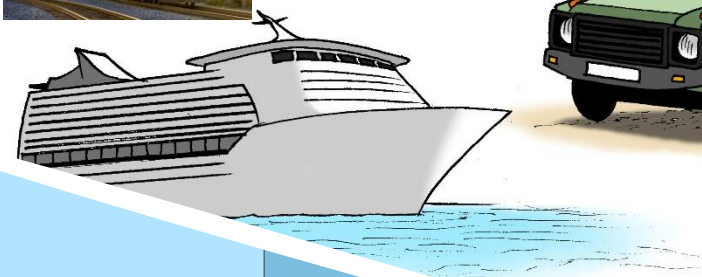
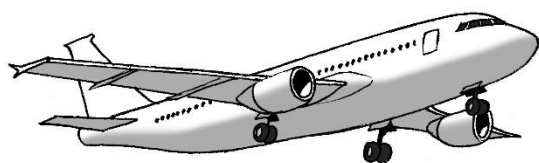


Republic of Rwanda
Ministry of Education



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TVET BOARD

RQF LEVEL 5



TOURISM

TORTA502

Coordinating Travel Arrangements

TRAINEE'S MANUAL

April 2025

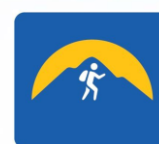


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COORDINATING TRAVEL ARRANGEMENTS



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LIST OF ABBREVIATIONS AND ACRONYMS

CBET:	Competence Based Education and Training
RQF:	Rwanda Qualification Framework
RTB:	Rwanda TVET Board
TVET:	Technical and Vocational Education and Training

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to **Coordinate Travel Arrangement**. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge, and attitudes about the unit. A discovery activity is followed to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures, and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses, and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

Module Units:

Unit 1: Provide pre- arrival assistance

Unit 2: Prepare the travel package

Unit 3: Conduct the travel package

Unit 4: Provide departure assistance

UNIT 1: PROVIDE PRE- ARRIVAL ASSISTANCE



Self-Assessment: Unit 1

- Referring to the unit illustration above, answer the following questions:
 - What does the picture show?
 - What is the difference between the features in the picture?
 - Basing on the picture, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.
- At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe travel request					
Differentiate to receive a travel request and					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
acknowledge a travel request					
Identify traveller's information					
Describe traveller's general information					
Describe travel request special needs					
Identify tourism suppliers					
Describe the types of bookings					
Process the booking					
Gather traveler's information					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Apply effectively organizational rules and regulations when receiving a travel request					



Key Competencies:

Knowledge	Skills	Attitudes
1. Define travel request	1. Receive travel request	1. Be cooperative while receiving a request
2. Describe travel request	2. Acknowledge request	2. Apply effectively organizational rules and regulations
3. Identify traveller's information	3. Gather travellers' information	3. Pay attention to details
4. Identify tourism suppliers	4. Differentiate tourism suppliers	4. Be flexible
5. Describe the types of bookings	5. Process the booking	5. Respect different customers



Discovery activity



Task 1:

Read carefully and answer the following questions:

1. What is a travel request?
2. Describe the purpose of a travel request
3. What are key elements in a travel request
4. What do you understand by travel request products and services?
5. Describe the process of acknowledging a travel request
6. Give the difference between traveller's general information and specific information
7. Give at least 4 different tourism suppliers and describe them
8. Describe:
 - a. Direct bookings
 - b. Indirect bookings

Topic 1.1: Receiving and acknowledging travel request

Scenario1: Receiving and acknowledging travel request

Beyond the Gorillas Experience is a tourism company located in Musanze. It is receiving a travel request from three americans whose names are Teddy, Smith and Tom. These are supposed to come to Rwanda to attend an international youthconnect conference in Rwanda. They are sending a travel request to the Beyond the Gorillas Experience Company and this company assigns Murenzi to receive and acknowledge the travel request. Murenzi has to describe product, and services that the company provides and how the company will satisfy special needs of travellers and acknowledge the request.



Activity 1: Problem Solving



Task 2:

Referring to the scenario 1 above, answer the questions below:

1. Define travel request?
2. Describe the purpose of a travel request
3. Identify key elements in a travel request
4. Describe travel request special needs?
5. Describe the process of acknowledging a travel request
6. Describe the importance of addressing special needs

Key Facts 1.1a: Receiving and acknowledging travel request

Travel request

✓ Introduction to travel request



Definition of travel request

A travel request is a formal document, form or communication submitted to an authorized body, such as a manager, travel department, agency, employee or individual requesting approval for travel-related activities. This includes

travel for business purposes, conferences, training, or personal travel or reasons that require official clearance. The purpose of a travel request is to get authorization for expenses, time off, and the overall necessity of the trip.

Description of travel request

○ **Purpose of a travel request**

- To outline the details and purpose of the trip
- To outline the details and purpose of the trip.
- To ensure compliance with organizational travel policies.
- To provide transparency in travel-related expenditures.
- To facilitate proper travel arrangements, such as transportation, accommodation, and allowances.

○ **Key elements/components of a travel request**

- **Traveler's information:** Name, position, and contact details.
- **Purpose of travel:** Reason for the trip, such as business meetings, training, or conferences.
- **Travel itinerary:** Dates, duration, destination(s) such as the city, country, and mode(s) of transportation/travel arrangement such as flight, car rental....
- **Budget estimation/estimated costs:** Anticipated costs for transportation, accommodation, meals, and other expenses.
- **Approval workflow/approval signature:** Space for authorization from supervisors, HR, or travel managers.

○ **Benefits of a travel request**

- Ensures proper documentation for travel activities.
- Helps in budgeting and expense tracking.
- Prevents unauthorized travel or expenses.
- Ensure the travel aligns with organizational goals and policies.
- Establish a clear framework for approving and monitoring travel expenditures.
- Provides clarity and avoids last-minute arrangements.

- Facilitates timely and organized travel arrangements.
- Documents travel activities for accountability and record-keeping.
- **Formats of travel requests**
 - **Manual form:** A hard-copy form submitted in person.
 - **Email:** A written request sent electronically.

Example of a Travel Request: by email

Subject: Request for Business Travel Approval

Dear [Manager's Name],

I am writing to request approval for a business trip to [Destination], from [Start Date] to [End Date], to attend the [Event/Meeting/Conference] regarding [Purpose of the trip]. This will provide an opportunity to [Benefit to the company, e.g., network, learn about new industry trends, meet with clients].

✓ **Product and services**

A travel request process includes products and services that cater to the traveler's needs before, during, and after their trip. These are designed to ensure comfort, convenience, compliance with policies, and alignment with the purpose of travel.

✚ **Difference between product and service**

Product	Service
Refers to the tangible or intangible offerings that a company or destination provides to its customers. It can therefore be physical item, experience or package. Examples: - Accommodation: Rooms, suites etc - Transportation: airlines, buses etc - Tour packages : meals, cultural experience, adventure trips etc	Refers to a non-tangible, intangible experience that customers receive, typically from human interaction or operational processes. This is like customer experiences, satisfaction, and convenience. Examples: - Customer Service - Services provided by tour guides

- Amenities : toiletries, linens, minibars - Destination: beach resort, historical city tour, nature park etc.	- Dining service - Transportation Services provided for guests. - Event Planning service - Services offered at resorts.
Products tend to be tangible (e.g., hotel rooms, souvenirs)	Services are intangible (e.g., hospitality, customer care, guided tours).
Products can be produced and stored	Services are produced and consumed simultaneously
Products are not personalized but physical. Example, a hotel room is a product.	Services are often more personalized than products. Example, the customized welcome done by the hotel staff is a service.

✓ **Key products and services associated with travel requests**

 Transportation services

- **Flights:** Booking domestic or international air travel, with options for economy, business, or first-class seating.
- **Ground transportation:** Car rentals, taxi services, ride-sharing arrangements, or company-provided vehicles.
- **Railway travel:** Tickets for trains, including high-speed or regional rail networks.
- **Public transport coordination:** Assistance with passes or tickets for buses, subways, or ferries.

 Accommodation services

- **Hotel booking:** Arranging rooms that align with the traveller's preferences and budget.
- **Short-term rentals:** Apartments or houses for extended stays or large groups.

- **Corporate housing:** Pre-arranged lodging partnerships with hotels for cost-efficiency.
- **Travel insurance:** Covering medical emergencies, trip cancellations, or loss of belongings during travel.
- **Visa and passport services:** Assistance with visa applications, passport renewals, or expedited document processing.
- **Meal plans and dining services:** Prepaid meal allowances or per diems for dining. Special dietary accommodations (e.g., vegetarian, halal, kosher).
- **Itinerary planning and support:** Creating detailed itineraries with meeting schedules, sightseeing, and travel details.

✓ **Special needs**

Special needs refer to any condition or set of circumstances where individuals require extra care or assistance to achieve a quality of life comparable to others. Travelers with special needs require additional considerations to ensure their journey is safe, comfortable, and accessible. The following are examples:

 Accessibility services

- Wheelchair assistance at airports, train stations, and hotels.
- Accessible transportation, such as vehicles equipped with ramps or lifts.
- Priority seating and accessible lodging options (e.g., rooms with grab bars, roll-in showers).

 Medical assistance

- Travel arrangements for individuals with chronic illnesses or medical conditions.
- Availability of oxygen tanks, refrigeration for medication, or assistance for traveling with a service animal.

 Dietary restrictions

- Pre-arranged meals catering to allergies, religious practices, or health-related needs.

Language support

- Translators or interpreters for travellers unfamiliar with the local language.

Companionship services

- Arrangements for caregivers, family members, or assistants to travel alongside individuals requiring additional help.

Specialized equipment:

- Assistance with transporting mobility devices, medical equipment, or other specialized gear.

Receiving and acknowledging request

✓ **Acknowledge request**

An "acknowledge request" refers to a communication or action in which one party confirms receipt or understanding of a request made by another party or individual. It typically involves recognizing that the request has been received and, in some cases, that action is being taken or will be taken in response. It is a professional acknowledgment response for a travel request.

In summary, the purpose of an "acknowledge request" is to provide confirmation and clarity between parties about the status of a request.

Most of the time acknowledge request is made through:

 **Email or messaging:** When someone sends an acknowledgment that they have received and read a message, such as replying to an email with "Got it" or "Noted."

 **Customer service or support:** When a company or service acknowledges that they have received a customer inquiry or complaint, often responding with something like "We have received your request and will get back to you shortly."

 **Formal communication:** In formal or legal settings, acknowledging a request might involve recognizing the receipt of a formal letter, document, or proposal.

Example:

Subject: Acknowledgment of Your Travel Request for (purpose of trip) to (Place like city of destination)

Dear [Traveler's Name],

Thank you for submitting your travel request for [specific destination/purpose]. We have successfully received the details and are currently reviewing your request to ensure it aligns with the necessary requirements. Below are the details as provided:

- **Travel Dates:** [Insert dates]
- **Destination:** [Insert destination]
- **Purpose of Travel:** [Insert purpose]
- **Mode of Transportation:** [Insert mode, e.g., flight, train]
- **Accommodation Requirements:** [Insert details if specified]
- **Special Needs/Requests:** [Insert any special needs, or "None specified"]

Our team will review the request and provide updates on the arrangements or seek clarification if necessary. You can expect a follow-up by [specific date or time frame].

If there are any additional details or changes, please contact us at [contact information] at your earliest convenience.

Thank you very much for your cooperation.

Best regards,

[Your Name]

[Your Position]

[Organization/Department Name]

[Contact Information]

Traveler's Acknowledgment

By completing this form, I confirm that the information provided is accurate and reflects my travel needs and requirements.

Signature: _____

Date: _____



Activity 2: Guided Practice



Task 9:

Supported with your teacher, read carefully the following tasks and perform them as instructed:

1. Discuss the difference between general and specific travellers' information

.....

.....

.....

2. Using the traveller's information form below, complete it with required information:

Section 1: Personal Information

- a. Full Name (as on ID): _____
- b. Date of Birth (DD/MM/YYYY): _____
- c. Gender: ☐ Male ☐ Female ☐ Other ☐ Prefer not to disclose
- d. Nationality: _____
- e. Passport Number: _____
- f. Passport Expiry Date: _____
- g. Visa Required: ☐ Yes ☐ No
- h. Contact Information:
 - a. Email: _____
 - b. Mobile Number: _____
 - c. Emergency Contact Name: _____
 - d. Emergency Contact Number: _____

Section 2: Employment Details (if applicable)

- a. Job Title: _____
- b. Department: _____
- c. Employee ID: _____
- d. Supervisor/Manager Name: _____
- e. Company Contact Email: _____

Section 3: Travel Details

- a. Purpose of Travel:
 - ☐ Business ☐ Conference ☐ Training ☐ Personal ☐ Other: _____
- b. Destination(s): _____
- c. Travel Dates: From _____ To _____
- d. Mode of Transport:
 - ☐ Flight ☐ Train ☐ Car Rental ☐ Other: _____

Section 4: Travel Preferences

- a. Seating Preference: ☐ Window ☐ Aisle ☐ No preference
- b. Accommodation Type: ☐ Hotel ☐ Short-term Rental ☐ Other: _____
 - Preferred Hotel (if any): _____
- c. Meal Preference:
 - ☐ Standard ☐ Vegetarian ☐ Vegan ☐ Halal ☐ Kosher ☐ Gluten-free ☐ Other: _____
- d. Loyalty Program Details (if any):
 - Frequent Flyer Number: _____
 - Hotel Membership Number: _____

Section 5: Health and Special Needs

- a. Do you require assistance? ☐ Yes ☐ No

If yes, specify: _____

- b. Medical Needs (e.g., medications, allergies): _____

- c. Mobility Assistance: ☐ Wheelchair ☐ Other: _____

Section 6: Financial Information (Corporate Use)

- a. Budget Approval Limit: _____

- b. Payment Method: ☐ Corporate Card ☐ Reimbursement ☐ Other: _____

- c. Per Diem (if applicable): _____

Section 7: Additional Information

- a. Accompanying Travelers (if any): _____

- b. Special Requests: _____

Traveler's Declaration and Consent

I confirm that the above information is accurate to the best of my knowledge. I agree to abide by the travel policies and procedures.

Signature: _____

Date: _____

Topic 1.2: Gathering Travellers' Information

Scenario : Gathering Travellers' Information

A group of students from South Africa want to visit Rwanda for cultural experience but they don't have required travellers' information to travel in Rwanda and how to get the specific information about destination. To know what is required as information, they contacted Travel Ltd Agency, located in Kigali, where Muhire is working as traveller's information specialist. The agency assigns Muhire to gather their both general and specific information so that they are facilitated to come in Rwanda when they know what is needed as information.



Activity 1: Problem Solving



Task 5:

Read carefully the scenario above and answer the questions below:

1. Define traveler's information
2. Describe 3 importances of traveler's information
3. What is the difference between general traveler's information and specific traveler's information?
4. Describe main sections of a traveler's information form
5. Identify 4 components of specific traveler's information

Key Fact 1.2a: Gathering Travellers' Information

- **Introduction to traveler's information**

- ✓ **Definition of traveler's information**

When processing a travel request, collecting accurate and comprehensive information about the traveler is crucial. This ensures that all arrangements, from transportation to accommodation, meet the traveler's needs and preferences. Traveler's information refers to a wide range of data and resources that assist individuals in planning, navigating, and enjoying their journeys, whether for leisure, business, or other purposes. It refers to a collection of essential details, tips, and resources designed to assist individuals in preparing for and navigating their journeys safely, efficiently, and enjoyably. It encompasses a wide range of topics, from trip planning and packing to cultural awareness and health precautions, tailored to the traveler's needs and destination.

- ✓ **Importance of traveler's information**

- ✚ The goal is to ensure a smooth, enjoyable, and safe travel experience by providing travelers with the knowledge and tools they need. It empowers individuals to confidently explore new destinations, respect cultural diversity, and handle challenges effectively.

- ✚ It helps travelers make informed decisions about their destinations, transportation, accommodations, activities, and safety. This information can be obtained from a variety of sources, including travel guides, websites, apps, government agencies, and local tourism offices.

- ✚ It helps travelers plan and adapt their journeys and can be used before or during a trip. It can improve comfort, efficiency, safety, and reduce environmental impact

- ✓ **Key components of traveller's information**

- ✚ **Personal identification:** Full name, date of birth, nationality, and contact information. Passport details (number, expiration date) and visa requirements.

 **Travel details:** Purpose of travel (leisure, business, education, etc.). Destination(s), travel dates, and itinerary. Accommodation and transportation arrangements.

 Planning and Preparation

- **Purpose of travel:** Whether for leisure, business, or cultural exploration, understanding your purpose helps shape the itinerary.
- **Destination research:** Provides insights into geography, climate, major attractions, and travel advisories.
- **Itinerary creation:** Helps allocate time and resources effectively while allowing room for spontaneity.

 Documentation and Legalities

- **Passport and visas:** Ensures travelers meet entry and exit requirements for their destination.
- **Travel insurance:** Covers medical emergencies, trip cancellations, and other unforeseen events.
- **Local laws:** Familiarity with the legal framework to avoid misunderstandings or penalties.

 Health and Safety

- **Vaccinations and Medications:** Protect against region-specific illnesses.
- **Emergency Contacts:** Includes embassies, local police, and healthcare providers.
- **Safety Precautions:** Addresses personal safety, theft prevention, and natural disaster readiness.

 Transportation

- **Modes of travel:** Airplanes, trains, buses, or car rentals, with details on costs and convenience.
- **Local transport:** Information on public transit, taxis, ride-hailing apps, and pedestrian-friendly areas.
- **Navigational tools:** Use of GPS apps, offline maps, and signage understanding.

Accommodation

- **Options:** Hotels, hostels, vacation rentals, and camping.
- **Selection criteria:** Budget, location, amenities, and reviews.
- **Booking and check-in:** Efficient handling of reservations and arrival formalities.

Cultural awareness

- **Local customs and etiquette:** Guides on acceptable behavior, greetings, and social norms.
- **Language basics:** Essential phrases and gestures to enhance communication.
- **Cultural sensitivity:** Adapting to local traditions, attire expectations, and dietary practices.

Financial management

- **Currency exchange:** Understanding rates and the best places for transactions.
- **Payment methods:** Use of cash, cards, and digital wallets.
- **Budgeting:** Allocating funds for food, activities, and emergencies.

Sustainable travel

- **Environmental consciousness:** Tips for reducing waste and conserving resources.
- **Support for local communities:** Engaging with locally owned businesses and ethical tourism practices.
- **Wildlife protection:** Guidelines to ensure safe and responsible interactions with nature.

Travel technology

- **Mobile apps:** For booking, navigation, language translation, and currency conversion.
- **Connectivity:** Options for SIM cards, international roaming, and Wi-Fi access.
- **Digital security:** Precautions for safe online transactions and data privacy.

Travel etiquette

- Politeness in public spaces.
- Adherence to local rules regarding photography, dress, and public behavior.

Sustainability and ethical practices

- Tips for reducing environmental impact (e.g., reusable items, waste reduction).
- Supporting local businesses and cultural preservation.
- Respecting wildlife and natural environments.

✓ **General travelers' information**

 **Introduction:** General traveller's information refers to essential details and guidelines provided to traveller's planning to travel, navigate and enjoy their journeys. This information helps travelers prepare adequately, stay safe, and make informed decisions during their journey.

Importance of general traveler's information

- Ensuring immigration and border control compliance
- Preventing illegal immigration
- Efficient customs and border protection
- Facilitates public health and safety
- Health monitoring and tracking in case of diseases.
- Medical emergency coordination: in case of an emergency
- Terrorism and crime prevention such as terrorism or human trafficking.
- Risk assessment
- Improving travel planning and coordination
- Ensures traveler's safety and well-being
- Personalizing assistance
- Facilitating data analysis and travel trends
- Supports international cooperation and agreements
- Protecting against fraud and identity theft
- Preventing fake documents

- Fostering a smooth travel experience

Components of general traveler's information

Personal Information

- **Full name:** (as it appears on official identification, e.g., passport).
- **Date of birth:** (important for age-specific bookings, such as discounts or child policies).
- **Gender:** (for preferences in accommodation or cultural considerations).
- **Nationality:** (useful for visa requirements or travel restrictions).
- **Contact Details:** Email address, Mobile phone number (with international dialing code if applicable), Emergency contact name and number
- **Travel identification**
 - **Passport details:** Passport number, Issuing country, Expiry date
 - **Visa status:** (if applicable for international travel).
 - **Frequent flyer number:** (for flight rewards programs).
- **Travel preferences**
 - **Preferred Mode of transportation:** Flight, train, car rental, etc.
 - **Seating preference:** Window/aisle seat, economy/business class.
 - **Accommodation preferences:** Hotel star rating, room type, or chain preferences.
 - **Meal preferences:** Dietary restrictions (vegetarian, halal, kosher, gluten-free, etc.).
- **Purpose of travel**
 - **Trip objective:** Business meeting, training, conference, personal vacation, etc.
 - **Event details:** Event name, location, and agenda (if applicable).
- **Destination information**
 - **Attractions:** Information about popular tourist spots, historical sites, cultural experiences, and unique local landmarks.
 - **Culture & etiquette:** Details about local customs, traditions, languages, and social norms that help travelers respect the local environment.

- **Weather & climate:** Average temperatures, seasonal conditions, and ideal travel times for specific destinations.
- **Transportation**
 - **Flights, trains, and buses:** Information on routes, schedules, and booking options for various modes of transport.
 - **Public transport:** Local transportation details such as metro systems, buses, taxis, and ride-sharing services.
 - **Car rentals:** Availability of rental services, road conditions, and driving regulations in foreign countries.
- **Accommodations**
 - **Hotels and lodging:** Information on types of accommodations available (hotels, hostels, vacation rentals, etc.), including ratings, prices, and booking platforms.
 - **Local amenities:** Information on restaurants, cafes, stores, and services that cater to travelers' needs.
 - **Safety & security:** Guidance on how to stay safe, local emergency contacts, and travel advisories from governments or organizations.
- **Health & Safety**
 - **Vaccinations & health tips:** Travel health advisories, recommended vaccinations, and tips for staying healthy while abroad.
 - **Emergency services:** Information on local healthcare facilities, emergency numbers, and procedures.
 - **Vaccinations & health tips:** Travel health advisories, recommended vaccinations, and tips for staying healthy while abroad.
 - **Emergency services:** Information on local healthcare facilities, emergency numbers, and procedures.

- **Vaccinations & health tips:** Travel health advisories, recommended vaccinations, and tips for staying healthy while abroad.
- **Emergency services:** Information on local healthcare facilities, emergency numbers, and procedures.
- **Travel insurance:** Information on options for travel insurance, including coverage for health, cancellations, and lost baggage.
- **Special medical requirements:** Prescription medications, oxygen tanks, etc.
- **Mobility assistance needed:** Wheelchair, assistance with boarding/deboarding.
- **Allergies:** (to food, pets, or specific environments).
- **Financial information**
 - **Currency & exchange rates:** Information about the local currency, exchange rates, and where to exchange money.
 - **Banking & ATMs:** Availability of banks, ATMs, and credit card services.
 - **Tipping & costs:** Guidelines on tipping practices, average costs for meals, transportation, and accommodations
 - **Budget details:** Per diem allowances (for meals, transport, etc.). Approved spending limit for accommodations and transport.
 - **Payment method:** Corporate card, personal reimbursement, or direct billing.
- **Other relevant details**
 - **Visa & immigration requirements:** Information on visa policies, passport requirements, and any special immigration rules for travelers.
 - **Customs and import regulations:** Understanding of what can and cannot be brought into a country.

- **Legal considerations:** Understanding laws related to behavior, alcohol consumption, drugs, and other important regulations.
- **Travel companion(s):** Information about accompanying travelers (if applicable).
- **Loyalty programs:** Hotel or transportation loyalty memberships.
- **Travel insurance details:** Policy number and coverage.
- **Travel guides & apps:** Digital platforms and offline guides
- **Consent and approvals**
 - Confirm that the traveler agrees to the terms of travel arrangements and organizational policies (for corporate travel).
 - Obtain necessary approvals from supervisors or department heads.
- ✓ **General traveler's information form:** A general traveler's information form typically collects essential details from travelers to ensure their safety, compliance with regulations, and smooth processing during their trip.
- ✚ **Characteristics of traveler's information form**
 - Comprehensive data collection
 - Clear and structured format
 - Compliance with regulatory requirements
 - Health and safety considerations
 - Pre-departure or pre-arrival submission
 - Electronic and paper formats
 - Data privacy and consent
 - Traveler identification verification
 - Emergency contact information
 - Customs and security declarations
 - Travel insurance details (if applicable)
 - Instructions and guidelines
 - Special requirements or notes

Here's an example format for a traveler's information form:

Traveler's Information Form

Personal Information

Full Name (as per passport or ID):

First Name: _____

Last Name: _____

Date of Birth:

(MM/DD/YYYY): _____

Gender:

Male

Female

Other

Prefer not to answer

Nationality:

(Country of citizenship): _____

Passport Number:

Passport Expiry Date:

(MM/DD/YYYY): _____

Emergency Contact Name:

Full Name: _____

Relationship: _____

Contact Number: _____

Email: _____

Travel Details

Departure Date:

(MM/DD/YYYY): _____

Return Date:

(MM/DD/YYYY): _____

Destination(s):

(List of cities/countries): _____

Purpose of Travel:

Business

Leisure

Study

Other: _____

Accommodation Details:

Hotel Name/Host Name: _____

Address: _____

Contact Number: _____

Health and Safety Information

Do you have any known allergies?

Yes / No (If yes, specify): _____

Do you have any chronic medical conditions?

Yes / No (If yes, specify): _____

Do you take any regular medications?

Yes / No (If yes, specify): _____

Do you have any special dietary restrictions?

Yes / No (If yes, specify): _____

Travel Insurance Provider (if applicable):

Provider Name: _____

Policy Number: _____

Travel Documents & Compliance

Visa Requirement (if applicable):

Yes / No

Visa Type: _____

Visa Expiry Date: _____

Have you received required vaccinations?

Yes / No (If yes, specify): _____

Do you have any additional documents required for entry?

(e.g., invitation letter, return flight, proof of accommodation): _____

Additional Information

Special Requests or Notes:

(e.g., mobility assistance, language preferences): _____

Flight Details:

Airline: _____

Flight Number: _____

Departure City: _____

Arrival City: _____

Departure Time: _____

Arrival Time: _____

Signature & Confirmation

I, the undersigned, confirm that the information provided above is accurate to the best of my knowledge. I understand that any false or misleading information could result in travel disruptions or penalties.

Traveler's Signature: _____

Date: _____



How to use this Form

- Share the form via email or upload it to a travel management platform.
- Allow travelers to fill in the form electronically or as a hard copy.
- Review the form for completeness before processing



Activity 2: Guided Practice



Task 9:

Supported with your teacher, read carefully the following tasks and perform them as instructed:

1. Discuss the difference between general and specific travellers' information

.....

.....

.....

.....

2. Using the traveller's information form below, complete it with required information:

Section 1: Personal Information

- i. Full Name (as on ID): _____
- j. Date of Birth (DD/MM/YYYY): _____
- k. Gender: ☐ Male ☐ Female ☐ Other ☐ Prefer not to disclose
- l. Nationality: _____
- m. Passport Number: _____
- n. Passport Expiry Date: _____
- o. Visa Required: ☐ Yes ☐ No
- p. Contact Information:
 - o. Email: _____
 - o. Mobile Number: _____
 - o. Emergency Contact Name: _____
 - o. Emergency Contact Number: _____

Section 2: Employment Details (if applicable)

- a. Job Title: _____
- b. Department: _____
- c. Employee ID: _____
- d. Supervisor/Manager Name: _____
- e. Company Contact Email: _____

Section 3: Travel Details

- a. Purpose of Travel:
☐ Business ☐ Conference ☐ Training ☐ Personal ☐ Other: _____
- b. Destination(s): _____
- c. Travel Dates: From _____ To _____
- d. Mode of Transport:
☐ Flight ☐ Train ☐ Car Rental ☐ Other: _____

Section 4: Travel Preferences

- a. Seating Preference: ☐ Window ☐ Aisle ☐ No preference
- b. Accommodation Type: ☐ Hotel ☐ Short-term Rental ☐ Other: _____
 - o Preferred Hotel (if any): _____
- c. Meal Preference:
☐ Standard ☐ Vegetarian ☐ Vegan ☐ Halal ☐ Kosher ☐ Gluten-free ☐ Other: _____
- d. Loyalty Program Details (if any):
 - o Frequent Flyer Number: _____
 - o Hotel Membership Number: _____

Section 5: Health and Special Needs

- a. Do you require assistance? ☐ Yes ☐ No

If yes, specify: _____

- b. Medical Needs (e.g., medications, allergies): _____

- c. Mobility Assistance: ☐ Wheelchair ☐ Other: _____

Section 6: Financial Information (Corporate Use)

- a. Budget Approval Limit: _____

- b. Payment Method: ☐ Corporate Card ☐ Reimbursement ☐ Other: _____

- c. Per Diem (if applicable): _____

Section 7: Additional Information

- a. Accompanying Travelers (if any): _____

- b. Special Requests: _____

Traveler's Declaration and Consent

I confirm that the above information is accurate to the best of my knowledge. I agree to abide by the travel policies and procedures.

Signature: _____

Date: _____

Key Fact 1.2B: Gathering Travellers' Information

Specific traveler's information

✓ Introduction

In addition to general details, specific traveler information focuses on unique needs of a particular type of traveler, preferences, or requirements tailored to the purpose of the trip or destination. This ensures a more personalized and efficient travel experience. Specific traveler's information refers to personalized data and details about an individual or a group of travelers, which may be required or used by authorities, travel companies, or service providers for various purposes such as booking, security, and compliance. Unlike general travel

information, which provides broad recommendations, specific traveler's information hones in on particular requirements, considerations, and resources for a more customized travel experience.

✓ **Importance of collecting specific traveler's information**

The goal of specific traveler's information is to ensure a seamless, safe, and enjoyable experience by addressing the particular needs of travelers. It reduces uncertainties, enhances preparedness, and supports informed decision-making, allowing travelers to focus on exploring and enjoying their journey.

✚ **Safety and security:** Helps authorities ensure that travelers are properly vetted, and any potential risks are assessed.

✚ **Personalized experience:** Allows service providers to offer tailored travel experiences, such as customized itineraries, seat selections, or special services.

✚ **Regulatory compliance:** Many countries and transportation providers require travelers to provide specific information to comply with immigration laws, safety protocols, and health regulations.

✚ **Efficient travel management:** Streamlines the process of booking, check-ins, and addressing any issues during the trip.

✚ **Emergency preparedness:** Having detailed traveler information can assist in responding quickly in case of an emergency or disruption

✓ **Characteristics of specific traveler's information**

✚ **Customized to the traveler**

- **Type of traveler:** Tailored advice for solo adventurers, families, couples, business professionals, or groups.
- **Accessibility needs:** Information and resources for travelers with physical, sensory, or medical requirements.
- **Demographics:** Focused guidance for children, seniors, students, or adventure enthusiasts.

Destination-specific details

- **Cultural sensitivity:** Information on local customs, traditions, and etiquette.
- **Climate and geography:** Seasonal weather patterns, geographical challenges, and appropriate clothing or gear.
- **Language and communication:** Commonly spoken languages, essential phrases, and translation tools.

Purpose-driven insights

- **Business travel:** Recommendations for professional settings, conference venues, and local networking opportunities.
- **Adventure travel:** Safety precautions, required permits, and equipment for activities like hiking, diving, or skiing.
- **Leisure travel:** Highlights of tourist attractions, entertainment options, and relaxation spots.

Health and safety protocols

- **Health precautions:** Vaccination requirements, prevalent illnesses, and local healthcare options.
- **Safety guidelines:** Tips on avoiding theft, scams, or political unrest.
- **Emergency resources:** Contact numbers for embassies, hospitals, and local authorities.

Legal and administrative guidance

- **Visa and entry requirements:** Information on visas, permits, and entry documentation.
- **Local laws:** Specific legal considerations, including traffic rules, prohibited items, and alcohol or drug regulations.
- **Work or study regulations:** Requirements for temporary work or education programs.

Financial preparation

- **Cost of living:** Insights on accommodation, food, transportation, and activity expenses.

- **Currency and payment:** Accepted currencies, reliable exchange points, and tips for managing expenses.
- **Local tipping practices:** Guidance on gratuity expectations in restaurants, hotels, and taxis.



Packing and equipment recommendations

- **Activity-specific gear:** Requirements for outdoor activities or specialized travel needs.
- **Weather-appropriate clothing:** Packing suggestions based on seasonal or regional climates.
- **Essential documents:** Ensuring all paperwork, including insurance and permits, is in order.



Sustainability and ethical travel

- Encouragement to minimize environmental impact through responsible choices.
- Guidance on supporting local businesses and respecting natural habitats.
- Awareness of cultural preservation efforts.

Specific traveler's information form: It is a document that is designed to collect detailed information tailored to a traveler's unique needs, preferences, and the specific details of their destination and travel purpose. This includes:

✓ **Personal Details**

Full Name: _____

Contact Information:

Phone: _____

Email: _____

Date of Birth: _____

Nationality: _____

Emergency Contact:

Name: _____

Relationship: _____

Phone: _____

✓ **Travel Purpose**

Reason for Travel: (Check all that apply)

Leisure/Vacation

Business/Work

Education/Study

Adventure/Outdoor Activities

Family Visit/Event

Other (Specify): _____

Specific Goals or Activities: _____

✓ **Destination-Specific Information**

Primary Destination(s): _____

Travel Dates:

Departure: _____

Return: _____

Accommodation Details:

Name: _____

Address: _____

Phone: _____

✓ **Health and Accessibility**

Health Considerations: (Check all that apply)

Allergies (Specify): _____

Chronic Conditions (Specify): _____

Medications (List): _____

Physical/Mobility Needs (Specify): _____

Vaccinations Required/Completed: _____

Travel Insurance Provider: _____

Policy Number: _____

✓ **Transportation**

International Travel Details:

Airline: _____

Flight Number: _____

Departure Time: _____

Arrival Time: _____

Local Transport Options Planned:

Car Rental

Public Transportation

Private Transfers/Taxi Services

Ride-Hailing Apps

Other: _____

✓ **Cultural and Language Preparation**

Languages Spoken at Destination: _____

Key Phrases Learned: _____

Cultural Considerations:

Dress Code: _____

Etiquette or Customs: _____

✓ **Financial and Legal Information**

Budget for Trip: _____

Currency to Use: _____

Payment Methods (Check all that apply):

Cash

Credit/Debit Card

Digital Wallets (e.g., Apple Pay)

Visa/Entry Requirements:

Type: _____

Approval Number: _____

Local Laws to Be Aware Of: _____

✓ **Activity-Specific Needs**

Adventure Activities Planned (if any):

Hiking/Climbing Water Sports (Specify): _____ Wildlife Tours Other: _____ Gear or Equipment Needed: _____ ✓ Sustainability Practices Eco-Friendly Choices (Check all that apply): Reusable Water Bottle Minimized Plastic Use Supporting Local Businesses Other: _____ ✓ Additional Notes Special Requests/Considerations: _____ Any Other Information Relevant to Your Travel: _____
--



Activity 3: Application

Scenario 4: Gathering traveller's information

A tour company operating in Rwanda has received email from one of university in United Kingdom who want to come experience the natural wildlife and landscape of Rwanda. The company hires you as an expert in traveller's information gathering to gather information of the delegation from that university. You are required to gather both general and specific travellers' information.



Task 7:

- Referring to the senario above, perform the following task:
- To gather the travellers' information, complete the following form:

Topic 1.3: Identification of tourism suppliers

Scenario 5: Identification of tourism suppliers

Come Again Ltd is a new tour company operating in Rwanda. It has a strong website to attract many tourists to come to visit the country, but they need to identify the suppliers who will work together in order to satisfy the customer needs. The company has hired ELIA as specialist in tourism suppliers identification to support the company to identify the transportations suppliers, the car rental, the accommodation suppliers and travel insurance companies to sign the MoUs with the company.



Activity 1: Problem Solving



Task8:

Referring to the scenario above, answer the questions below:

1. Who is tourism supplier?
2. Identify 4 tourism suppliers operating in Rwanda

Key Facts 1.3a: Identification of tourism suppliers

Airlines

- ✓ **Description of airlines:** Airlines are companies that provide air transport services for passengers and cargo. They operate aircraft to carry people and goods from one destination to another.
- ✓ **Types of airlines**
 - ✚ **Full-service Airlines:** These airlines offer a range of services, including in-flight meals, entertainment, and a higher level of customer service. They usually operate long-haul and international flights. Examples include:
 - Emirates
 - Singapore Airlines
 - American Airlines

✚ **Low-cost Carriers (LCC):** These airlines offer cheaper tickets but with fewer amenities. Services like in-flight meals, checked baggage, and seat selection often come at an additional cost. Examples include:

- Ryanair
- EasyJet
- Southwest Airlines

✚ **Charter Airlines:** These are airlines that operate flights based on demand, typically for specific groups or events. They often don't operate regular schedules.

✚ **Regional Airlines:** Smaller carriers that typically operate shorter routes connecting smaller cities or regional hubs. Examples include regional subsidiaries of larger airlines.

✓ **Services provided**

✚ **Passenger services:** These include seat reservations, boarding, baggage handling, in-flight meals and entertainment, lounge access, and more.

✚ **Cargo services:** Many airlines also transport goods and freight, and some are specifically dedicated to cargo.

✚ **Frequent flyer programs:** Most airlines offer loyalty programs where customers can earn miles or points for flying, which can be redeemed for free flights, upgrades, or other benefits.

✓ **Airline alliances:**

Airlines often partner with others in global alliances, which allow them to offer better connectivity, share resources, and provide passengers with additional benefits. Well-known alliances include:

✚ **Star Alliance** (e.g., Lufthansa, United Airlines, Singapore Airlines)

✚ **Oneworld** (e.g., American Airlines, British Airways, Cathay Pacific)

✚ **SkyTeam** (e.g., Delta Airlines, Air France, KLM)

✓ **Aircraft fleet:** Airlines own or lease various types of aircraft depending on their routes. For example, smaller regional airlines use smaller jets or turboprop

aircraft, while long-haul international flights use large, wide-body aircraft like the **Boeing 777** or **Airbus A380**.

- ✓ **Safety and regulations:** Airlines must adhere to strict safety standards and regulations, which vary by country. These include maintenance protocols, flight crew training, and passenger safety measures. The International Air Transport Association (IATA) and International Civil Aviation Organization (ICAO) help set these global standards.
- ✓ **Economic impact:** Airlines are a critical part of the global economy, enabling tourism, trade, and international business. They contribute significantly to employment, infrastructure development, and regional economic growth.
- ✓ **Examples of major airlines:**
 - ✚ **Delta Air Lines (USA):** One of the largest airlines globally with a significant network in both domestic and international markets.
 - ✚ **Qatar Airways (Qatar):** Known for its luxurious service and frequent recognition as one of the world's top airlines.
 - ✚ **Air France (France):** A major European carrier and part of the Air France-KLM Group.
 - ✚ **Cathay Pacific (Hong Kong):** A major international airline serving Asia and beyond.
 - ✚ **Lufthansa (Germany):** One of Europe's largest airlines and a founding member of the Star Alliance.
- ✓ **Examples of airline operating in Rwanda**
 - ✚ **RwandAir (WB):** The national carrier of Rwanda, offering a wide range of domestic and international flights.
 - ✚ **Ethiopian Airlines (ET):** One of the largest airlines in Africa, providing connections to various destinations worldwide.
 - ✚ **Qatar Airways (QR):** A renowned international carrier known for its excellent service and extensive global network.

- ✚ **Turkish Airlines (TK):** A major airline with a strong presence in Africa and Europe.
- ✚ **Kenya Airways (KQ):** A significant African airline offering flights to numerous destinations within and outside the continent.
- ✚ **KLM Royal Dutch Airlines (KL):** A major European airline with connections to many global cities.
- ✚ **Egyptair (MS):** The flag carrier of Egypt, providing flights to various destinations in Africa, Europe, and the Middle East.
- ✚ **Brussels Airlines (SN):** A Belgian airline with a focus on European and African destinations.

Car rental companies

✓ **Description of car rental companies**

- ✚ **Definition:** Car rental is a service that allows individuals to rent a vehicle for a short period of time, typically ranging from a few hours to several weeks. Rental agencies provide a variety of vehicles, including economy cars, luxury vehicles, trucks, and even specialty vehicles like convertibles or minivans, depending on the needs of the customer.
- ✚ **key components of car rental:**
 - **Reservation process:** Customers can book a rental car online, by phone, or in-person at rental locations. Online reservations often allow for selecting specific vehicle types, rental duration, and insurance options.
 - **Rental locations:** Rental cars are typically available at airports, train stations, downtown locations, and major tourist destinations. Some agencies also offer delivery and pick-up services.
 - **Rental fees:** The cost of renting a car includes a daily or weekly rental fee, taxes, insurance (optional), and additional charges for extras like GPS, child seats, or additional drivers. Rental prices can vary based on the type of car, location, time of year, and availability.

- **Driver requirements:** To rent a car, drivers must meet specific age requirements (usually 21 years or older), have a valid driver's license, and provide a credit card for payment and deposit purposes. International travelers may also need an International Driving Permit (IDP).
- **Insurance options:** Rental agencies offer insurance packages for protection against accidents, theft, or damage to the car.
- **Fuel policy:** Rental companies typically require customers to return the car with the same amount of fuel it had when picked up. Some may offer a pre-purchase fuel option to simplify the process.
- **Return process:** Returning a rental car involves inspecting the vehicle for any damage, checking the fuel level, and ensuring the car is clean. Late returns may incur extra charges, so it's essential to return the car on time.



Examples of car rental companies in Rwanda

- **Rwanda car hire:** Offers a variety of cars for rent, including 4x4s, sedans, and SUVs. They also provide chauffeur services and can arrange for airport transfers.
- **Avis Rwanda:** Part of the global Avis car rental network, offering a range of vehicles for short and long-term rentals, including luxury cars, SUVs, and economy vehicles.
- **Europcar Rwanda:** Another international brand with a presence in Rwanda, providing car rentals with options for self-drive and chauffeur-driven services.
- **Sixt Rwanda:** A globally recognized car rental company offering various vehicle options, from compact cars to luxury models. They offer both short-term and long-term rentals.
- **Rwanda rent a car:** A local company providing car rental services, including SUVs, vans, and other vehicles for tourists and business travelers. They also offer guided tours with professional drivers.

- **4x4 Rwanda:** Specializes in renting 4x4 vehicles, which are ideal for exploring Rwanda's rugged terrains, national parks, and safari destinations.
- **Z Africa car hire:** This Company offers self-drive and chauffeur-driven car rentals, focusing on providing well-maintained vehicles for tourists and businesses alike.



Factors to consider while choosing car rental companies

- Price and Rental Terms
- **Daily/weekly rates:** Compare prices for daily, weekly, or monthly rentals.
- **Insurance options:** Check the coverage provided by the company and what additional insurance you may need.
- **Fuel policy:** Some companies offer a full-to-full policy (pick up full, return full), while others have a full-to-empty policy (you pay for a full tank but return the car empty).
- **Car availability and fleet options**
 - **Selection of vehicles:** Make sure the company has the type of vehicle you need, whether it's an economy, SUV, luxury car, or specialty vehicle.
 - **Age of cars:** Newer vehicles are generally more reliable and efficient.
 - **Car features:** If you need specific features like GPS, child seats, or a sunroof, check if these options are available.
- **Rental location**
 - **Proximity:** Choose a rental company located conveniently to your arrival point (e.g., airport, train station, or city center).
 - **Drop-off flexibility:** Ensure the company allows for easy drop-off at different locations, if needed, without excessive fees.

- **Customer service and reputation**
 - **Online reviews:** Look for reviews on websites like Google or specialized rental review platforms to assess customer experiences.
 - **Response time and help:** Consider how easy it is to contact the company for support, whether through phone, email, or chat.
 - **24/7 Assistance:** Some rental companies offer emergency roadside assistance, which is a valuable service.
- **Rental terms and conditions**
 - **Age restrictions:** Some rental companies have a minimum or maximum age requirement. You might also face a young driver surcharge if under a certain age (usually 25).
 - **Mileage limits:** Check if there are mileage limits and whether extra charges apply for exceeding them.
 - **Additional fees:** Look out for hidden fees, such as airport surcharges, late return fees, or cleaning charges.
- **Pickup and drop-off process**
 - **Ease of pickup:** The process should be straightforward, and the company should have a clear procedure for checking in and picking up the car.
 - **Return process:** Ensure the return process is hassle-free, with clear instructions on where to drop the vehicle and what to inspect before handing over the keys.
- **Terms for cancellations and modifications**
 - **Flexibility:** Look for a company that offers free or low-cost cancellation, especially if your travel plans are subject to change.
 - **Refund policy:** Be aware of their refund policy, especially for prepaid bookings.
- **Insurance and liability coverage**

- **Insurance options:** Rental companies often offer liability coverage, collision damage waivers, and theft protection. Ensure you understand what is covered.
- **Your own insurance:** Some personal car insurance policies cover rental cars, so check whether you need additional coverage or if your own policy suffices.
- **Accessibility and special requirements**
 - **Accessibility features:** If you have specific accessibility needs (e.g., hand controls or extra space), ensure the company offers these options.
 - **Special requests:** Ensure the company can accommodate additional requests, such as car seats for children or ski racks.
- **Loyalty programs or discounts**
 - **Frequent renter programs:** Many car rental companies offer loyalty programs with Perks like discounts, free upgrades, or priority service.
 - **Discounts and coupons:** Look for any promotions, corporate discounts, or deals through credit cards or travel memberships.
- **Environmental Impact**
 - **Eco-friendly options:** Some companies offer hybrid or electric vehicles, which may appeal to eco-conscious travelers.
 - **Fuel efficiency:** Consider a car with better fuel efficiency, especially if you plan on driving long distances.



Activity 2: Guided Practice

Do a field tour in Kigali with purpose of identifying different suppliers in tourism in kigali and them perform the follwing activity.

Guided by your teacher, after conducting a field tour in Kigali City, answer the following questions:

1. Identify the services provided by airlines to tourists

.....

.....

2. Identify the services provided by car rental companies to tourists

.....

.....

3. Identify the services provided by travel insurance companies to tourists

.....

.....

Key Facts 1.3b: Identification of tourism suppliers

Cruise lines

- ✓ **Description of cruise lines:** Cruise lines are companies that operate cruise ships and offer vacation experiences at sea. These vacations typically involve traveling to various destinations, with the cruise ship serving as both a mode of transportation and a floating resort. Cruise lines vary in terms of the types of ships they operate, the onboard amenities and services they offer, and the kinds of destinations they visit.

✓ **Most popular cruise**

 Royal Caribbean International



Known for its innovative and thrilling experiences, Royal Caribbean offers a wide range of activities on its ships, including rock climbing, surfing, ice skating, and Broadway-style shows.

Figure 1: Royal Caribbean International

 Carnival Cruise Line: Miami, Florida (USA)



Carnival is a popular choice for families and groups, offering fun-filled cruises with a focus on entertainment and affordability.

Figure 2: Carnival Cruise Line: Miami, Florida (USA)

Norwegian Cruise Line



Figure 3: Norwegian Cruise Line

Norwegian Cruise Line is known for its freestyle cruising concept, which allows guests to dine and relax whenever and wherever they want.



Figure 4: Princess Cruises

Princess Cruises

Princess Cruises offers a more traditional cruise experience, with elegant dining, world-class entertainment, and enriching cultural experiences.

MSC Cruises



Figure 5: MSC Cruises

MSC Cruises is a global cruise line that offers a variety of itineraries to destinations around the world. Their ships are known for their luxurious accommodations and diverse entertainment options.

Celebrity Cruises



Figure 6: Celebrity Cruises

Celebrity Cruises is a premium cruise line that offers a sophisticated and luxurious experience. Their ships feature elegant design, fine dining, and world-class service.

Holland America Line



Figure 7: Holland America Line

Holland America Line is a classic cruise line that offers a traditional cruising experience with a focus on history, culture, and art.

Disney Cruise Line



Figure 8: Disney Cruise Line

Disney Cruise Line is a popular choice for families, offering magical experiences with Disney characters, themed activities, and world-class entertainment.

Regent Seven Seas Cruises



Figure 9: Regent seven seas cruises

Regent Seven Seas Cruises is a luxury cruise line that offers all-inclusive cruises with luxurious accommodations, gourmet dining, and personalized service.

✓ **Factor to consider while selecting cruise line**

Itinerary and destinations

- **Routes:** Some cruise lines offer specific regional routes like the Caribbean, Mediterranean, Alaska, or the South Pacific, while others may focus on more exotic destinations like Antarctica or around-the-world cruises.
- **Ports of call:** Check the ports and destinations that are included in the cruise itinerary. Consider whether you're looking for beach destinations, cultural experiences, or nature-focused stops
- **Duration:** Cruises can range from short 3-day getaways to several weeks. Determine how much time you want to spend at sea.

Type of cruise experience

- **Luxury vs. budget:** Some cruise lines are known for their luxury offerings with all-inclusive packages, fine dining, and high-end amenities (e.g., Crystal Cruises, Regent Seven Seas), while others cater to a more affordable experience (e.g., Carnival, Royal Caribbean).
- **Family-friendly vs. adults-only:** Certain cruise lines are better suited for families with children (e.g., Disney Cruise Line, Royal Caribbean), while others focus on adult-only experiences or more serene environments (e.g., Virgin Voyages, Viking Ocean Cruises).

Onboard amenities and activities

- **Entertainment:** Some lines offer Broadway-style shows, live music, comedy, and even large-scale performances (e.g., Norwegian Cruise Line, Royal Caribbean). If entertainment is a priority, check the schedules and types of performances.
- **Dining options:** Different cruise lines offer varying dining experiences, from buffet-style to fine dining, specialty restaurants, and casual cafes. If food is a highlight for you, consider cruise lines known for their culinary offerings (e.g., Celebrity Cruises, Oceania Cruises).
- **Recreational activities:** Look at onboard activities like water parks, zip lines, rock climbing, spas, pools, or fitness centers. Families with kids might appreciate more extensive activities, while couples might prefer more intimate experiences.

Ship size and layout

- **Large vs. small ships:** Larger ships typically have more amenities, entertainment options, and diverse dining choices but can also feel crowded and less personal. Smaller ships can offer a more intimate and relaxing atmosphere but with fewer options for activities and dining.
- **Ship design and comfort:** Consider whether you want a ship that's modern and sleek or one with a more classic design. Some ships are geared toward adventure and activity, while others prioritize relaxation and luxury.

Pricing and value for money

- **Cost:** Cruises can vary widely in price depending on the cruise line, itinerary, ship size, and cabin class. Factor in additional costs like gratuities, shore excursions, drinks packages, Wi-Fi, and specialty dining.

- **Promotions and discounts:** Many cruise lines offer promotional fares, early booking discounts, or package deals that can significantly reduce costs. Check if there are any sales or special offers.

Food and beverage options

- **Cuisine:** Some cruise lines are renowned for their food quality and variety, such as Celebrity, Oceania, or Holland America, while others may offer more casual dining experiences.
- **Beverage packages:** Determine if the cruise line offers drink packages or all-inclusive options, and if they fit your budget and drinking preferences.

Customer reviews and reputation

- **Reputation and reviews:** Check reviews on websites like CruiseCritic, TripAdvisor, or YouTube to get a sense of passenger experiences. Word-of-mouth recommendations can also be valuable.
- **Service quality:** Some cruise lines are known for exceptional service and hospitality (e.g., Disney, Cunard, Viking), while others may have a more laid-back or casual approach.

Health and safety protocols

- **Health and safety:** Especially important in the post-pandemic world, check what health and safety protocols are in place. Cruise lines now have measures to ensure guest safety, such as enhanced cleaning, medical staff onboard, and health screenings.
- **Cruise line reputation for safety:** Look for cruise lines with good safety records and strong contingency plans in case of medical emergencies or weather disruptions.

Sustainability and environmental impact

- **Environmental practices:** Some cruise lines are more committed to sustainability, reducing emissions, waste management, and offering eco-friendly shore excursions (e.g., Hurtigruten, Ponant). If

environmental impact is important to you, check each cruise line's green initiatives.

✓ **Does Rwanda have a cruise line?**

Rwanda doesn't have traditional cruise lines like those you might find in the Caribbean or Mediterranean, but it does offer unique and exciting boat trips and cruises on Lake Kivu. One of the most notable options is the Kivu Queen Uburanga.

The Kivu Queen Uburanga is a luxury houseboat that offers cruises on Lake Kivu in Rwanda. It provides a unique opportunity to explore the serene beauty of the lake while enjoying comfortable accommodations, fine dining, and stunning views.

✚ **key features of the Kivu Queen Uburanga:**

- **Luxury accommodations:** The houseboat offers 10 cabins, including executive suites and deluxe cabins, all equipped with modern amenities.
- **Dining:** The on-board restaurant serves delicious meals, showcasing local and international cuisine.
- **Amenities:** The houseboat features a plunge pool, jacuzzi, and various outdoor spaces for relaxation.
- **Excursions:** Guests can participate in various activities, such as swimming, fishing, kayaking, and island hopping.
- **Scenic views:** The Kivu Queen Uburanga offers breathtaking views of the lake and surrounding landscapes.

✚ **Rail companies**

✓ **Description of rail companies**

Rail companies are organizations that operate passenger and freight rail services. They are responsible for various aspects of rail operations.

Aspects of rail companies:

- **Infrastructure:** Maintaining and upgrading railway tracks, stations, signaling systems, and other infrastructure.
- **Rolling stock:** Owning, leasing, and maintaining railway vehicles such as locomotives, passenger coaches, and freight wagons.
- **Operations:** Planning and managing train schedules, dispatching trains, and ensuring safe and efficient operations.
- **Ticketing and fares:** Selling tickets, managing reservations, and setting fares for passenger services.
- **Customer service:** Providing information, assistance, and handling customer inquiries and complaints.

Status of rail companies Railway companies can be:

- **State-owned:** Owned and operated by the government.
- **Private:** Owned and operated by private companies.
- **Public-private partnerships:** A combination of state and private ownership and operation.

Examples of railway companies:

- **Major rail companies in world**
 - **Deutsche Bahn (DB):** One of the largest railway companies in the world, operating in Germany and other European countries.
 - **SNCF:** The French national railway company, offering high-speed TGV trains and regional services.
 - **Renfe:** The Spanish national railway company, operating high-speed AVE trains and other services.
 - **Eurostar:** Operates high-speed trains between the UK, France, and Belgium.
 - **Thalys:** Operates high-speed trains between France, Belgium, the Netherlands, and Germany.

- **Canadian Pacific Railway:** A major freight railway company in North America.
- **CSX:** A **major** freight railway company in the eastern United States.
- **Union Pacific Railroad:** A major freight railway company in the western United States.

✚ **African railway companies:** Africa has a diverse range of railway companies, both state-owned and private, operating across the continent. Here are some of the major railway companies in Africa:

- **State-owned railway companies:**
 - **South Africa:** Passenger Rail Agency of South Africa (PRASA) and Transnet Freight Rail (TFR)
 - **Morocco:** Moroccan National Railways Office (ONCF)
 - **Algeria:** National Railway Operator of Algeria (SNTF)
 - **Egypt:** Egyptian National Railways
 - **Kenya:** Kenya Railways Corporation
 - **Tanzania:** Tanzania Railways Corporation
 - **Zambia:** Zambia Railways Limited
 - **Zimbabwe:** National Railways of Zimbabwe (NRZ)
 - **Angola:** Instituto Nacional dos Caminhos de Ferro de Angola (INCFA)
 - **Mozambique:** Caminhos de Ferro de Moçambique (CFM)
 - **Nigeria:** Nigeria Railway Corporation (NRC)
- **Private railway companies:**
 - **African Rail Company (ARC):** Provides commercial freight rail transportation services in Southern Africa.
 - **Africa Star Railway Operation Company (Afristar):** Involved in railway operations and logistics in Africa.

- **Africa Railways Logistics Limited (ARLL):** Offers rail logistics services in Africa.

Travel insurance companies

- ✓ **Description of travel insurance:** Travel insurance is a type of insurance that protects you from financial losses associated with unexpected events while traveling. It provides coverage for a variety of risks.

Common coverages

- **Trip cancellation:** Reimburses you for prepaid, non-refundable trip costs if you have to cancel due to a covered reason, like illness, injury, or job loss.
- **Trip Interruption:** Covers additional expenses incurred if you have to cut your trip short due to a covered reason.
- **Medical expenses:** Pays for medical treatment, hospitalization, and emergency medical evacuation if you become ill or injured while traveling.

Emergency medical evacuation: Covers the cost of transporting you to the nearest appropriate medical facility or back home if necessary.

- **Baggage loss or delay:** Reimburses you for lost, stolen, or damaged baggage, as well as additional expenses incurred due to delayed baggage.
- **Personal liability:** Protects you from legal liability if you accidentally injure someone or damage property while traveling.
- **Travel accident insurance:** Provides coverage for accidental death or dismemberment.

Additional coverages (may vary by policy)

- **Rental car insurance:** Covers damage to a rental car or liability claims.
- **Winter sports coverage:** Provides additional coverage for winter sports activities like skiing and snowboarding.

- **Evacuation coverage:** Covers the cost of evacuating you from a dangerous situation, such as a natural disaster or civil unrest.

Why is travel insurance needed:

- **Unexpected medical emergencies:** Medical costs can be extremely high, especially in foreign countries.
- **Trip cancellations and interruptions:** Unforeseen events can disrupt your travel plans, leading to financial losses.
- **Baggage loss or theft:** Losing your belongings can be inconvenient and costly.
- **Natural disasters and political unrest:** These events can disrupt travel plans and require emergency evacuation.

Factor to consider while choosing the right travel insurance

- **Consider your destination and activities:** Choose a policy that covers the specific risks associated with your trip.
- **Evaluate your budget:** Determine how much coverage you need and how much you're willing to pay.
- **Read the policy carefully:** Understand the terms, conditions, and exclusions of the policy.
- **Choose a reputable insurer:** Select a reputable insurance company with a good track record of customer service.
- **Research your destination:** Understand the specific risks associated with your destination, such as health risks or political instability.
- **Compare policies:** Shop around and compare different policies to find the best coverage at the best price.
- **Read the fine print:** Carefully review the terms and conditions of your policy to ensure you understand what is and is not covered

Examples of travel insurance providers in Rwanda:

- **Local insurance companies:**

- **I&M Bank:** Offers travel insurance for both outbound and inbound travelers to Rwanda.
- **Old Mutual Rwanda:** Provides travel insurance for individuals and corporates.
- **Britam Rwanda:** Offers comprehensive travel insurance coverage, including medical expenses, evacuation, and baggage loss.

 International insurance companies:

- **Squaremouth:** A US-based travel insurance comparison website that offers a variety of plans for travelers to Rwanda.
- **American Visitor Insurance:** Provides travel insurance specifically designed for travelers to Rwanda, including medical insurance and quarantine coverage.

✓ **Important considerations:**

-  **Coverage Limits:** The amount of coverage you need will depend on your specific travel plans and budget.
-  **Exclusions:** Be aware of any exclusions in your policy, such as pre-existing conditions or certain activities.
-  **Emergency assistance services:** A good travel insurance policy will include access to 24/7 emergency assistance services.
-  **Visa requirements:** Some countries require proof of travel insurance as part of their visa application process.



Activity 3: Application

Do a field tour in Kigali or a local town with purpose of identifying different suppliers in tourism in Kigali or your local town and then perform the following task.



Task 10:

As expert, identify tourism suppliers found in Kigali or your local town and describe services that they offer to travellers.

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Topic 1.4a: Booking Process



Activity 1: Problem Solving

Scenario: Processing booking

Safari Ltd is a tourism company located in Rubavu. It has received a travel request and acknowledged. Gatesi is working in the company as a booking officer. The company asked her to process the booking for two travellers from Uganda who want to have a three day stay in the company.



Task8:

Read carefully the scenario above and answer the questions below:

1. Define the word “booking” in the context of tourism and hospitality sector

2. Describe the steps in the booking process

3. Describe the main types of booking

Key Facts 1.4a: Processing booking

Introduction to booking process

- ✓ **Definition:** A booking is a reservation or reservation of a service or resource for a specific time and date. It's a way to secure your spot for something, whether it's a flight, a hotel room, a restaurant table, or a concert ticket.
- ✓ **Steps in the booking process**
 -  **Determine your needs:**
 - **What:** What service or resource do you need to book?
 - **When:** What date and time are you looking for?
 - **Where:** Where do you need the booking to take place?
 - **Who:** How many people are involved in the booking?
 -  **Find options:**
 - **Research:** Look for providers or platforms that offer what you need.
 - **Availability:** Check if your desired date and time are available.
 - **Compare:** If there are multiple options, compare prices, services, and reviews.
 -  **Make the booking:**
 - **Contact:** Reach out to the provider or platform to make the reservation.
 - **Provide information:** Share your details (name, contact information, etc.) and the specifics of your booking.
 - **Payment:** Pay any required fees or deposits.
 - **Confirmation:** Receive confirmation of your booking, often via email or text.
- ✓ **Manage your booking:**
 -  **Confirmation:** Keep track of your booking confirmation.
 -  **Changes:** If needed, contact the provider to make changes (cancellations, modifications).
 -  **Reminders:** Set reminders for your booking to avoid missing it.

- ✓ **Common booking scenarios**
 - ✚ **Travel:** Booking flights, hotels, car rentals, and tours.
 - ✚ **Events:** Booking tickets for concerts, sporting events, or conferences.
 - ✚ **Services:** Booking appointments with professionals (doctors, hairdressers, etc.).
 - ✚ **Restaurants:** Making reservations at restaurants.
- ✓ **Tips for a smooth booking process**
 - ✚ **Plan:** Book in advance, especially for popular services or events.
 - ✚ **Be specific:** Clearly communicate your needs to avoid misunderstandings.
 - ✚ **Read terms and conditions:** Understand any cancellation policies or fees.
 - ✚ **Confirm details:** Double-check all information before finalizing the booking.



Activity 2: Guided Practice

Scenario: Processing booking

Safari Ltd is a tourism company located in Rubavu. It has received a travel request and acknowledged. Gatesi is working in the company as a booking officer. The company asked her to process the booking for two travellers from Uganda who want to have a three day stay in the company.



Task8:

Read carefully the scenario above and answer the questions below:

Differentiate direct booking from indirect booking

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Key Facts 1.4a: Processing booking

Types of bookings

✓ Direct booking

 **Definition:** A direct booking is a reservation made directly with a service provider, such as a hotel or airline, without the involvement of a third-party booking agent or intermediary.

Characteristics of direct bookings

- **Customer interaction:** The customer contacts the service provider directly.
- **No third-party involvement:** No travel agents or online travel agencies (OTAs) are involved in the booking process.
- **Potential for lower costs:** Service providers often offer lower rates for direct bookings to avoid commission fees.
- **Personalized service:** Direct bookings allow providers to offer personalized recommendations and services.
- **Enhanced customer relationship:** Direct interaction can lead to stronger customer relationships and loyalty.

How to encourage direct bookings

- **User-friendly website:** A well-designed and easy-to-navigate website can attract customers to book directly.
- **Competitive pricing:** Offer competitive rates to incentivize direct bookings.
- **Loyalty programs:** Implement loyalty programs to reward repeat direct bookers.
- **Personalized experiences:** Provide tailored offers and experiences to guests who book directly.
- **Effective marketing:** Use targeted marketing campaigns to promote direct bookings.

✓ Indirect booking

 **Definition:** An indirect booking is a reservation made through a third-party intermediary, rather than directly with the service provider. These intermediaries often referred to as travel agents or online travel agencies (OTAs), act as middlemen between the customer and the service provider.

Characteristics of indirect booking

- **Third-party involvement:** A travel agent or OTA facilitates the booking process.
- **Wider reach:** Indirect bookings can reach a larger audience, especially international travelers.
- **Convenience:** Customers can compare various options and prices in one place.
- **Reduced direct customer interaction:** The service provider has less direct contact with the customer.
- **Commission fees:** Service providers typically pay a commission to the intermediary for each booking.

Common indirect booking channels

- **Online travel agencies (OTAs):** Platforms like Booking.com, Expedia, and Agoda.
- **Traditional/physical travel agents:** Physical agencies that help customers book travel arrangements.
- **Metasearch engines:** Websites like Google Flights and Kayak that compare prices from various providers.

Advantages and disadvantages of Indirect Bookings:

- **Advantages**
 - **Increased reach:** Can attract more customers.
 - **Convenience for customers:** Simplified booking process.
 - **Marketing and distribution expertise:** OTAs often have strong marketing and distribution networks.

- **Disadvantages**
 - **Commission fees:** Reduce revenue for service providers.
 - **Less control:** Limited control over pricing and customer experience.
- **Dependency on third-party platforms:** Reliance on OTAs can be risky.



Activity 3: Application

Scenario3: Booking Process

Travel Tour is a tourism company located in Kigali. It is receiving a travel request from Mr. Gaspard. He is coming to attend an international youth connect conference in Rwanda and therefore, he sends a travel request to the Travel Tour company. As you are expert in travel arrangement, the company assigns you to receive the travel request, acknowledge it and start booking process.



Task 4:

As expert, read carefully the scenario above and perform the following task:

1. Do the booking as described in the above scenario

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Formative Assessment

1. Answer by true or false
 - a. Traveler's information is one of key elements of a travel request.
 - b. Travel itinerary is not a key element of a travel request.
 - c. One of benefits of a travel request is to facilitate timely and organized travel arrangements.
2. Describe four main components of
 - a. General traveler's information
 - b. Specific traveler's information
3. Describe the importance of specific traveler's information
4. Define the following terms
 - a. A travel request
 - b. Travelers' information
5. Complete the following form by missing information:
6. Describe 4 different services provided by airlines in Rwanda
7. The following are tourism suppliers
 - a. Airlines, lines, travel insurance companies, rail companies, car rental companies.
 - b. Airlines travel insurance companies, rail companies, car rental companies.
 - c. Airlines travel insurance companies, clothes, rail companies, car rental companies.
8. Discuss the following question:
 - a. Does Rwanda have a cruise line?



Points to Remember

- This type of information is crucial for ensuring a well-prepared trip that aligns with individual goals, safety needs, and local nuances. It enhances the traveller's experience by addressing distinct factors such as local customs, targeted health precautions, legal requirements, or specialized activities.
- It's important to note that airline schedules and routes can change, so it's always best to check the latest information with the airlines or a travel agent.
- By purchasing travel insurance, you can protect yourself from financial loss and enjoy your trip with peace of mind.



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this reassessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.
4. At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe travel request					
Differentiate to receive a travel request and acknowledge a travel request					
Identify traveller's information					
Describe traveller's general information					
Describe travel request special needs					
Identify tourism suppliers					
Describe the types of bookings					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Process the booking					
Differentiate tourism suppliers					
Gather traveler's information					
Apply effectively organizational rules and regulations when receiving a travel request					

5. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 2: PREPARE THE TRAVEL PACKAGE



Unit summary

This unit provides you with the knowledge, skills and attitudes required on preparing the travel package. It covers combination of the travel package services, tailoring of the travel itinerary, costing a travel package and designing tour brochure.

Self-Assessment: Unit 2

- Referring to the unit illustration above, answer the following questions:
 - What does the picture show?
 - What is the difference between the features in the picture?
 - Basing on the picture, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Review key points of traveller's request					
Describe the Importance of reviewing traveller's request					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe elements of a standard tour package					
Define an itinerary					
Describe the types of itineraries					
List different things to be considered while preparing an itinerary					
Identify the types of tour package costing					
Describe the components of tour package costing					
Describe package pricing strategies					
Identify the modes payment					
Describe the steps of processing payment					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
What are entities involved in the payment					
Describe the steps of designing a tour brochure					



Key Competencies:

Knowledge	Skills	Attitudes
1. Define travel package service	1. Review traveller's request	1. Be analytical while reviewing traveller's request
2. Describe travel package services	2. Combine the travel package services	2. Apply effectively organizational rules and regulations
3. Describe the travel itinerary	3. Plan the travel itinerary	3. Attention to details
4. Describe the components of tour package costing Package	4. Cost a travel package	4. Be realistic when costing a travel package

Knowledge	Skills	Attitudes
5. Describe the steps of processing payment	5. Process payment	5. Consider time when processing payment
6. Describe the steps of designing a tour brochure	6. Design a tour brochure	6. Respect travellers' interest when designing a tour brochure



Discovery activity



Task 12:

Answer the following questions:

1. What do you consider when reviewing a travel request?
2. What is the importance of reviewing a travel request
3. List and explain different types of travel package
4. What do you understand by travel package service?
5. Describe the steps involved in creating a standard tour package
6. Discuss the elements of a standard tour package
7. Describe how to tailor or plan the itinerary
8. Describe what to consider when costing the travel package
9. State the modes of payment
10. Describe steps of designing tour brochure for that trip

Topic 2.1a: Combination of the travel package services

Scenario 10: Combination of the travel package services

Beyond the Gorillas Experience is a tourism company operating in Rwanda. It has received a request from Makelele University of Uganda asking the company to prepare for them the travel package as the university staff is organizing a trip in Rwanda where they want to visit Nyungwe Forest Park. The company assigns Mr Mateso as its travel package specialist to prepare this travel package, and he must focus on combining travel package services, tailoring of the itinerary, costing the travel package with payment and designing tour brochure for that trip.



Activity 1: Problem Solving



Task:13

Referring to the scenario 10 above, answer the questions below:

1. Explain the reasons of reviewing a travel request

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2. Define travel package

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3. What are components of travel package

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4. Identify the types of travel packages

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5. State the key features of travel package service

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6. Describe the steps involved in creating a standard tour package

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7. What are elements of a standard tour package?

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Key Facts 2.1a: Combination of the travel package services

- **Review request key points:**

To review key points of traveller's request, ensure that the traveler's needs are met efficiently and within the given constraints.

✓ Key points of reviewing traveller's request:

- ✚ **Clarity and completeness:**

- Ensure the request is clear and all necessary details are provided (dates, destinations, preferences, etc.).
- Look for any missing information that could affect the trip, such as accommodation preferences or special requirements.

- ✚ **Feasibility:**

- Check if the request aligns with available resources, such as flight schedules, hotel availability, or transportation options.

- Consider travel restrictions, such as visa requirements, health regulations, or any regional restrictions.

Budget:

- Evaluate the financial feasibility of the request.
- Ensure that the proposed budget is realistic given the traveler's preferences and the available options.

Special requests or needs:

- Take note of any specific preferences, such as dietary restrictions, mobility needs, or accommodations for pets.
- Ensure that any special needs can be accommodated.

Timing and deadlines

- Review the timing of the request to ensure that it can be processed in time.
- If the request involves bookings, verify that availability exists for the dates requested.

Traveler preferences and priorities:

- Identify the traveler's main preferences (luxury vs. budget, adventure vs. relaxation, etc.).
- Consider factors like preferred airlines, types of accommodation, or specific activities they want to include.

Risks or concerns:

- Assess any potential risks related to the request, such as weather concerns, safety issues, or health-related risks in the destination.
- Check if the traveler is aware of any necessary travel insurance or cancellation policies.

Compliance with policies:

- Ensure the request adheres to any relevant travel policies, company guidelines, or legal requirements (if applicable).
- Check for any organizational rules regarding travel approval or restrictions.

 Alternative options:

- Offer alternative solutions if the original request is not feasible (e.g., if the desired flights or hotels are unavailable, offer similar alternatives).
- Provide options for flexibility in dates, destinations, or accommodations to enhance the experience.

 Communication and follow-up:

- Acknowledge the request and communicate any necessary clarifications or additional information needed.
- Set a timeline for when the traveler can expect a final response or decision.

✓ **Importance of reviewing traveler's request**

The importance of reviewing a traveler's request lies in its ability to ensure smooth and successful travel experiences, while also protecting the interests of both the traveler and the organization.

 key reasons why this review process is crucial

- **Traveler safety and well-being**
 - **Risk assessment:** By carefully reviewing the destination, mode of transportation, and itinerary, potential risks can be identified and mitigated. This includes evaluating security concerns, health hazards, and natural disasters.
 - **Emergency preparedness:** Ensuring that the traveler has access to emergency contact information, travel insurance, and necessary medical documents can be crucial in case of unforeseen circumstances.
- **Compliance with regulations**
 - Verifying that the travel request adheres to all relevant visa, passport, and immigration requirements helps avoid legal complications and delays.

- **Organizational interests**
 - **Budget control:** Reviewing the estimated costs of the trip ensures that it aligns with the organization's budget guidelines and helps prevent overspending.
 - **Policy adherence:** Confirming that the travel request complies with the company's travel policy helps maintain consistency and accountability.
 - **Duty of care:** Organizations have a responsibility to ensure the safety and well-being of their employees while they are traveling on company business.
- **Efficient trip planning:**
 - **Itinerary optimization** Reviewing the itinerary can help identify opportunities for efficiency, such as combining meetings or choosing the most convenient travel routes.
 - **Booking confirmation** Verifying that all necessary bookings (flights, accommodations, transportation) have been made and confirmed helps eliminate last-minute issues.
 - **Document preparation** Ensuring that the traveler has all required documents, such as visas, passports, and health certificates, can streamline the check-in process and avoid delays.



Improved traveler experience

- **Personalized support:** By understanding the traveler's specific needs and preferences, the review process can help tailor the trip to their requirements.
- **Proactive problem solving:** Identifying potential issues in advance allows for proactive solutions, reducing stress and inconvenience for the traveler.
- **Enhanced communication:** The review process provides an opportunity to communicate important information and

expectations to the traveler, ensuring a clear understanding of the trip's objectives.

- **Travel package services**

- ✓ **Introduction to the travel package**

-  **Definition:** A **travel package** is a pre-arranged combination of travel services bundled together for convenience and offered at a single price. These packages are typically curated by travel agencies, tour operators, or online platforms to cater to various travel needs and preferences. They often include a mix of transportation, accommodation, meals, activities, and other services to provide a seamless travel experience.

- **Components of a travel package:**

-  **Transportation:** Flights, train tickets, car rentals, or bus transfers.

-  **Accommodation:** Hotel stays, resorts, or vacation rentals.

-  **Meals:** Some packages offer full board (all meals), half board (breakfast and dinner), or just breakfast.

-  **Activities and tours:** Sightseeing, guided excursions, cultural experiences, or adventure activities.

-  **Additional services:** Travel insurance, airport transfers, and entry fees for attractions.

- **Types of travel packages**

-  **All-inclusive packages:** Cover almost all costs, including accommodation, meals, drinks, and activities.

-  **Cultural or historical packages:** Include visits to museums, historical landmarks, and cultural events.

-  **Honeymoon or romantic packages:** Tailored for couples, often with special touches like candlelight dinners or spa treatments.

-  **Group packages:** Designed for large groups of travelers, these packages offer guided experiences with a set itinerary. They are typically more cost-effective and provide the benefits of group discounts.

- ✚ **Luxury packages:** These cater to travelers looking for premium services and exclusive experiences, often including 5-star accommodations, private transfers, and VIP access to events or attractions. Offer premium services, exclusive experiences, and high-end accommodations.
- ✚ **Adventure & eco-tourism packages:** These packages focus on outdoor activities, eco-friendly experiences, and sustainable tourism, targeting adventure lovers and nature enthusiasts. Focus on activities like trekking, scuba diving, or safaris.
- ✚ **Family packages:** Tailored for families, these packages offer child-friendly activities, family-oriented accommodations, and special amenities for all age groups. Designed for families with kid-friendly activities and accommodations.
- ✚ **Honeymoon & romantic packages:** Designed for couples, these often include romantic dinners, spa treatments, and private getaways, making them perfect for newlyweds or those celebrating special occasions.
- ✚ **Benefits of booking a travel package**
- ✚ **Convenience:** Simplifies the planning process by combining multiple services into one package. Everything is pre-arranged, saving you time and effort.
- ✚ **Cost-effective/Cost savings:** Packages often offer discounts compared to booking individual services. Bundled services are often cheaper than booking each component separately
- ✚ **Expert planning:** Travel agents and tour operators can provide local knowledge and recommendations.
- ✚ **Expert Guidance:** Often includes local guides or curated experiences for deeper insights into the destination
- ✚ **Customizability:** Many packages allow adjustments to suit individual preferences.
- ✚ **Peace of mind:** Knowing your itinerary is set can reduce stress and anxiety.
- ✚ **How to choose a travel package**

- ✚ **Define budget:** Determine how much you're willing to spend.
- ✚ **Identify destination:** Choose a destination that aligns with your interests.
- ✚ **Consider travel style:** Select a package that suits your preferences (e.g., relaxing, adventurous, cultural).
- ✚ **Research tour operators:** Look for reputable companies with positive reviews.
- ✚ **Read the fine print:** Pay attention to terms and conditions, cancellation policies, and additional fees.

✓ **Introduction to travel package services**

- ✚ **Definition:** A travel package service is a bundled offering that combines various travel-related components such as transportation, accommodation, meals, guided tours, and activities into a single, often discounted package. These services are designed to simplify travel planning, offering convenience and cost-effectiveness to customers and they are typically offered by travel agencies, tour operators, or online travel platforms.
- ✚ **Key features of a travel package service**
- ✚ **Bundled services:** May include flights, hotel stays, airport transfers, sightseeing tours, and meals.
- ✚ **Customizability:** Many travel packages can be tailored to suit the traveler's preferences, such as extending the duration of the trip, upgrading accommodations, or selecting specific activities.
- ✚ **Cost savings:** Bundling services can often reduce the total cost compared to booking each component individually.
- ✚ **Convenience:** The provider handles the logistics, saving the traveler time and effort.
- ✚ **Themed packages:** Packages can focus on specific themes like adventure, relaxation, cultural exploration, or wildlife safaris.
- ✚ **Expertise and local insight:** Many packages include guided tours led by local experts who enhance the experience.
- ✚ **Common types of travel packages**

- + **All-inclusive:** Includes all essential aspects of the trip, from transportation to meals and activities.
- + **Customized packages:** Tailored itineraries based on the traveler's interests.
- + **Honeymoon or romantic getaways:** Designed for couples seeking a romantic experience.
- + **Adventure tours:** Includes activities like hiking, safaris, or scuba diving.
- + **Family-friendly packages:** Cater to families, often including kid-friendly activities and accommodations.
- + **Luxury packages:** High-end experiences with premium services and accommodations.
- + **Core components:**
 - + **Transportation:**
 - **Airfare:** Flights to and from the destination.
 - **Ground Transportation:** Transfers to and from airports, hotels, and other attractions.
 - **Cruises:** Sea or river cruises.
 - + **Accommodation:**
 - **Hotels:** A variety of options, from budget-friendly to luxury.
 - **Resorts:** All-inclusive resorts with amenities like pools, spas, and restaurants.
 - **Vacation rentals:** Homes, villas, or apartments.
 - + **Activities and excursions:**
 - **Guided Tours:** Historical, cultural, or natural tours.
 - **Adventure Activities:** Hiking, biking, rafting, and more.
 - **Theme Park Tickets:** Access to amusement parks and attractions.
 - + **Meals:**
 - **Meal Plans:** Options like breakfast only, half-board, or all-inclusive.
 - **Dining Experiences:** Reservations at popular restaurants.

Travel Insurance:

- **Comprehensive Coverage:** Protection against cancellations, medical emergencies, and other unforeseen events.

Unique Offerings:

- **Destination Weddings and Honeymoons:** Customized packages for special occasions.
- **Family vacations:** Tailored experiences for families with children.
- **Group tours:** Group travel arrangements with shared experiences.
- **Luxury travel:** High-end accommodations, exclusive activities, and personalized services.
- **Adventure travel:** Focus on outdoor activities and exploration.
- **Cultural tours:** Immerse in local culture, history, and traditions.

Steps involved in creating a standard tour package

Define target market

- **Identify your ideal customer:** Who are you trying to attract? Consider factors like age, interests, budget, and travel style.
- **Research their preferences:** Understand what kind of experiences they seek and what their expectations are.

Choose a Destination

- **Select a suitable destination:** Consider factors like accessibility, attractions, and cultural significance.
- **Assess the destination's infrastructure:** Ensure adequate transportation, accommodation, and facilities for tourists.

Create a detailed itinerary

- **Plan the itinerary:** Outline the daily activities, including sightseeing, meals, and transportation.
- **Consider the pace:** Balance the itinerary to avoid over-scheduling and ensure a relaxing experience.
- **Include flexibility:** Allow for spontaneous activities and unexpected changes.

Source services and accommodations

- **Partner with reliable suppliers:** Establish relationships with hotels, transportation providers, and activity operators.
- **Negotiate rates:** Secure competitive prices for accommodations, transportation, and activities.
- **Consider alternative options:** Have backup plans for accommodations and activities in case of unforeseen circumstances.

Determine pricing

- **Calculate costs:** Factor in transportation, accommodation, meals, activities, and operational expenses.
- **Set a competitive price:** Balance profitability with market demand and customer expectations.
- **Consider different pricing strategies:** Offer various package options to cater to different budgets and preferences.

Create a package description

- **Highlight key features:** Emphasize the unique selling points of the package.
- **Use compelling language:** Create a captivating description that generates interest.
- **Include clear information:** Provide details about the itinerary, accommodations, meals, and activities.

Develop marketing materials

- **Design brochures and flyers:** Create visually appealing marketing materials.
- **Build a website:** Showcase the package on your website with detailed information and booking options.
- **Utilize social media:** Promote the package on social media platforms to reach a wider audience.

 Implement a booking system

- **Choose a booking platform:** Select a user-friendly system to manage reservations and payments.
- **Set up payment options:** Offer secure payment methods to facilitate bookings.
- **Provide clear confirmation and cancellation policies:** Inform customers about the terms and conditions.

 Provide excellent customer service

- **Respond promptly to inquiries:** Address customer questions and concerns efficiently.
- **Offer personalized assistance:** Provide tailored recommendations and support.
- **Handle issues effectively:** Resolve any problems that may arise during the trip.

Activity 2: Guided Practice



Task:

Guided by your teacher, do the following activities:

1. Discuss the core components of a travel package service

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2. Discuss the main elements of a standard tour package

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Key Facts 2.1b: Combination of the travel package services

- **Elements of a standard tour package**

- ✓ **Transportation** : Transportation is a crucial element of any travel package, providing the means for travelers to move between destinations and experience different aspects of their trip.

 **Modes of transport:** It encompasses various modes of transport, each with its unique advantages and considerations:

- **Air travel**

- **Domestic flights:** For travel within a country, domestic flights offer a quick and efficient way to reach different cities and regions.
- **International flights:** For travel between countries, international flights are essential for reaching destinations across the globe.

- **Ground transportation**

- **Car rentals:** Provide flexibility and independence for travelers to explore destinations at their own pace.
- **Bus tours:** Offer a convenient and affordable way to visit multiple destinations with a group, often with guided commentary.
- **Train travel:** Provide a scenic and relaxing way to travel, especially in countries with extensive rail networks.
- **Transfers:** Include airport transfers, hotel transfers, and transfers between different destinations within a tour package.

- **Water transportation**

- **Cruises:** Offer a unique and luxurious way to travel, combining transportation, accommodation, and entertainment.
- **Ferries:** Provide transportation between islands, coastal cities, and other water bodies.

 **Key considerations when choosing transportation options**

- **Budget:** Different modes of transportation have varying costs, so choose options that fit your budget.
- **Time:** Consider the travel time required for each mode of transportation and plan accordingly.
- **Comfort:** Choose options that offer a comfortable and enjoyable travel experience.
- **Convenience:** Consider the ease of booking, check-in, and baggage handling for each mode of transportation.
- **Environmental impact:** Choose eco-friendly options whenever possible to minimize your carbon footprint.

 **Accommodation:** Accommodation is a crucial element of any travel package, providing travelers with a place to rest, relax, and recharge during their trip. It encompasses a wide range of options, each catering to different needs, preferences, and budgets.

Types of accommodation

- **Hotels:** These are the most common type of accommodation, offering a variety of amenities and services, from budget-friendly options to luxurious five-star establishments.
- **Resorts:** All-inclusive resorts offer a comprehensive package of accommodation, meals, drinks, and activities, making them ideal for families and those seeking a hassle-free vacation.
- **Vacation rentals:** These include apartments, villas, and houses, offering a more home-like experience with self-catering facilities.
- **Hostels:** Budget-friendly options, often popular with young travelers, offering shared dormitory-style rooms and basic amenities.
- **Bed and Breakfasts (B&Bs):** Smaller, family-run establishments offering personalized service and a home-like atmosphere.

Factors to consider when choosing accommodation

- **Location:** Choose accommodation that is conveniently located near attractions, transportation, and other amenities.

- **Budget:** Consider your budget and choose accommodation that fits your financial constraints.
- **Amenities:** Consider the amenities offered, such as Wi-Fi, air conditioning, swimming pools, and restaurants.
- **Room type:** Choose a room type that suits your needs, such as a single, double, or family room.
- **Reviews:** Read reviews from other travelers to get an idea of the quality of the accommodation.

 **Attractions and activities:** Attractions and activities are the core elements that make a travel package exciting and memorable. They provide travelers with opportunities to explore, learn, and experience new things.

 **Attractions:** Attractions are the places of interest that draw visitors to a destination. They can be natural, cultural, or historical. Some common types of attractions include:

- **Natural attractions:** Beaches, Mountains, Forests, Lakes, Caves, Hot springs
- **Cultural Attractions:** Museums, Art galleries, Historical sites, Religious sites, Local market
- **Theme parks and amusement parks:** These offer thrilling rides, shows, and character experiences for families and individuals.

 **Activities:** Activities are the things that travelers can do while visiting a destination. They can be active or passive, and they can be tailored to a variety of interests. Some common types of activities include:

- **Outdoor Activities:** Hiking, Biking, Camping, Surfing, Scuba diving, Snorkeling
- **Cultural Activities:** Cooking classes, Language lessons, Cultural tours
Music and dance performances
- **Adventure activities:** White-water rafting, Zip-lining, Rock climbing, Bungee jumping

- **Relaxation activities:** Spa treatments, Yoga, Meditation, Beach lounging

 **Guiding services:** Guiding services are an essential element of many travel packages, providing valuable insights, local knowledge, and a personalized experience. A knowledgeable guide can enhance a traveler's journey by:

 **Benefits of guided tours**

- **Expert knowledge:** Guides provide in-depth information about historical, cultural, and natural sites.
- **Personalized experience:** Tailored itineraries and recommendations to suit individual preferences.
- **Language assistance:** Guides can translate and communicate with locals, ensuring a smooth experience.
- **Safety and security:** Guides can help navigate unfamiliar territories and ensure safety during activities.
- **Cultural insights:** Guides share local customs, traditions, and etiquette, fostering cultural understanding.
- **Convenience:** Guides handle logistics like transportation, booking, and ticketing.

 **Types of guided tours**

- **Historical tours:** Explore ancient ruins, historical sites, and learn about past civilizations.
- **Cultural Tours:** Immerse yourself in local culture, traditions, and arts.
- **Nature Tours:** Discover diverse ecosystems, wildlife, and stunning landscapes.
- **Food Tours:** Savor local cuisine and learn about culinary traditions.
- **Adventure Tours:** Experience thrilling activities like hiking, trekking, and white-water rafting.
- **City Tours:** Explore urban areas, iconic landmarks, and hidden gems.

 **Key qualities of a good guide**

- **Knowledge:** A deep understanding of the destination's history, culture, and attractions.
- **Communication Skills:** Effective communication to engage and inform travelers.
- **Interpersonal skills:** The ability to build rapport and connect with travelers.
- **Problem-solving skills:** The capacity to handle unexpected situations and find solutions.
- **Passion:** A genuine enthusiasm for the destination and its people.

Any other tourist services

- Shopping Assistance
- Banking services such as
- Language Support
- Local Experiences and Unique Services
- Concierge Services
- Safety & Emergency Services
- Eco & Sustainable Tourism

 **Travel insurance:** Travel insurance is a valuable component of a travel package, offering financial protection against unforeseen circumstances that may arise during your trip. It acts as a safety net, covering a range of potential risks, from medical emergencies, trip interruptions and trip cancellations to lost luggage and travel delays.

Types of travel insurance

- **Comprehensive travel insurance:** Provides broad coverage for various risks, including medical emergencies, trip cancellations, interruptions, baggage loss, and more.
- **Single-trip travel insurance:** Covers a specific trip with customizable coverage options to suit your needs.
- **Annual multi-trip travel insurance:** Ideal for frequent travelers, offering coverage for multiple trips within a year.

- **Choosing the light travel insurance:** When selecting travel insurance, consider the following factors:
 - **Destination:** Research the healthcare costs and potential risks of your destination.
 - **Activities:** If you plan on engaging in adventurous activities like skiing or scuba diving, ensure your policy covers these.
 - **Pre-existing conditions:** Disclose any pre-existing medical conditions to your insurer to determine if they are covered.
- ✓ **Budget:** Consider your budget and choose a policy that offers adequate coverage without breaking the bank.
- ✚ **Guiding services:** Guiding services are an essential element of many travel packages, providing valuable insights, local knowledge, and a personalized experience. A knowledgeable guide can enhance a traveler's journey by:
- ✚ **Benefits of guided tours**
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Activity 3: Application



Task:

As expert in combining travel package services, please perform the following task:

Create a standard tour package for 4 tourists who want to do a two days trip in Akagera National Park.

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Topic 2.2: Tailoring of the travel itinerary



Activity 1: Problem Solving

Scenario 10: Combination of the travel package services

Beyond the Gorillas Experience is a tourism company operating in Rwanda. It has received a request from Makelele University of Uganda asking the company to prepare for them the travel package as the university staff is organizing a trip in Rwanda where they want to visit Nyungwe Forest Park. The company assigns Mr Mateso as its travel package specialist to prepare this travel package, and he must focus on combining travel package services, tailoring of the travel itinerary, costing the travel package with payment and designing tour brochure for that trip.



Task 5:

Read carefully the above scenario and answer the following questions:

1. Define travel itinerary

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2. Describe the types of itineraries

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3. Describe an effective tour itinerary

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4. What are to consider while preparing an itinerary?

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Key Fact 2.2a: Tailoring of the travel itinerary

- **Introduction to itinerary**

- ✓ **Definition to itinerary:** An itinerary is a detailed plan or route of a journey, including the places you will visit and when you will be there. It's essentially a schedule for your trip, helping you stay organized and make the most of your time.

- ✓ **Description of itinerary**

- **Purpose of itinerary**

- It helps you organize your trip and ensure you don't miss anything important.
- It helps you allocate time for different activities and avoid rushing and manage it effectively.
- It helps you estimate the costs of your trip and plan your budget accordingly.
- It can be shared with others (like travel companions or family) to keep them informed of your plans.
- It gives the best experience.
- It provides a sense of security and preparedness
- It helps to know your plans in advance reduces stress and anxiety.

Example:

Day 1:

- Arrive at [Destination] airport
- Check into [Hotel Name]
- Explore the city center

Day 2:

- **Morning:** Visit [Tourist Attraction]
- **Afternoon:** [Activity]
- **Evening:** Dinner at [Restaurant]

Day 3:

- Day trip to [Nearby Town]
- Return to [City]

Day 4:

- Depart from [Destination] airport

- ✓ **Format of itinerary:** A well-structured tour itinerary is essential for a smooth and enjoyable travel experience. Here's a common format you can follow:

 Trip overview:

- **Trip Name:** A catchy and descriptive name for your tour.
- **Duration:** Total number of days and nights.
- **Destination:** Main destination(s) covered.
- **Group Size:** Maximum number of participants.
- **Departure and Return Dates:** Specific dates for the start and end of the tour.

 Day-by-Day Itinerary:**Day 1:**

- **Morning:**
 - **Activity 1:** Description
 - **Activity 2:** Description
- **Afternoon:**
 - **Activity 3:** Description
- **Evening:**
 - Dinner at [Restaurant Name]
 - Free time for relaxation or optional activity

Day 2:

- **Morning:**

- Activity 4: Description

- **Afternoon:**

- Transfer to [Next Destination]
- Check-in to [Hotel Name]

- **Evening:**

- Dinner at [Restaurant Name] (Continue for each day of the tour)

Inclusions:

- Accommodation (hotel category and meal plan)
- Transportation (flights, trains, buses, etc.)
- Guided tours and activities
- Entrance fees to attractions
- Meals (breakfast, lunch, dinner)
- Travel insurance (if included)

Exclusions:

- Visa fees
- Personal expenses (souvenirs, shopping, etc.)
- Optional activities and tours
- Tips and gratuities

Important Notes:

- **Weather:** Information about the local weather conditions.
- **Packing List:** Suggested items to pack.
- **Visa Requirements:** Visa information for international travelers.
- **Health and Safety:** Important health and safety tips.
- **Emergency Contact Information:** Contact details for tour operators and emergency services.

Tips for creating effective itineraries:

- Use simple, easy-to-understand and straightforward language.
- Include maps, photos, and diagrams to enhance understanding.

- Allow for flexibility in the itinerary to accommodate unexpected changes.
 - Mix active and relaxing activities to keep participants engaged.
 - Respect local customs and traditions.
 - Consider eco-friendly practices and support local businesses
 - Know listed services Route (Road)
 - Know the destination
 - Pay close attention to the client's questions and concerns.
 - Clarify any doubts or misunderstandings.
 - Show empathy and understanding.
 - Avoid jargon and technical terms.
 - Speak clearly and at a moderate pace
 - Encourage questions and actively answer them.
 - Be patient and respectful, even when answering repetitive questions.
- **Types of itineraries**
 - ✓ **Skeletal itinerary:** It is a type of itinerary that proposed and preliminary schedule of activities, which means its proposed site to visit before buy it.
 - ✚ **Key features of a skeleton itinerary**
 - **Flexibility:** It allows for adjustments and modifications as the planning process progresses.
 - **Focus on key attractions:** It highlights the main destinations and activities.
 - **Timeframe:** It establishes a general timeline for the trip.
 - **Foundation for detailed planning:** It serves as a starting point for creating a more comprehensive itinerary.
 - ✚ **Why of skeleton itinerary**
 - **Quick overview:** It gives a quick snapshot of the trip.
 - **Initial planning:** It helps to visualize the overall trip structure.
 - **Budgeting:** It provides a rough estimate of the trip's cost.
 - **Collaboration:** It's easy to share and discuss with travel partners.

- ✓ **Technical itinerary:** Is a type of itinerary that specifies the details, like scheduled transportation, arrival and departure schedules, duration of sightseeing, land travel time, and type of accommodation according to the customers' needs.

 Structured overview of technical itinerary

- **Specific locations to be visited:** This could be factories, national parks, cultural sites, or other facilities.
- **Technical demonstrations and presentations:** These could include live demonstrations of processes, as well as presentations by experts on specific topics.
- **Meetings with key personnel:** This could involve discussions with engineers, scientists, technicians, or other professionals.
- **Behind-the-scenes access:** This could include visits to restricted areas or exclusive facilities.
- **Timelines and schedules:** This includes specific timings for each activity, including travel time between locations.
- **Logistics and transportation:** This includes information about transportation arrangements, accommodation, and meals.

Example of a technical tour itinerary for a visit to a semiconductor manufacturing facility:

Day 1:

- ❖ **Morning:** Arrival at the facility, welcome briefing, and safety orientation.
- ❖ **Afternoon:** Tour of the wafer fabrication facility, including cleanroom protocols and equipment demonstrations.

Day 2:

- ❖ **Morning:** Visit to the assembly and test facility, including packaging and testing processes.
- ❖ **Afternoon:** Technical presentation on semiconductor technology trends and future developments.

Day 3:

- ❖ **Morning:** Meeting with key engineers and researchers to discuss specific projects and challenges.
- ❖ **Afternoon:** Departure from the facility.

Key points to remember when creating a technical tour itinerary:

- Tailor the itinerary to the specific interests of the participants.
- Ensure that the itinerary is realistic and achievable.
- Consider the logistics of the tour, including transportation and accommodation.
- Communicate the itinerary clearly to all participants.
- Be prepared to make adjustments as needed.

 **Descriptive itinerary:** It is a type of itinerary that provides a narrative of the planned activities and destinations visited sometimes is produced for marketing purposes.

Key elements of a descriptive tour itinerary

- **Detailed descriptions of destinations:** This includes historical, cultural, and natural significance, as well as unique features and attractions.
- **Vivid descriptions of activities:** This includes details about the specific activities, such as the type of cuisine, the level of physical activity, or the cultural experience.
- **Immersive storytelling:** This involves using storytelling techniques to create a sense of anticipation and excitement about the tour.
- **High-quality images and videos:** This helps to visualize the destinations and activities, making the itinerary more engaging.
- **Practical information:** This includes details about transportation, accommodation, and meal arrangements.

Example of a descriptive tour itinerary:

Day 1: Arrival in Rome

- ❖ **Morning:** Arrive at Rome Fiumicino Airport and transfer to your hotel. Check-in and relax.
- ❖ **Afternoon:** Embark on a guided walking tour of ancient Rome, exploring the Colosseum, Roman Forum, and Palatine Hill. Marvel at the grandeur of these iconic landmarks and learn about the fascinating history of the Roman Empire.
- ❖ **Evening:** Enjoy a delicious Roman dinner at a traditional trattoria, savoring authentic Italian cuisine and soaking up the vibrant atmosphere of the city.

Day 2: Vatican City and St. Peter's Basilica

- ❖ **Morning:** Visit the Vatican Museums, a treasure trove of art and history, including the Sistine Chapel with its breathtaking frescoes by Michelangelo.
- ❖ **Afternoon:** Explore St. Peter's Basilica, one of the largest churches in the world, admiring its magnificent architecture and stunning works of art.
- ❖ **Evening:** Enjoy a leisurely stroll through the charming streets of Rome, stopping for gelato or shopping for souvenirs.



Activity 2: Guided Practice



Task 4:

Guided by your teacher, develop an example of a descriptive tour itinerary

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Key Fact 2.2b: Tailoring of the travel itinerary

- **Elements of an effective tour itinerary**

Here are the key elements of an effective tour itinerary:

- ✓ **Clear and concise language**

- ✚ Use simple, easy-to-understand language.
- ✚ Avoid jargon and technical terms.
- ✚ Be specific and avoid vague descriptions.

- ✓ **Detailed schedule**

- ✚ **Time-specific activities:** Clearly outline the start and end times for each activity.
- ✚ **Travel times:** Account for travel time between destinations.
- ✚ **Buffer time:** Include buffer time to accommodate unexpected delays or changes.
- ✚ **Meal times:** Specify when and where meals will be provided.

- ✓ **Engaging activities**

- ✚ **Diverse activities:** Balance sightseeing, cultural experiences, and free time.
- ✚ **Local experiences:** Incorporate authentic local experiences, such as trying local cuisine or interacting with locals
- ✚ **Unique selling points:** Highlight what makes your tour special and different from others.

- ✓ **Practical information**

- ✚ **Accommodation:** Specify the type of accommodation and its location.
- ✚ **Transportation:** Clearly outline the mode of transportation used for each activity.
- ✚ **Luggage guidelines:** Provide information on luggage restrictions and handling.
- ✚ **Emergency contacts:** Include emergency contact numbers for local assistance.

✓ **Flexibility**

+ **Optional activities:** Offer optional activities to cater to different interests.

+ **Free time:** Provide ample free time for personal exploration.

+ **Adaptability:** Be prepared to adjust the itinerary based on unforeseen circumstances.

+ **Visual appeal**

+ **High-quality images:** Use visually appealing images to showcase the destinations and activities.

+ **Maps and diagrams:** Include maps and diagrams to help travelers visualize the itinerary.

+ **Cultural sensitivity**

+ **Respectful language:** Use respectful language when describing local customs and traditions.

+ **Ethical practices:** Promote responsible tourism and minimize negative impacts on the environment and local communities.

+ **Pricing and payment**

+ **Clear pricing:** Clearly outline the cost of the tour, including any additional fees.

+ **Payment options:** Offer flexible payment options to accommodate different preferences.

● **Things to be considered while preparing an itinerary**

When preparing a tour itinerary, there are several key factors to consider ensuring a smooth and enjoyable trip for all participants. Below is a comprehensive list of things to keep in mind:

✓ **Destination and purpose of the trip**

+ **Research the destination:** Understand the place you are visiting, its culture, language, and local customs.

+ **Determine the trip's purpose:** Is it for relaxation, adventure, cultural exploration, business, or nature? This will influence your choice of activities.

✓ **Duration and timing**

- ✚ **Trip length:** How many days will the trip last? Ensure that the itinerary is not too packed, allowing time to rest.
- ✚ **Best time to visit:** Consider the season, weather, and peak tourist times. For example, avoid high season if you prefer less crowded destinations.
- ✚ **Time zones and jet lag:** If traveling internationally, account for time zone differences and plan breaks accordingly.

✓ **Transportation**

- ✚ **Flights/Train/Bus:** Book transportation well in advance, considering the best routes, travel time, and costs.
- ✚ **Local transportation:** Plan for taxis, public transport, or private transfers at the destination. Ensure that the transportation is reliable and easily accessible.
- ✚ **Travel time between locations:** Minimize long travel times between destinations to avoid wasting valuable sightseeing time.

✓ **Accommodation**

- ✚ **Location:** Choose accommodation close to major attractions or transportation hubs to minimize travel time within the destination.
- ✚ **Amenities and comfort:** Make sure the accommodation meets your needs in terms of comfort, price, and amenities (Wi-Fi, breakfast, pool, etc.).
- ✚ **Reviews and reputation:** Research the accommodation's reviews for safety and quality.

✓ **Budget**

- ✚ **Cost estimation:** Determine the overall budget for the trip, including transportation, accommodation, meals, activities, and souvenirs.
- ✚ **Local expenses:** Take into account the cost of meals, entry fees to attractions, and local transport. Always plan for unexpected costs.

- ✚ **Currency exchange:** If traveling internationally, account for currency conversion rates and ensure you have access to local currency.
- ✓ **Activities and attractions**
 - ✚ **Top attractions:** Research the must-see places at your destination, such as museums, parks, historical sites, and natural wonders.
 - ✚ **Balance between activities:** Create a mix of activities (e.g., outdoor adventures, cultural experiences, relaxation) to keep the group engaged
 - ✚ **Booking in advance:** Some attractions require reservations in advance, such as tours, shows, or restaurants, especially during peak seasons.
- ✓ **Meals and dining**
 - ✚ **Food preferences and dietary restrictions:** Account for any special dietary needs, food allergies, or preferences of travelers.
 - ✚ **Restaurant reservations:** Popular restaurants may require reservations, particularly in tourist-heavy areas.
 - ✚ **Cultural dining experiences:** Consider trying local cuisine or planning special meals that reflect the destination's culture.
- ✓ **Health and safety**
 - ✚ **Travel insurance:** Ensure that all travelers have appropriate travel insurance for health, cancellations, or delays.
 - ✚ **Vaccinations:** Check if any vaccinations are required or recommended for the destination.
 - ✚ **Emergency contacts:** Note the local emergency numbers (police, hospital) and have access to a medical kit for basic needs.
 - ✚ **Weather conditions:** Consider the climate and pack appropriate clothing for various conditions (e.g., sunscreen, rain gear, or jackets).
- ✓ **Legal considerations**
 - ✚ **Visas and passports:** Ensure that all travelers have valid passports and the necessary visas for the destination country.

- ✚ **Local regulations:** Be aware of local customs, regulations, and rules regarding dress code, tipping, alcohol consumption, etc.
- ✚ **Travel advisories:** Check for any travel advisories or warnings for your destination to ensure safety.
- ✓ **Group dynamics (if traveling with a group)**
 - ✚ **Travel preferences:** Consider the interests and preferences of all group members (e.g., some may prefer adventure while others want cultural experiences).
 - ✚ **Balance of activities:** Try to ensure that the itinerary is not too busy for some travelers and not too slow for others.
 - ✚ **Flexibility:** Build some flexibility into the itinerary, allowing time for spontaneous exploration or rest.
- ✓ **Technology and communication**
 - ✚ **Local SIM card or roaming:** Research mobile data options or ensure access to Wi-Fi, especially for navigation and communication.
 - ✚ **Maps and apps:** Download offline maps and useful travel apps for navigation, transportation schedules, and restaurant reviews.
 - ✚ **Power adapters:** Make sure to bring the correct power adapters for electronics.
- ✓ **Time for rest and relaxation**
 - ✚ **Rest periods:** Avoid overpacking the schedule to allow time for rest and relaxation, especially on long trips.
 - ✚ **Breaks between activities:** Include breaks between sightseeing for meals, shopping, or just to relax at the hotel.
 - ✚ **Sustainability and responsible travel**
 - ✚ **Environmental impact:** Choose eco-friendly accommodations, transportation, and activities when possible.
 - ✚ **Cultural sensitivity:** Respect the local culture and environment. Avoid activities that exploit wildlife or damage ecosystems.

- ✚ **Local economy:** Support local businesses by choosing locally owned restaurants, shops, and tour guides.
- ✚ **Backup plans**
- ✚ **Contingencies:** Prepare for unexpected events, such as bad weather, transportation delays, or closed attractions, by having alternative plans in place.
- ✚ **Document safety:** Make copies of important documents like passports, tickets, and itineraries in case of loss or theft.
- **Step by step procedures**
 - ✓ **Define your tour**
 - ✚ **Purpose:** Is it for leisure, business, or a specific interest?
 - ✚ **Destination:** Choose the destination(s) based on your purpose and group's interests.
 - ✚ **Duration:** Determine the length of the tour.
 - ✚ **Group Size:** Consider the number of participants.
 - ✚ **Budget:** Set a budget for the entire tour.
 - ✓ **Research your destination**
 - ✚ **Attractions:** Identify key attractions, historical sites, and cultural experiences.
 - ✚ **Transportation:** Research transportation options, including flights, trains, buses, and car rentals.
 - ✚ **Accommodation:** Find suitable accommodations, such as hotels, hostels, or guesthouses.
 - ✚ **Local Customs and Etiquette:** Learn about local customs, traditions, and etiquette to ensure respectful travel.
 - ✚ **Visa Requirements:** Check visa requirements for all participants.

✓ **Create a detailed itinerary**

 **Day-by-day breakdown:** Outline each day's activities, including:

- **Morning:** Breakfast, sightseeing, or activities.
- **Afternoon:** Lunch, sightseeing, or activities.
- **Evening:** Dinner, cultural shows, or free time.

 **Transportation:** Specify the mode of transportation for each activity.

 **Accommodation:** Indicate the accommodation for each night.

 **Meals:** Plan for meals, whether it's group meals or individual dining.

 **Free time:** Allocate time for relaxation and personal exploration.

✓ **Consider logistics and practicalities**

 **Booking:** Book flights, accommodations, and activities in advance.

 **Travel Documents:** Ensure all participants have necessary travel documents, such as passports and visas.

 **Insurance:** Purchase comprehensive travel insurance to cover medical emergencies, trip cancellations, and other unforeseen events.

 **Luggage:** Provide guidelines on luggage restrictions and packing tips.

 **Emergency contacts:** Share emergency contact numbers with all participants.

 **Local currency:** Inform participants about the local currency and exchange rates.

✓ **Communicate effectively**

 **Itinerary Sharing:** Share the detailed itinerary with all participants.

 **Regular Updates:** Provide regular updates on any changes or modifications.

 **Communication Channels:** Establish effective communication channels, such as a group chat or email list.

 **Emergency Procedures:** Clearly communicate emergency procedures and contact information.

✓ **Test and refine**

 **Review the Itinerary:** Review the itinerary for any inconsistencies or gaps.

-  **Seek Feedback:** Get feedback from potential participants or travel experts.
-  **Make Adjustments:** Make necessary adjustments based on feedback and unforeseen circumstances.
- ✓ **Finalize and distribute**
 -  **Print Copies:** Print physical copies of the itinerary for each participant.
 -  **Digital Copies:** Share digital copies via email or a shared document.
- ✓ **Consider logistics and practicalities**
 -  **Booking:** Book flights, accommodations, and activities in advance.
 -  **Travel Documents:** Ensure all participants have necessary travel documents, such as passports and visas.
 -  **Insurance:** Purchase comprehensive travel insurance to cover medical emergencies, trip cancellations, and other unforeseen events.
 -  **Luggage:** Provide guidelines on luggage restrictions and packing tips.
 -  **Emergency contacts:** Share emergency contact numbers with all participants.
 -  **Local currency:** Inform participants about the local currency and exchange rates.
- ✓ **Communicate effectively**
 -  **Itinerary Sharing:** Share the detailed itinerary with all participants.
 -  **Regular Updates:** Provide regular updates on any changes or modifications.
 -  **Communication Channels:** Establish effective communication channels, such as a group chat or email list.
 -  **Emergency Procedures:** Clearly communicate emergency procedures and contact information.
- ✓ **Test and refine**
 -  **Review the Itinerary:** Review the itinerary for any inconsistencies or gaps.
 -  **Seek Feedback:** Get feedback from potential participants or travel experts.

- ✚ **Make Adjustments:** Make necessary adjustments based on feedback and unforeseen circumstances.
- ✓ **Finalize and distribute**
 - ✚ **Print Copies:** Print physical copies of the itinerary for each participant.
 - ✚ **Digital Copies:** Share digital copies via email or a shared document.



Activity 3: Application

Scenario 11: Tailoring the travel itinerary

Beyond the Gorillas Experience is a tourism company operating in Rwanda. It has received a request from Makelele University of Uganda asking the company to prepare for them the travel package as the university staff is organizing a trip in Rwanda to visit different cultural sites located in Nyanza District. The company assigns you as its travel package specialist to prepare this travel package by tailoring of the travel itinerary for that trip.



Task: 5

As an expert in tailoring a travel itinerary, please plan the tour itinerary of the travel described in the scenario above.

Topic 2.3: Costing a travel package

Scenario 10: Costing a travel package

Beyond the Gorillas Experience is a tourism company operating in Rwanda. It has received a request from Makelele University of Uganda asking the company to prepare for them the travel package as the university staff is organizing a trip in Rwanda where they want to visit Nyungwe Forest Park. The company assigns Mr Mateso as its travel package specialist to prepare this travel package, and he must focus on costing the travel package with payment for that trip.



Activity 1: Problem Solving



Task 1:

Referring to the scenario 10 above, answer the questions below:

1. What are types of tour package costing?

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2. Describe the components of tour package costing

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3. Describe package pricing strategies

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4. What are components of cost sheet for a tour package?

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5. Identify the modes of payment

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6. Identify elements of booking confirmation

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Key Fact 2.3a: Costing a travel package

- **Costing a travel package**

- ✓ **Introduction to travel package cost**

- ✚ **Definition:** A travel package cost is the total price you pay for a pre-arranged trip that bundles together various travel services at a discounted price, and these include transportation, accommodation, activities and meals.

- ✚ **Factors affecting travel package costs**

- **Destination:** Popular destinations with high demand tend to be more expensive.
 - **Season:** Peak seasons usually have higher prices due to increased demand.
 - **Accommodation:** The type of accommodation (luxury, budget) significantly impacts cost.
 - **Transportation:** The mode of transport (flight, train, etc.) and travel class affect pricing.
 - **Activities:** Optional tours and activities add to the overall cost.

- ✚ **How to find the best travel package deals**

- **Research:** Compare prices from multiple travel agencies and online platforms.
 - **Timing:** Book in advance for better deals, especially during off-peak seasons.
 - **Flexibility:** Be open to alternative destinations or dates for potential savings.
 - **All-Inclusive vs. A la Carte:** Consider whether an all-inclusive package (covering most expenses) is worth the higher upfront cost.

- ✚ **Additional tips**

- **Read the fine print:** Understand what's included and excluded in the package.
 - **Travel insurance:** Consider purchasing travel insurance to protect against unexpected events.

- **Budget wisely:** Set a budget and stick to it to avoid overspending.
- ✓ **Types of tour package costing:** Travel packages come in a variety of types and can be priced differently based on the inclusions, destination, duration, and the kind of experience they offer. Below are some common types of tour packages and factors influencing their costs:

Budget Tour Packages

- **Description:** Affordable tours that include basic accommodations, transport, and meals. Ideal for travelers who want to explore destinations without spending too much.
- **Cost Factors:** Shorter duration, budget accommodations, group tours, economy transport.
- **Examples:** Backpacking trips, group tours to popular destinations.
- **Cost Range:** \$300 to \$1,000 (for domestic destinations, 3-7 days)

Standard tour packages

- **Description:** These tours offer a balanced mix of comfort and affordability, including 3-star hotels, guided tours, and some meals.
- **Cost Factors:** Mid-range accommodation, some included meals, group or semi-organized tours, standard transport.
- **Examples:** Popular city tours, cultural experiences, and scenic trips.
- **Cost Range:** \$1,000 to \$3,000 (for domestic destinations, 5-10 days)

Luxury tour packages

- **Description:** These are high-end tours providing top-notch accommodations (4-5 star hotels), premium services, private tours, and meals at upscale restaurants.
- **Cost Factors:** Premium accommodation, private transport (like luxury cars or first-class flights), personalized services, gourmet meals.
- **Examples:** Private island stays, luxury cruises, guided tours to exotic locations.
- **Cost Range:** \$3,000 to \$10,000+ (for premium international destinations, 7-14 days)

Honeymoon packages

- **Description:** Tailored for couples on their honeymoon, these packages include romantic getaways, private tours, spa treatments, and high-end resorts.
- **Cost Factors:** Romantic destination, private tours, luxury resorts, spa services, special experiences (sunset cruises, candlelit dinners).

Family tour packages

- **Description:** Designed for families, these packages focus on family-friendly activities, child-friendly hotels, and experiences suitable for all ages.
- **Cost Factors:** Family accommodations, tickets for theme parks or child-friendly attractions, transport, and group tours.
- **Examples:** Disney World packages, safaris in Africa, beach resorts.

Adventure tour packages

- **Description:** Focused on outdoor activities like trekking, hiking, camping, or safaris, these packages cater to thrill-seekers and nature lovers.
- **Cost Factors:** Specialist guides, equipment rentals, remote destinations, unique experiences (like bungee jumping or mountaineering).
- **Examples:** Trekking in the Himalayas, safaris in Africa, kayaking in New Zealand.
- **Cost Range:** \$1,000 to \$5,000 (for 7-10 days)

Cultural and heritage tour packages

- **Description:** These packages emphasize exploring historical sites, art, architecture, and cultural experiences.
- **Cost Factors:** Entry fees for cultural landmarks, guided tours, sometimes meals, and local transportation.
- **Examples:** Tours of ancient temples, museums, UNESCO World Heritage sites.

Cruise tour packages

-  **Description:** These include a cruise component, where you travel by sea and visit multiple destinations, with various onboard amenities.

- **Cost Factors:** Cabin type (inside or oceanview), itinerary (number of ports of call), cruise line, and included amenities.

Group tour packages

- **Description:** These tours are organized for a group of travelers, often at a discounted rate. They usually include guided tours, transport, and accommodations.
- **Cost Factors:** Group size, tour operator, destination, group discounts.

Solo/custom tailored tour packages

- **Description:** These packages cater to solo travelers or individuals who prefer a more personalized, flexible itinerary.
- **Cost Factors:** Private guides, , luxury accommodations, flexible scheduling.
- **Examples:** Custom tours of Europe, solo tours to offbeat locations.

✓ **Factors influencing tour package costs:**

 **Destination:** Popular or remote destinations may cost more. International destinations (e.g., Europe, Japan) usually cost more than domestic ones.

 **Duration:** Longer tours will generally be more expensive.

 **Season:** High season (holidays, summer) tours are more expensive than off-season trips.

 **Inclusions:** Tours that include meals, transport, sightseeing, and guides will cost more than those that don't.

 **Tour type:** Group tours are generally cheaper than private tours or luxury packages.

 **Accommodation type:** The quality of hotels significantly affects the price, ranging from budget hotels to luxury resorts.

✓ **Components of tour package costing :** When creating a tour package, the total cost typically includes several key components. Here are the main factors that contribute to the overall pricing of a tour package:

Transportation costs

- **Airfare:** Costs for flights, including domestic or international travel.

- **Ground transportation:** Costs for buses, trains, taxis, or private vehicles used during the tour.
- **Transfers:** Airport pick-ups, drop-offs, and other transfers to and from accommodation or attractions.
- **Ferry/boat rides:** If relevant, any boat rides or ferry costs.

Accommodation costs

- **Hotel stays:** Costs for hotels, motels, resorts, or guesthouses.
- **Room type:** Prices depend on the type of room (single, double, suite, etc.).
- **Meals included:** If the tour package includes meals, this cost is also considered here.

Meals and drinks

- **Included meals:** Breakfast, lunch, and dinner, depending on the tour package. Some packages may include only breakfast, while others might offer all meals.
- **Special meals:** Costs for group dinners, themed meals, or high-end dining experiences.
- **Drinks:** If beverages (alcoholic or non-alcoholic) are included, they affect the cost.

Guide/personnel fees

- **Tour guides:** Fees for professional local guides, tour leaders, or specialists who provide insight and lead the group.
- **Driver/chauffeur:** Costs for private drivers or bus services.
- **Local staff:** Fees for additional support staff, such as translators, security, or hosts.

Entrance fees & attraction costs

- **Sightseeing:** Entrance fees to museums, parks, historical sites, or other attractions.
- **Excursions and activities:** Costs for activities like safaris, water sports, hiking, or adventure tours.

- **Special events:** Tickets for events like concerts, festivals, or shows included in the package.

Insurance

- **Travel insurance:** Includes coverage for trip cancellations, medical emergencies, lost luggage, etc.
- **Health insurance:** For international tours, medical coverage might be included in the cost.

Visa and documentation fees

- **Visa costs:** If the tour involves international travel, visa fees may be included in the cost of the package.
- **Permits:** Some locations require special permits for access (e.g., national parks, restricted areas).

Taxes and service charges

- **Local Taxes:** Taxes levied by local authorities (e.g., tourism taxes, hotel taxes).
- **Service Charges:** Tips or gratuities for drivers, guides, or hotel staff.
- **Government Fees:** Any other additional government-imposed fees or levies.

Marketing and administrative costs

- **Advertising:** The cost of promoting the tour package.
- **Booking fees:** If booking through a third-party platform, a commission may be included in the cost.
- **Customer service:** Administrative costs involved in managing bookings, inquiries, and support.

Miscellaneous costs

- **Souvenirs or Shopping:** Often the tour provider may include allowances for personal purchases or optional shopping stops.
- **Free time or optional activities:** Any optional activities not included in the base tour package but offered as add-ons.
- **Contingencies:** Extra charges for unforeseen costs (e.g., last-minute changes, emergency services).

✓ **Cost sheet of tour package**

 **Definition:** Cost sheet of a tour package is a detailed document that outlines the expenses associated with organizing and offering a specific tour. It provides a breakdown of all the costs involved in creating the tour package, allowing both the tour operator and the customer to understand the total pricing structure. The cost sheet ensures transparency and helps in determining the final price of the tour package based on the individual cost components.

 Components of a cost sheet for a tour package:

- **Transportation costs**
 - **Airfare/Flights:** Cost of international or domestic flights for the group or individuals.
 - **Bus/Coach Transport:** Charges for travel by bus, coach, or minivan for local travel and transfers.
 - **Trains/Ferries:** Costs associated with train or ferry travel, if part of the itinerary.
 - **Private Transfers:** Any private vehicles (taxis, limousines, etc.) used during the tour.
- **Accommodation Costs**
 - **Hotel Rates:** Charges for staying in hotels, resorts, or guesthouses. The cost will vary depending on the type of accommodation (budget, 3-star, 5-star).
 - **Room Types:** Costs for single, double, triple, or family rooms.

- **Extras:** Additional services like hotel taxes, service charges, or resort fees.
- **Meal Costs**
 - **Meals Included:** Charges for meals included in the tour package, such as breakfast, lunch, and dinner.
 - **Buffet/Dining:** If the package includes buffets or dining experiences, these costs are also included.
 - **Special Meals:** Costs for special meals like picnics, gourmet meals, or traditional cultural experiences.
- **Guide and Escort Fees**
 - **Local Guides:** Payment to professional guides who will accompany the group or individuals during sightseeing.
 - **Tour Escort:** The cost for a tour manager or escort who travels with the group for the entire duration.
 - **Specialist Guides:** Payment for subject-specific guides (e.g., art historians, cultural experts).
- **Sightseeing and Activities Costs**
 - **Entrance Fees:** Charges for entry to museums, parks, monuments, or other attractions.
 - **Excursions and Adventure Activities:** Costs for activities like safaris, cruises, tours to special landmarks, hiking, etc.
 - **Tickets:** Prices for shows, concerts, or events included in the itinerary.
- **Insurance**
 - **Travel Insurance:** Cost of travel insurance for the participants, covering medical emergencies, trip cancellations, and other unforeseen situations.
 - **Trip Protection:** Additional insurance for the entire tour, if required by the package.
- **Visa and Documentation Fees**
 - **Visa Costs:** Fees for obtaining visas for international travel.

- **Passport Services:** If applicable, fees for assisting with passport services or other documentation.
- **Miscellaneous Costs**
 - **Tips and Gratuities:** Expected or required tips for tour guides, drivers, and hotel staff.
 - **Administrative Costs:** Operational expenses like booking fees, office overheads, or marketing.
 - **Marketing and Promotion:** Advertising costs if applicable (e.g., brochures, online ads).
 - **Contingencies:** Any other unforeseen costs or additional service fees that might arise.



Example of cost sheet

Tour Name:

Destination:

Duration:

Group Size:

Item	Amount in USD
Transportation	
- Airfare (Round Trip)	\$500
- Airport Transfers	\$ 50
- Ground Transportation (Buses, Trains, etc.)	\$300
Accommodation	
Hotel/Resort	600\$
Activities	
Entrance Fees	150\$
Meals	
- Breakfast	150\$
- Lunch	
- Dinner	

Travel Insurance	50\$
Taxes and Fees	200\$
Tips and Gratuities	80\$
Total Cost per Person	2080\$

Importance of cost sheet

- **Tour Operators:**
 - The cost sheet helps operators ensure they cover all costs while pricing the package and
 - It maintains profitability.
 - It also helps in setting clear and competitive prices.
- **Clients/Customers:**
 - It provides transparency, enabling customers to understand what they are paying for in the tour package and what is included.
- **Financial Planning:**
 - It assists in forecasting and budgeting for future tours by analyzing the cost breakdown, ensuring efficient pricing, and helping with cost reduction strategies.
- **Package pricing strategies**
 - ✓ **Definition:** Package pricing strategies refer to the methods used by businesses (particularly in the travel, tourism, and hospitality sectors) to set the price of bundled offerings, such as tour packages, which combine multiple services or products into one package at a single price.
 - ✓ **Package pricing strategies**
 -  **Cost-Plus Pricing**
 - **Description:** This is one of the most straightforward pricing strategies. The tour operator calculates the total cost of the tour (including transportation, accommodation, meals, activities, etc.) and then adds a fixed markup percentage for profit.
 - **How it works:**

- Cost of the package: \$1,000 (including all expenses)
- Markup: 20%
- Final Price: $\$1,000 + (\$1,000 \times 20\%) = \$1,200$
- **Advantages:**
 - Simple to calculate.
 - Ensures that all costs are covered.
- **Disadvantages:**
 - Doesn't take market conditions or competitor prices into account, so the package might be overpriced or underpriced.

Value-Based Pricing

- **Description:** Pricing based on the perceived value of the tour package to the customer rather than just the cost of providing the service. The focus is on what customers are willing to pay for the experience.
- **How it works:**
 - The tour package is priced according to the unique experiences, level of service, or exclusivity it offers (e.g., a luxury cruise, private guided tours).
 - If the destination is in high demand or has exceptional appeal, a higher price can be charged.
- **Advantages:**
 - Can result in higher profit margins.
 - Focuses on customer experience, leading to better satisfaction.
- **Disadvantages:**
 - Harder to set prices accurately as it depends on customer perceptions.

Penetration Pricing

- **Description:** This strategy involves setting a low price to enter a competitive market or attract new customers. The goal is to generate volume and awareness initially, with plans to increase prices later.
- **How it works:**
 - A new tour operator or a new package is introduced at a significantly lower price compared to competitors.
 - The operator hopes to build a customer base quickly and later increase prices once the brand is established.
- **Advantages**
 - Helps in quickly gaining market share.
 - Effective in highly competitive markets.
- **Disadvantages:**
 - Low profit margins initially.
 - Customers may get used to low prices and may resist price increases later.

Skimming Pricing

- **Description:** This strategy involves setting high prices initially when the product or service is new or unique and gradually lowering them over time. It is often used for exclusive, high-demand packages.
- **How it works:**
 - A new luxury tour package is launched at a high price (e.g., private luxury tours, exclusive island getaways).
 - As demand from early adopters fades, the price is lowered to attract more price-sensitive customers.
- **Advantages:**
 - Maximizes profit from early adopters who are willing to pay a premium.
 - Helps recoup high initial costs quickly.
- **Disadvantages:**
 - Might alienate price-sensitive customers.

- Can result in slower growth if too many competitors offer similar tours at lower prices.

Bundling Pricing

- **Description:** This strategy involves grouping several services or products together in a single package at a lower price than the total cost of purchasing them separately.
- **How it works:**
 - A tour operator bundles accommodations, meals, transportation, and activities into a single package.
 - For example, a "7-day European Tour" may include airfare, 5-star accommodations, guided city tours, and meals at a discounted rate.
- **Advantages**
 - Increases the perceived value of the package.
 - Helps in upselling additional services (e.g., meals, tours).
- **Disadvantages:**
 - Customers may feel they are paying for things they don't need or want.
 - Discounts may reduce profit margins.

Seasonal Pricing

- **Description:** Prices are adjusted based on the time of year, with peak season packages priced higher and off-season packages priced lower.
- **How it works:**
 - In peak seasons (e.g., summer, holidays), tour prices are raised due to higher demand.
 - In off-seasons, prices are lowered to attract customers when demand is low.
- **Advantages:**
 - ❖ Maximizes revenue during high-demand periods.
 - ❖ Encourages bookings during low-demand times with discounted rates.

- **Disadvantages:**

- ❖ Requires constant monitoring of demand trends and competitor pricing.
- ❖ Can result in fluctuating revenue.

- ✚ **Psychological Pricing**

- **Description:** This strategy focuses on pricing the package just below a round number to create a psychological impact, making it seem cheaper than it is.
- **How it works:**
 - A tour package priced at \$999 instead of \$1,000 seems more affordable to customers due to the "charm pricing" effect.
- **Advantages:**
 - Can increase sales by making the price appear more attractive.
 - Easy to implement.
- **Disadvantages:**
 - May not always work if customers are highly price-sensitive or aware of the price manipulation.

- ✚ **Competitive Pricing**

- **Description:** Setting the price of a tour package based on the prices of competitors in the market. The aim is to offer a competitive price while ensuring the tour remains attractive to potential customers.
- **How it works:**
 - Research is done to understand the pricing structure of similar packages from competitors.
 - The tour operator adjusts their pricing to be on par or slightly lower than competitors.
- **Advantages:**
 - Ensures the price is aligned with market expectations.
 - Helps remain competitive in a crowded market.
- **Disadvantages:**
 - May lead to price wars and reduced profitability.

- The focus may shift more on price than on the unique value of the package.

Dynamic Pricing

- **Description:** Prices fluctuate based on real-time demand, customer behavior, and market conditions. This strategy is used to optimize pricing in response to changes in demand and availability.
- **How it works:**
 - Prices increase as demand rises (e.g., booking close to the departure date).
 - Prices drop when there is low demand (e.g., last-minute deals or off-season discounts).
- **Advantages:**
 - Maximizes revenue by adjusting to market conditions.
 - Can help fill seats or rooms by lowering prices during low demand.
- **Disadvantages:**
 - Can confuse customers if prices change frequently
 - May cause customer dissatisfaction if they miss out on lower prices.

Tiered Pricing

- **Description:** Different prices are offered for different levels of service or experience. This allows customers to choose a package that fits their budget and needs.
- **How it works:**
 - A basic package might offer only essential services (e.g., economy class flights, budget hotels), while a premium package includes added features (e.g., business class, luxury hotels, guided tours).
- **Advantages:**
 - Appeals to a wide range of customers with varying budgets.
 - Increases the likelihood of bookings by offering options.
- **Disadvantages:**
 - Complex to manage multiple pricing tiers.

- Some customers may feel they are not getting enough value in the lower tiers.

✓ **Factors influencing tour package pricing strategy**

- ✚ **The target market,**
- ✚ **The competitive landscape, the**
- ✚ **Uniqueness of the package,**
- ✚ **Business goals.**

✓ **Importance of tour package pricing strategies**

✚ **Maximizes Profitability**

- **Example:** A tour operator offering luxury tours must set prices high enough to reflect the premium experience, while still being competitive in the market.

✚ **Competitive Advantage**

- **Example:** Offering early-bird discounts or bundling services can make a tour more appealing than competitors offering similar services at a higher price.

✚ **Attracts Target Customers**

- **Example: Offering** tiered pricing for a single tour (e.g., economy, standard, and luxury options) can attract a broader range of customers without compromising the brand's positioning.

✚ **Ensures Market Penetration**

- **Example:** A new tour operator might offer discounts or bundle deals to attract first-time customers who are uncertain about the value of the experience.

✚ **Balances Demand and Supply**

- **Example:** A tour operator may use **seasonal pricing** to increase prices during peak travel seasons (e.g., summer or holidays) and lower them during off-peak times to boost bookings.

 Increases Customer Satisfaction and Loyalty

- **Example:** Customers booking a "family tour" package may feel more satisfied if they know that meals, transportation, and activities for their children are included at an affordable rate.

 Encourages Repeat Business and Referrals

- **Example:** Tour operators may offer a **loyalty program** where customers who book more than one tour in a year receive discounts on future tours, encouraging them to keep booking.

 Supports Brand Positioning

- **Example:** A high-end luxury tour operator might maintain higher prices to convey the exclusivity of their product, while an adventure tour operator might use competitive pricing to attract more cost-conscious thrill-seekers.

 Encourages Upselling and Cross-selling

- **Example:** A tour package for a city tour could include an upgrade to a VIP experience or exclusive dinner, thereby increasing overall revenue from the same group of customers.

 Optimizes Revenue Per Customer

- **Example:** Offering optional activities, such as a helicopter ride or exclusive dinners, as add-ons allows operators to optimize their earnings per customer while keeping base package prices competitive.

 Adapts to Market Changes.

- **Example:** If a new competitor enters the market with lower-priced offerings, an operator might adjust their prices or enhance their value proposition to maintain a competitive edge.



Activity 2: Guided Practice



Task 2:

Guided by your teacher, discuss the following questions:

1. Discuss different entities involved in the payment process

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2. Discuss why tour package pricing strategies are important

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3. Discuss the factors influencing tour package costs

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Key Fact 2.3b: Costing a travel package

- **Processing payment**

- ✓ **Entities involved in the payment**



Main entities

- **Payer:** The individual or organization initiating the payment.
- **Payee:** The individual or organization receiving the payment.
- **Payment Processor:** The entity that handles the technical aspects of the payment, such as authorization, clearing, and settlement.
- **Financial Institution(s):** Banks or other financial institutions involved in the transaction, such as the payer's bank and the payee's bank.



Additional Entities (Depending on the Payment Method):

- **Card Networks:** Organizations like Visa, Mastercard, American Express,
- **Payment Gateways:** Online platforms that process electronic payments.
- **Mobile Network Operators (MNOs):** For mobile money transactions.
- **E-wallet Providers:** Companies that offer digital wallets for online and offline payments.
- **Government Agencies:** May be involved in regulating and overseeing certain payment systems.



Example of a Card Payment: In a typical card payment, the following entities are involved:

- **Cardholder (Payer):** The person who owns the card.
- **Merchant (Payee):** The business or individual receiving the payment.
- **Acquirer:** The financial institution that processes the transaction on behalf of the merchant.
- **Issuer:** The financial institution that issued the card to the cardholder.
- **Card Network:** The organization that connects the acquirer and issuer.
- **Payment Processor:** The entity that handles the technical aspects of the transaction, such as authorization and settlement.

✓ **Modes of payment**

 **Traditional Payment Methods:** These methods have been around for a long time and are still commonly used in everyday transactions.

○ **Cash**

- **Description:** Physical currency (coins and banknotes) used for transactions in person.
- **Examples:** Paying for groceries at a store, tipping a waiter, or buying a small item at a kiosk.
- **Advantages:** Widely accepted, no need for technology or bank accounts.
- **Disadvantages:** Not suitable for online payments, no record of transactions.

○ **Checks**

- **Description:** A written, dated, and signed document that instructs a bank to pay a specific amount from the account of the check writer to the person or entity named on the check.
- **Examples:** Paying for rent, large business transactions, or services.
- **Advantages:** Useful for large transactions; paper trail for records.
- **Disadvantages:** Can take time to clear; risks of bouncing if insufficient funds are available.

○ **Money Orders**

- **Description:** A prepaid certificate that can be used to pay someone a specified sum of money. Unlike checks, money orders are typically purchased and paid for in advance.
- **Examples:** International money transfers or paying for goods where personal checks aren't accepted.
- **Advantages:** Secure, widely accepted for both domestic and international payments.
- **Disadvantages:** Fees associated with purchasing money orders.

 **Digital Payment Methods:** These methods have become more common with the rise of e-commerce and online banking. They allow for quick, secure, and convenient electronic payments.

- **Credit Cards**

- **Description:** A payment card issued by a financial institution allowing customers to borrow funds up to a certain limit for purchasing goods or services.
- **Examples:** Paying for shopping, booking travel, and making online purchases.
- **Advantages:** Widely accepted, offers credit and rewards, allows for international payments.
- **Disadvantages:** Interest on balances, potential for overspending, risks of fraud.

- **Cards**

- **Description:** A payment card that withdraws funds directly from a customer's bank account to pay for goods or services.
- **Examples:** Grocery shopping, paying bills, online shopping.
- **Advantages:** Immediate payment from bank account, no interest charges.
- **Disadvantages:** Can lead to overdrafts if not carefully managed, limited fraud protection compared to credit cards.

- **Bank Transfers (Wire Transfers)**

- **Description:** An electronic transfer of funds from one bank account to another, typically used for large or international transactions.
- **Examples:** Paying rent or tuition, sending money to family members abroad.
- **Advantages:** Secure, reliable, good for large transactions or international payments.

- **Disadvantages:** Can take time to process, fees may apply, not ideal for small transactions.
- **Online Payment Systems (E-Wallets)**
 - **Description:** Digital wallets store payment information (e.g., credit/debit cards, bank account details) for quick, secure online payments.
 - **Examples:** PayPal, Venmo, Google Pay, Apple Pay, Skrill.
 - **Advantages:** Convenient for online shopping, fast, often comes with added security measures like fraud protection.
 - **Disadvantages:** Some platforms charge transaction fees, not all merchants accept every wallet.
- **Mobile Payment Apps**
 - **Description:** Apps that enable users to make payments using their smartphones via NFC (Near Field Communication) or QR codes.
 - **Examples:** Apple Pay, Google Pay, Samsung Pay, Alipay, WeChat Pay.
 - **Advantages:** Quick and easy, contactless payments, integrated with loyalty programs or promotions.
 - **Disadvantages:** Limited acceptance, reliance on smartphone and internet connectivity.
- **Contactless Payments (NFC)**
 - **Description:** Payments made by tapping a contactless-enabled card or device (e.g., smartphone or smartwatch) near a point-of-sale terminal.
 - **Examples:** Using a Visa PayWave or MasterCard PayPass card, or smartphone via Apple Pay or Google Pay.
 - **Advantages:** Fast, secure, no physical contact required.
 - **Disadvantages:** Limited transaction size in some regions, risk of fraud if lost or stolen.

Emerging and Alternative Payment Methods

These are newer payment methods gaining popularity, especially in digital transactions and certain markets.

- **Cryptocurrencies**

- **Description:** Digital or virtual currencies that use cryptography for security and operate on decentralized networks (blockchain).
- **Examples:** Bitcoin, Ethereum, Litecoin, Ripple.
- **Advantages:** Decentralized, can be used internationally, offers privacy and low transaction fees.
- **Disadvantages:** Volatile prices, limited merchant acceptance, regulatory uncertainty.

- **Buy Now, Pay Later (BNPL)**

- **Description:** A service that allows consumers to make purchases and pay for them over time, often with zero or low interest.
- **Examples:** Afterpay, Klarna, Affirm, Sezzle.
- **Advantages:** Flexible payment options, interest-free periods.
- **Disadvantages:** Late payment fees, can encourage overspending.

- **Peer-to-Peer (P2P) Payments**

- **Description:** Direct transfers of money between individuals, often using mobile apps or websites.
- **Examples:** Venmo, Cash App, Zelle, PayPal (person-to-person payments).
- **Advantages:** Instantaneous transfers, simple to use, and often free for basic transfers.
- **Disadvantages:** Risk of fraud, may have limits on transactions, typically requires both parties to use the same platform.

- **Virtual Cards**

- **Description:** Digital cards generated for online purchases, offering extra security for transactions by using temporary or disposable card numbers.
- **Examples:** Virtual cards from banks or platforms like **Revolut, Wise** (formerly TransferWise), or issued by credit card companies.
- **Advantages:** Enhanced security, one-time use, protects personal card information.
- **Disadvantages:** Limited physical usage (cannot be used for in-store purchases), may have usage restrictions.

- ✚ **Other Specific Payment Methods**

These are sometimes used in specific industries or regions.

- **Gift Cards and Prepaid Cards**

- **Description:** A prepaid card with a set value that can be used for purchases or to load funds into a digital wallet.
- **Examples:** **Amazon Gift Cards, Visa/MasterCard Prepaid Cards, Starbucks Cards.**
- **Advantages:** Useful for budgeting, can be used without a bank account or credit card.
- **Disadvantages:** Limited to the merchant or network (e.g., Amazon or Visa/MasterCard), may have fees or expiration dates.

- **Direct Debit**

- **Description:** An automatic payment method where the payer authorizes a company to withdraw funds directly from their bank account on a regular basis.
- **Examples:** Paying bills like utilities, subscriptions, loan repayments.
- **Advantages:** Convenient for recurring payments, ensures timely payments.

- **Disadvantages:** Can be hard to cancel, risk of overdrawing account if insufficient funds.

✓ **Steps to process payment:**

The process of payment processing involves several steps to ensure that the transaction is successfully completed, from when the customer initiates the payment to when the merchant receives the funds.

- + **Customer:** Initiates the payment and provides payment details.
- + **Merchant:** The business or service provider receiving the payment.
- + **Payment Gateway:** Securely transmits payment data from the merchant to the processor.
- + **Payment Processor:** Verifies and communicates the payment details to the banks involved.
- + **Card Network (Visa/MasterCard/AMEX):** Routes the payment information between the customer's bank and the merchant's bank.
- + **Issuer (Customer's Bank):** Verifies whether the customer has enough funds and authorizes the payment.
- + **Acquirer (Merchant's Bank):** Deposits the funds into the merchant's account after the transaction is completed.
- + **Customer (again):** Receives confirmation of the payment.

✓ **Confirmation of Booking:**

A Confirmation of Booking is a document or notification that provides evidence of a reservation or booking made by a customer for services such as hotel stays, flights, car rentals, events, or tours. This document confirms that the booking has been successfully made, includes important details about the booking, and may include payment information or any special instructions.

+ **Elements of a Booking Confirmation**

A well-crafted booking confirmation typically includes the following information:

- **Customer Details**
 - **Full Name:** The name of the customer who made the booking.
 - **Contact Information:** Email, phone number, or address (if required) for communication.
- **Booking Reference Number**
 - **Unique Booking ID:** A reference number or booking ID that can be used to track, modify, or cancel these booking.
- **Service Details**
 - **Date and Time of Booking:** The exact date and time the booking is scheduled (e.g., check-in date, flight departure, event time).
 - **Details of the Service:** Description of what the booking is for (e.g., room type, event, flight, tour).
 - **Location:** The venue, hotel, or location where the service will take place (address, hotel name, or flight details).
- **Payment Information**
 - **Total Cost:** The total amount paid or due for the booking, including taxes and fees.
 - **Payment Method:** The method used for payment (credit card, PayPal, etc.).
 - **Payment Status:** Confirmation of whether payment has been processed (e.g., paid, pending, or refundable).
- **Special Instructions or Requests**
 - **Additional Notes:** Any special requests or instructions, such as room preferences, dietary needs, or accessibility requirements.
 - **Terms and Conditions:** Any important rules or conditions regarding the booking, like cancellation policies, check-in times, etc.
- **Contact Information for Queries**
- **Customer Support:** Phone number, email, or website for contacting the service provider in case of questions or changes to the booking.

- **Confirmation Message**
- **Statement of Confirmation:** A clear statement confirming the booking (e.g., "Your booking has been successfully confirmed").
- **Cancellation/Modification Policy**
- **Details of Policy:** Clear instructions on how to cancel or modify the booking, along with any deadlines or fees involved.

Example of a Booking Confirmation

- **Booking Confirmation**

Customer Name: John Doe

Email: johndoe@email.com

Phone Number: +1 234-567-8900

Booking Reference Number: ABC123456789

Service: 3-night Stay at Oceanview Resort

Booking Date: December 12, 2024

Check-in Date: January 15, 2025

Check-out Date: January 18, 2025

Room Type: Deluxe Oceanfront Room

Number of Guests: 2 Adults, 0 Children

Total Cost: \$600.00

Paid Via: Credit Card (Visa ending in 1234)

- **Special Requests:**

- Late check-in after 10:00 PM
- Extra pillows

- **Cancellation Policy:**

You can cancel your booking free of charge up to 48 hours before check-in. Cancellations made within 48 hours will incur a fee of one night's stay.

For any inquiries or changes to your booking, please contact our customer support team at:

Email: support@oceanviewresort.com

Phone: +1 800-555-1234

Thank you for booking with Oceanview Resort. We look forward to welcoming you!

Types of Booking Confirmations

- **Hotel Booking Confirmation**
 - Sent after reserving a room at a hotel. It usually includes room details, payment status, and the hotel's contact information.
- **Flight Booking Confirmation**
 - Sent by airlines confirming your flight reservation. It includes flight times, seat assignments, baggage details, and more.
- **Event or Tour Booking Confirmation**
 - Sent for bookings made for events like concerts, theater shows, or organized tours. This confirmation includes event details, dates, times, and venue.
- **Car Rental Confirmation**
 - Sent after booking a rental car. It includes car type, rental dates, pickup location, and payment status.
- **Restaurant Reservation Confirmation**
 - A confirmation for restaurant reservations, often sent via email or SMS, including reservation time, number of people, and any special requests.



Activity 3: Application



Task 4:

As expert in tour costing, please develop an exemplary cost sheet for a rwandan cultural tour package.

Topic 2.4: Designig Tour Brochure



Activity 1: Problem Solving



Task 5:

1. Look at the picture/photo above and answer the following questions:

A. According to you, what does the picture/photo above indicate?

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B. Which message does the picture/photo convey?

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C. Where can you find this kind of picture/photo?

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2. Define a tour brochure

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3. Describe the purpose of a tour brochure

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4. Identify the types of a tour brochure

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5. Describe essential elements of a tour brochure

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Key Facts 2.4a: Designing tour brochure

- **Introduction to tour brochure**

- ✓ **Definition:** Tour brochure is a printed or digital document that promotes a specific location, hotel, landmark, or destination. It's designed to provide information and entice potential travelers to book a trip.

- ✓ **Purpose of a tour brochure:**

- ✚ **Inform:** Educates potential travelers about the destination and tour offerings.

- ✚ **Persuade:** Convinces readers to choose your tour over competitors.

- ✚ **Inspire:** Evokes a sense of wanderlust and excitement.

- ✓ **Types of tour brochures:**

- ✚ **Destination brochures:** Highlight specific destinations, such as countries, cities, or regions.

- ✚ **Themed tour brochures:** Focus on specific interests, like history, culture, or adventure.

- ✚ **Package tour brochures:** Bundle together flights, accommodations, and activities.

- ✚ By creating a well-designed and informative tour brochure, you can effectively market your travel offerings and attract more customers.

- ✓ **Essential elements of an effective travel brochure**

- ✚ **Content strategy**

- **Compelling narratives:** Tell a story that captivates and inspires. Use vivid descriptions and engaging anecdotes to bring the destination to life.
 - **Unique selling points (USPs):** Highlight what makes the destination unique. Whether it's the stunning natural landscapes, rich cultural heritage, or unique local experiences, make sure these USPs shine through.

- **Practical information:** Include details like itineraries, maps, and local tips. This helps readers visualize their trip and provides the practical info they need to start planning.

Visual appeal

- **Use High-quality images:** Use stunning photos that capture the essence of the destination. High-resolution images are a must to ensure clarity and impact.
- **Use Color schemes and fonts:** Choose a color palette and fonts that reflect the vibe of the destination. Whether tropical, vibrant, serene, or understated, your design elements should be cohesive and enhance the overall feel.
- **Balanced layout:** Strike the right balance between text and visuals. Too much text can be overwhelming, while too many images can make it hard to find information. Aim for a layout that's visually engaging but still easy to navigate.

Design and layout

- Ensure your brochure is easy to read and navigate. Use clear headings, bullet points, and sections to break up the text.
- Use a mix of single and double-page spreads, pull quotes, and call-out boxes to create visual interest and highlight essential information.
- Keep your brand's look and feel consistent throughout the brochure. This helps build trust and recognition with your target audience.

Incorporating multimedia elements

- **Videos and virtual tours:** Embed videos and virtual tours to give readers a more immersive experience. Show them the sights and sounds of their vacation spot in a way that static images simply cannot.
- **Interactive maps:** Use interactive maps or hotspots to help readers explore the area. Include clickable points of interest that provide more information or link to external resources

- **Brochure format**

- ✓ **Bi-Fold Brochure:**



- ✚ Folded in half, creating four panels.
- ✚ Often used for simple, straightforward messages.
- ✚ Suitable for smaller brochures or those with limited content.

Figure 10: Bi-Fold brochure

- ✓ **Tri-Fold Brochure:**

- ✚ Folded into thirds, creating six panels.
- ✚ Provides more space for information and visuals.
- ✚ Commonly used for travel brochures, product catalogs, and event programs.

- ✓ **Z-Fold Brochure:**

- ✚ Folded into thirds, but with a zigzag pattern.
- ✚ Offers a unique and eye-catching format.
- ✚ Ideal for showcasing multiple products or services.



- ✓ **Gate-Fold Brochure:**

- ✚ Folded in half, with the outer panels folding inward.
- ✚ Creates a dramatic and impactful presentation.
- ✚ Suitable for high-end products or services.

Figure 11: Z-Fold brochure



Figure 12: Gate-Fold Brochure

✓ **Accordion-Fold Brochure:**



- + Folded in a series of parallel folds, creating multiple panels.
- + Allows for a large amount of information to be presented in a compact format.
- + Often used for complex products or services.

Figure 13: Accordion-Fold brochure

✓ **Factors to consider**

- + **Use high-quality images:** Visually stunning photos can significantly enhance the appeal of your brochure.
- + **Clear and concise language:** Avoid jargon and use simple language that is easy to understand.
- + **Professional design:** Use a clean and modern design that is visually appealing and easy to read.
- + **Proofread carefully:** Ensure there are no errors in spelling, grammar, or punctuation.
- + **Consider the target audience:** Tailor the content and design to the specific interests of your target market.

- **Tour brochure information:** A well-crafted tour brochure should provide potential travelers with all the necessary information to make an informed decision.

✓ **Destination Information:**

- ✚ **Name and Location:** Clearly state the destination's name and geographical location.
- ✚ **Overview:** Provide a brief introduction to the destination, highlighting its unique features, culture, and history.
- ✚ **Climate:** Mention the prevailing weather conditions and the best time to visit.
- ✚ **Visa Requirements:** Outline the visa regulations and necessary documentation for international travelers.

✓ **Tour Itinerary:**

- ✚ **Duration:** Specify the total duration of the tour, including arrival and departure dates.
- ✚ **Day-by-Day Itinerary:** Detail the planned activities, attractions, and accommodations for each day.
- ✚ **Meals:** Indicate the meal plan, whether it's full board, half board, or breakfast only.
- ✚ **Transportation:** Specify the mode of transportation used, such as buses, trains, or flights.

✓ **Accommodation**

- ✚ **Type of Accommodation:** Detail the type of accommodations offered, such as hotels, resorts, or guesthouses.
- ✚ **Room Categories:** Outline the different room categories and their amenities.
- ✚ **Board Basis:** Specify the meal plan included in the accommodation, such as bed and breakfast, half board, or full board.

✓ **Tour Inclusions and Exclusions:**

✚ **Inclusions:** Clearly list all the services and amenities included in the tour package, such as accommodation, meals, transportation, guided tours, and entrance fees.

✚ **Exclusions:** Specify any additional expenses that are not covered by the tour package, such as visa fees, personal expenses, and optional activities.

✓ **Pricing and Payment:**

✚ **Tour Cost:** Clearly state the total cost of the tour, including any additional fees or taxes.

✚ **Payment Terms:** Outline the payment schedule and accepted payment methods.

✚ **Cancellation Policy:** Detail the cancellation policy and any associated fees.

✓ **Booking Information:**

✚ **Contact Details:** Provide your company's contact information, including phone number, email address, and website.

✚ **Booking Process:** Explain the steps involved in booking the tour, such as making a deposit or full payment.

✚ **Confirmation:** Specify how and when travelers will receive confirmation of their booking.

✓ **Additional Information:**

✚ **Travel Insurance:** Encourage travelers to purchase travel insurance to cover unforeseen circumstances.

○ **Health and Safety:** Provide information on health precautions and safety guidelines.

○ **Local Customs and Etiquette:** Offer tips on local customs and etiquette to help travelers respect the local culture.

✓ **Importance of tour brochure information**

✚ **Attracts Potential Customers**

- + Builds Trust and Credibility
- + Informs the Decision-Making Process
- + Differentiates Your Tour from Competitors
- + Encourages Action and Conversions
- + Establishes a Connection with the Traveler
- + Improves the Customer Experience
- + Acts as a Tangible Reminder
- + Helps Address Questions and Concerns
- + Acts as a Marketing Tool



Activity 2: Guided Practice



Task 6:

With the supervision of your teacher, discuss about the following:

1. Discuss the main factors to consider when developing a tour brochure

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2. Discuss the steps to design a tour brochure

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Key Facts 2.4a: Designing tour brochure

- **Brochure designing steps**

Creating a standout travel brochure involves strategic planning, creative design, and meticulous execution. Designing a brochure involves both creative and technical processes. The goal is to make the brochure visually appealing, easy to read, and functional, while ensuring it effectively communicates the necessary information to the target audience.

- ✓ **Define Your Objective and Target Audience**

- ✚ **Objective:** Before starting the design, understand the primary goal of your brochure. Are you promoting a product, offering a service, advertising a tour, or showcasing an event? The objective will influence the tone, content, and design style.

- ✚ **Target Audience:** Know your audience well. Are they tourists, professionals, young adults, families, or seniors? Understanding your audience's preferences and needs will help you tailor the design and messaging accordingly.

- ✓ **Choose the Brochure Type**

- ✚ **Bi-fold (2 Panels):** The brochure is folded once to create four panels (front, inside left, inside right, and back).

- ✚ **Tri-fold (3 Panels):** A brochure folded twice to create six panels, which is ideal for separating information into sections.

- ✚ **Z-fold or Gate-fold:** Similar to tri-fold but with the panels opening like a gate, offering an interesting design.

- ✓ **Gather and Organize Content**

- ✚ **Text:** Prepare short, clear, and concise text for the headline, body copy, and CTA. Avoid long paragraphs—use bullet points or short sentences for easy reading

- ✚ **Images:** Select high-quality, relevant images that will enhance the message (e.g., destination photos for a travel brochure, or product images for a service brochure).
- ✚ **Logos and Branding:** Ensure your company's logo and brand colors are consistent with the brochure's design.
- ✓ **Sketch the Layout**
 - ✚ Plan where to place your headline, body copy, images, and other elements.
 - ✚ Consider using grids to ensure everything is properly aligned and balanced.
 - ✚ Keep the flow logical, guiding the reader's eye from the front cover through the inside panels and back cover.
- ✓ **Choose a Design Software**
 - ✚ **Adobe InDesign:** The most professional tool for brochure design, with a variety of layout templates.
 - ✚ **Canva:** A beginner-friendly tool with templates and drag-and-drop functionality, great for quick designs.
 - ✚ **Microsoft Publisher or Word:** Good options for simple brochure designs.
 - ✚ **Affinity Publisher:** A less expensive alternative to Adobe InDesign.
- ✓ **Start with the Front Panel**
 - ✚ **Headline:** Create a strong, compelling headline that grabs attention.
 - ✚ **Visuals:** Choose a striking image that's aligned with the brochure's theme.
 - ✚ **Call to Action (CTA):** If appropriate, add a clear CTA on the front cover (e.g., *"Book Now"*, *"Visit our website"*).
- ✓ **Design the Inside Panels**
 - ✚ **Organize Sections:** Break down the content into logical sections, using headings and subheadings to guide the reader.
 - ✚ **Use Bullet Points:** Bullet points make information easier to digest. For example, you can list features, benefits, or itinerary highlights in bullets.

- ✚ **Images and Graphics:** Distribute images and graphics evenly across the panels, ensuring they don't overpower the text. Use high-quality visuals that support your message.
- ✚ **Balance Text and Space:** Avoid overcrowding. A good design leaves breathing space between elements to make the brochure look clean and professional.
- ✓ **Design the Back Panel**
 - ✚ **Contact Info:** Include your phone number, email address, website, and physical address (if relevant).
 - ✚ **Call to Action (CTA):** Reinforce the action you want the reader to take (e.g., *"Call today to reserve your spot"*, *"Visit our website to learn more"*).
 - ✚ **Legal/Disclaimer Information:** If necessary, include any fine print or disclaimers, such as terms and conditions or booking details.
- ✓ **Apply Branding Elements**
 - ✚ **Colors:** Use your company's brand colors to create consistency and make the brochure look professional.
 - ✚ **Fonts:** Choose fonts that match your brand's tone. Use a readable font for the body text and a more decorative or bold one for headings.
 - ✚ **Logo:** Ensure your logo is placed in a prominent location (usually on the front cover and back panel).
- ✓ **Review and Refine the Design**
 - ✚ **Proofread the Text:** Ensure there are no spelling or grammar mistakes. Clear, error-free text is essential for professionalism.
 - ✚ **Check for Consistency:** Ensure fonts, colors, and imagery are consistent throughout the brochure. Consistency creates a polished and cohesive design.
 - ✚ **Optimize for Readability:** Make sure the font size is large enough to read comfortably and that the text contrasts well with the background.
 - ✚ **Feedback:** Show the draft to colleagues or people who were not involved in the design process to get fresh feedback.

✓ **Print and Digital Version Preparation**

✚ **Print Version:** If printing physical copies of your brochure, ensure the file is set up with the proper dimensions and bleeds (extra space around the edges). Work with your printer to get the right paper quality and finish (matte, glossy, etc.).

✚ **Digital Version:** If creating a digital brochure, save the file as a PDF for easy sharing and emailing. Optimize the file size for web use without compromising quality.

✓ **Final Check and Proofing**

✚ **Final Proof:** Double-check everything—layout, fonts, colors, images, and text. Ensure all the contact information is accurate.

✚ **Print Test:** If possible, print a test copy to see how it looks physically. This can help you catch any design issues before you print large quantities.

✓ **Distribute the Brochure**

✚ **Print Distribution:** Hand out physical brochures at events, stores, or local businesses. You can also mail brochures to potential clients or customers.

✚ **Digital Distribution:** Share the digital brochure via email, your website, or on social media. Make it easy for people to download or share with others.



Activity 3: Application

Scenario 10: Tailoring a tour brochure

Beyond the Gorillas Experience is a tourism company operating in Rwanda. It has received a request from Makelele University of Uganda asking the company to prepare for them the travel package as the university staff is organizing a trip in Rwanda where they want to visit Nyungwe Forest Park. The company assigns you as tour brochure specialist to design tour brochure for that trip.



Task 10:

As expert in designing tour brochures, read the scenario above and perform the following task:

Use one type of brochure, and develop or draft a brochure for this type of tour described in the scenario above.

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Formative Assessment

1. Define the following terms

- a. Travel package
- b. An itinerary
- c. A cost sheet
- d. A brochure

2. Answer by true or false

- a. Detailed schedule is an element of an effective tour itinerary
- b. Customer details cannot be element of a booking confirmation
- c. Financial planning is one of the importance of cost sheet
- d. Designing a brochure does not involve creative and technical processes

3. Choose the correct answer

I. The following are factors to consider when designing a brochure

- a. Use high-quality images, clear and concise language, professional design, proofread carefully
- b. Use low-quality images, clear and concise language, professional design, proofread carefully
- c. Use high-quality images, unclear language, professional design, proofread carefully

- d. Use high-quality images, clear and concise language, unprofessional design, proofread carefully

II. The following are types of booking confirmation

- a. Hotel, flight, event or tour, land, restaurant
- b. Hotel, flight, event or tour, car, restaurant
- c. Hotel, clothes, event or tour, car, restaurant
- d. Hotel, flight, pen, car, restaurant

III. Factors influencing tour package costs are

- a. Seasons, duration, destination, tour type
- b. Seasons, duration, destination, inclusion
- c. Seasons, duration, destination, inclusion, tour type
- d. Seasons, destination, inclusion, tour type

4. Explain the reasons of reviewing a travel request

- IV. **What** are components of travel package
- V. **Describe** the key features of travel package service
- VI. **Describe** the steps involved in creating a standard tour package



Points to Remember

When preparing a travel package, keep these key points in mind:

- Understand your target audience
- Define the destination & attractions
- Plan the itinerary
- Choose accommodation & transport
- Include meals & special services
- Ensure permits & entry requirements
- Pricing & inclusions
- Partner with reliable service providers
- Add travel insurance & safety measures

Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this reassessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.

At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Review key points of traveller's request					
Describe the Importance of reviewing traveller's request					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe elements of a standard tour package					
Define an itinerary					
Describe the types of itineraries					
List different things to be considered while preparing an itinerary					
Describe the types of tour package costing					
Describe the components of tour package costing					
Describe package pricing strategies					
Identify the modes payment					
Describe the steps of processing payment					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
What are entities involved in the payment					
Describe the steps of designing a tour brochure					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 3: CONDUCT THE TRAVEL PACKAGE



Unit summary

This unit provides you with the knowledge, skills and attitudes required to conduct the travel package. It covers conducting travel activities and handling travellers' complaints.

Self-Assessment: Unit 3

1. Referring to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. What is the difference between the features in the picture?
 - c. Basing on the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Introduce travel agency					
Describe tasks in a travel agency					
Identify the steps to assign tasks					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
How to conduct a tour briefing					
Identify travel agency activities					
Identify steps for making travel arrangements					
Identify types of travelers' complaints					
List and explain tips on how to handle traveller's complaints					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the steps to assign tasks in a travel agency	1. Assign tasks in travel agency	1. Be cooperative and realistic when assigning tasks in a travel agency
2. Describe steps to provide a tour briefing	2. Conduct a tour briefing	2. Be effective communicator when conducting a tour briefing
3. Describe types of travellers' complaints	3. Identify travellers' complaints	3. Pay attention to details when identifying travellers' complaint
4. Describe the tips on how to handle travellers' complaints	4. Handle travellers' complaints	4. Be flexible while handling travellers' complaints



Discovery activity



Task 1:

Answer the following questions:

1. Describe a travel agency
2. State and explain the steps to assign tasks in travel agencies
3. Describe steps of a tour briefing
4. What are travel agency activities?
5. Describe steps for making travel arrangements
6. Define traveler's complaint
7. Differentiate the types of traveller's complaints
8. Describe the tips on how to handle traveller's complaint

Topic 3.1: Conducting travel activities

Scenario1: Conducting travel activities

Safari Ltd is a travel agency operating in Kigali. The agency has received guest from Uganda who want to do the agency tour and continue with Kigali tour. Before starting these two tours, the manager of the agency assigns Paul to do different tasks for the guests and those tasks assigned to paul include tour briefing, explain the travel agency activities and makearrangement of the tour so as to make successful the tour.



Activity 1: Problem Solving



Task 2:

Referring to the scenario above, answer the questions below:

1. What are benefits of using a travel agency?

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2. Describe the types of travel agencies

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3. Describe the steps to assign tasks

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4. What are steps for making travel arrangements?

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5. List the core information of tour briefing

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Key Facts 3.1a: Conducting travel activities

- **Assigning tasks**

- ✓ **Introduction to travel agency**

 **Definition:** A travel agency is a business that acts as an intermediary between travelers and various travel service providers. They offer a range of services to help individuals and groups plan and book their trips seamlessly.

 Benefits of using a travel agency

- **Time saving:** Travel agents take care of the complex planning and booking process, saving you time and effort.
- **Expertise and Knowledge:** They have access to a wealth of information and can recommend the best options based on your needs.
- **Personalized Service:** Travel agents cater to your specific requirements, ensuring a tailored travel experience.
- **Hassle-Free Travel:** They handle the logistics, documentation, and potential issues, allowing you to focus on enjoying your trip.
- **Peace of Mind:** Knowing you have a dedicated travel professional to assist you provides a sense of security and reassurance.

 Types of Travel Agencies

- **Traditional Travel Agencies:** These brick-and-mortar agencies offer in-person consultations and assistance.
- **Online Travel Agencies (OTAs):** These agencies operate online, providing a convenient way to book travel services through their websites or mobile apps.
- **Corporate Travel Agencies:** These specialize in managing business travel arrangements for corporations and organizations.

 Factor to consider while Choosing a Travel Agency

- Look for an agency with experience in your desired destinations and travel preferences.
- Research the agency's reputation and customer reviews.

- Ensure they provide the specific services you need.
- Compare pricing and fees with other agencies.
- Evaluate their responsiveness and willingness to assist you.

✓ **Tasks in travel agency**

- ✚ Plan and sell transportations, accommodations, insurance and other travel services
- ✚ Cooperate with clients to determine their needs and advise them appropriate destination, modes of transportations, travel dates, costs and accommodations
- ✚ Provide relevant information, brochures and publications (guides, local customs, maps, regulations, events etc) to travelers
- ✚ Book transportation, make hotel reservations and collect payment/fees
- ✚ Use promotional techniques and prepare promotional materials to sell itinerary tour packages
- ✚ Deal with occurring travel problems, complaints or refunds
- ✚ Attend travel seminars to remain updated with tourism trends
- ✚ Enter data into our software and maintain client files
- ✚ Network with tour operators
- ✚ Maintain statistical and financial records
- ✚ Meet profit and sales targets

- ✓ **Steps to assign tasks:** Assigning tasks for travel involves clear planning, delegation, and communication to ensure a smooth and enjoyable experience.

- ✚ **Define the travel goals:** Defining travel goals involves identifying what you want to achieve or experience during your trip. These goals guide your planning and help you make the most of your journey. This consists of:
 - Identifying the purpose of travel
 - Setting priorities
 - Considering time constraints
 - Defining budget parameters

- Aligning goals with destinations
- Incorporating personal development
- Thinking about sustainability

 **Choose the right person to work with:** Choosing the right person to work with in travel, whether it's a travel agent, guide, partner, or tour company, is essential for a smooth and enjoyable experience. Here are some steps to guide your decision:

- Identify your needs/purpose of travel
- Check qualifications and experience
- Evaluate communication skills
- Seek recommendations and reviews
- Assess local knowledge
- Consider flexibility and problem-solving skills
- Compare costs and value

 **Provide the resources:** To make sure that all resources for the travel are available

 **Monitor the progress:** When tasks are assigned to people and resources are allocated, there is a need to do monitoring to ensure the progress.

 **Evaluate the outcome:** Evaluating the outcome of tasks assigned during travel planning and execution is crucial for improving efficiency and ensuring a smooth experience in the future.

- Compare planned vs. actual outcomes
- Gather feedback
- Assess task efficiency
- Review challenges and obstacles
- Evaluate satisfaction with results
- Identify improvements for future
- Conduct a final review meeting

✓ **Personnel who work with travel agency**

 Travel agents

- ✚ Tour operators
- ✚ Travel consultants
- ✚ Sales and marketing staff
- ✚ Customer service representatives
- ✚ Destination specialists
- ✚ Tour guides
- ✚ Travel coordinators
- ✚ Reservation agents
- ✚ IT and web developers

- **Tour briefing**

A tour briefing is an essential part of any guided tour. It's a session where the tour guide provides important information to the group before the tour begins.

- ✓ **Core information of tour briefing**

- ✚ **Welcome and introductions:** The guide welcomes the group and introduces themselves and other relevant staff members.



Figure 14: Tour briefing

- ✚ **Tour itinerary:** The guide outlines the day's schedule, including the planned stopovers, activities, and timings.
- ✚ **Inclusions and exclusions:** The guide clarifies what is included in the tour package (e.g., transportation, meals, activities) and what is not.
- ✚ **Tour requirements:** The guide sets expectations for punctuality, group behavior, and any specific requirements for the tour (e.g., dress code, equipment).

- ✚ **Travel tips:** The guide shares practical advice on topics like currency, tipping, safety, and local customs.
- ✚ **Emergency procedures:** The guide explains the emergency procedures in case of accidents or unforeseen situations.
- ✚ **Questions and answers:** The guide opens the floor for questions from the group to clarify any doubts.

✓ **The purpose of a tour briefing**

- ✚ Set expectations:
 - ✚ The guide helps the group understand what to expect from the tour and what is expected of them.
- ✚ Build relationships
- ✚ Ensure smooth operations
- ✚ Enhance the overall experience

✓ **Tour briefing place**

- ✚ At hotel
- ✚ On site
- ✚ At information center
- ✚ On airport
- ✚ In conference hall



Activity 2: Guided Practice

Scenario: Conducting travel activities

Safari Ltd is a travel agency operating in Kigali. The agency has received guest from Uganda who want to do the agency tour and continue with Kigali tour. Before starting these two tours, the manager of the agency assigns Paul to do different tasks for the guests and those tasks assigned to Paul include tour briefing, explain the travel agency activities and make arrangement of the tour so as to make successful the tour.



Task 3:

Guided by your teacher, read carefully the above scenario and do the following activities:

1. Describe the steps of making travel arrangements

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2. Describe the travel agency activities

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3. Evaluate the importance of tour briefing

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Key Facts 3.1b: Conducting travel activities

- **Travel agency activities**

Travel agencies engage a variety of activities to help customers plan and organize their trips.

- ✓ **Trip planning and consultation:** Such as destination advice, tailored travel plans and itinerary creation

- ✓ **Booking services:**

- ✚ **Accommodation:** Reserve hotel rooms, resorts, hostels, or vacation rentals for clients.

- ✚ **Transportation:** Arrange transportation, such as flights, trains, buses, car rentals, and cruises.

- ✚ **Excursions & Activities:** Book tours, local experiences, and activities (e.g., city tours, museum visits, hiking trips).

-  **Travel Packages:** Offer pre-arranged travel packages that include a combination of transport, accommodation, and activities at a bundled price.
- ✓ **Ticketing:**
 -  **Flight Ticket Booking:** Reserve and issue flight tickets for domestic and international travel.
 -  **Event Tickets:** Arrange tickets for local events, concerts, festivals, or sports matches.
 -  **Travel Passes:** Provide clients with travel passes or discounts for attractions, museums, or public transport.
- ✓ **Travel Insurance:**
 -  **Insurance Sales:** Offer various types of travel insurance, such as trip cancellation, medical coverage, baggage loss, or flight delay insurance.
 -  **Advice on Coverage:** Help clients understand the best coverage options based on their needs.
- ✓ **Visa and Documentation Assistance:**
 -  **Visa Applications:** Assist in obtaining visas for international travel, including guidance on requirements and application processes.
 -  **Passport Services:** Provide information or facilitate passport renewals and applications in some cases.
 -  **Documentation Guidance:** Advise on necessary documents for travel (e.g., health certifications, permits, and travel advisories).
- ✓ **Marketing and Promotions:**
 -  **Promotional Campaigns:** Run marketing campaigns, special deals, and promotions to attract customers (e.g., early bird discounts, holiday deals).
 -  **Loyalty Programs:** Offer loyalty programs for repeat customers, providing incentives like discounts or special offers.

✓ **Group Travel Coordination:**

✚ **Corporate or Group Travel:** Organize group tours for companies, organizations, or large families, including coordinating group accommodations, transportation, and activities.

✚ **Special Event Travel:** Handle travel arrangements for events like weddings, conferences, or educational trips.

✓ **Customer Support:**

✚ **Pre-Travel Assistance:** Provide pre-trip advice, including packing tips, local customs, and health recommendations (e.g., vaccinations).

✚ **In-Trip Support:** Offer assistance during travel, such as rebooking flights or helping with lost luggage.

✚ **Post-Travel Follow-up:** Gather feedback from customers, resolve issues, and maintain customer relations.

✓ **Destination and Travel Trends Research:**

✚ **Trend Analysis:** Monitor emerging travel trends (e.g., sustainable travel, wellness tourism) to provide clients with the latest offerings.

✚ **Local Supplier Relationships:** Build and maintain relationships with hotels, local guides, transport providers, and other vendors.

✓ **Specialized Travel Services:**

✚ **Luxury Travel:** Offer high-end, exclusive experiences, such as private jet charters, luxury cruises, and 5-star accommodations.

✚ **Adventure or Niche Travel:** Plan special trips for niche markets, including adventure tourism (e.g., safaris, trekking) or health/wellness retreats.

✚ **Cruise Planning:** Specialize in organizing cruises, providing details on routes, ship amenities, and excursions.

- **Steps for making travel arrangements:** Key reason of making travel arrangements is that it saves time and stress; it ensures a smooth journey; it is cost-effective and avoid overspending; it enhances the travel experience, and it is safety and security.

✓ **Define the purpose and scope of travel**

✚ **Purpose:** Is it leisure, business, family, or adventure?

- ✚ **Scope:** Identify travel dates, budget, destination, and group size.
- ✚ **Tools:** Use Google Docs or Notion to jot down initial plans and preferences.
- ✓ **Determine your destination and dates:**
 - ✚ Consider factors like weather, local attractions, and travel advisories.
 - ✚ **Choose a destination:** Consider your interests, budget, and time constraints.
 - ✚ **Set your travel dates:** Account for peak seasons, holidays, and any specific events or festivals.
- ✓ **Set your budget and manage expenses:**
 - ✚ **Determine your budget:** Allocate funds for transportation, accommodation, food, activities, and souvenirs.
 - ✚ **Consider additional costs:** Factor in visa fees, travel insurance, and potential emergency expenses.
 - ✚ **Tools:**
 - **Trail Wallet** or **Splitwise** for expense tracking.
 - Currency converter apps like **XE Currency**
- ✓ **Book your transportation:**
 - ✚ **Choose your mode of travel:** Decide between flights, trains, buses, or car rentals.
 - ✚ **Book your tickets:** Use online booking platforms or travel agencies to secure your transportation.
 - ✚ **Consider travel insurance:** Protect your investment and cover potential disruptions or emergencies.
- ✓ **Book your accommodation:**
 - ✚ **Choose your accommodation:** Select hotels, hostels, vacation rentals, or camping sites based on your budget and preferences.
 - ✚ **Book your stay:** Use online booking platforms or directly contact the accommodation provider.
- ✓ **Plan your itinerary:**

- ✚ **Research attractions:** Identify must-see sights, historical sites, and cultural experiences.
- ✚ **Create a daily itinerary:** Schedule activities, allocate time for meals, and consider transportation between destinations.
- ✚ **Be flexible:** Allow for spontaneous activities and unexpected delays.
- ✓ **Pack Your Bags:**
 - ✚ **Make a packing list:** Include essential items like clothing, toiletries, medications, and important documents.
 - ✚ **Pack efficiently:** Use packing cubes to organize your belongings and maximize space.
 - ✚ **Check baggage restrictions:** Adhere to airline or transportation provider guidelines.
- ✓ **Prepare Your Travel Documents:**
 - ✚ **Passport and visa:** Ensure your passport is valid and obtain necessary visas.
 - ✚ **Travel insurance:** Keep your policy information readily accessible.
 - ✚ **Identification:** Pack a valid government-issued ID.
 - ✚ **Itinerary and bookings:** Print out or save digital copies of your itinerary and booking confirmations.
- ✓ **Prepare for Your Trip:**
 - ✚ **Exchange currency:** Obtain foreign currency if needed.
 - ✚ **Download travel apps:** Use apps for navigation, language translation, and emergency contacts.
 - ✚ **Inform important contacts:** Let family, friends, or colleagues know your travel plans.
- ✓ **Plan Activities and Experiences**
 - ✚ Pre-book popular tours or tickets to avoid last-minute hassles.
 - ✚ **Resources:**

- **GetYourGuide, Viator** for local tours.
- **AllTrails** for hiking or nature exploration
- ✓ **Notify Important Contacts**
 - + Share your itinerary with family or friends.
 - + Register your trip with your country's embassy for safety (e.g., **STEP** for U.S. citizens)
- ✓ **Confirm and Recheck**
 - + Double-check bookings for flights, accommodations, and activities.
 - + Ensure all necessary documents (passport, visa, tickets) are ready
- ✓ **Prepare for the Journey**
 - + Arrive at the airport or station early.
 - + Keep a small bag with travel essentials like snacks, chargers, and travel documents.



Activity 3: Application

Scenario: Conducting travel activities

Safari Ltd is a travel agency operating in Kigali. The agency has received guest from Uganda who want to do the agency tour and continue with Kigali tour. Before starting these two tours, the manager of the agency assigns Paul to do different tasks for the guests and those tasks assigned to Paul include tour briefing, explain the travel agency activities and make arrangement of the tour so as to make successful the tour.



Task 4:

As expert in conducting travel activities, read carefully the scenario above and perform the task below:

You are hired by the agency mentioned in the scenario to conduct the tour briefing for the guest. Perform it:

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Topic 3.2: Handling Travellers' Complaints



Activity 1: Problem Solving

Scenario: Handling travellers' complaints

A group of tourists booked a safari tour in Akagera National Park through a Tembere U Rwanda company. The package they chose promised a full-day game drive, specific animal sightings, and a sunset boat ride at a competitive price. However, the tourists became dissatisfied due to the following issues including that they were not taken to a popular area of the park where they expected to see lions and rhinos; the game drive started late, reducing the total time they had for exploration, and they found out later that similar packages offered by other companies were significantly cheaper.



Task 5:

Read carefully the scenario above, and answer the following questions:

1. What is a traveller's complaint?

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2. What causes the traveller's complaint

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3. Describe the impact of traveler's complaints

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4. Describe the types of traveller's complaints

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5. Describe the steps of handling traveller's complaints

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Key Fact 3.2a: Handling travellers' complaints

- **Introduction to traveler's complaints**
 - ✓ **Definition of traveller's complaint:** Traveler's complaints are expressions of dissatisfaction or disappointment with a travel-related product or service. These complaints can range from minor inconveniences to major issues that significantly impact a traveler's experience.
 - ✓ **Causes of travelers' complaints**
 - ✚ **Poor service:** Inefficient or rude staff, slow service, or lack of attention to detail.
 - ✚ **Substandard accommodations:** Dirty or uncomfortable rooms, inadequate facilities, or noisy environments.
 - ✚ **Transportation issues:** Delayed or canceled flights, uncomfortable seating, or lost luggage.
 - ✚ **Misleading advertising:** False or exaggerated claims about destinations, accommodations, or activities.
 - ✚ **Safety concerns:** Unsafe conditions, lack of security measures, or threats to personal safety.
 - ✚ **Price dissatisfaction:** Feeling overcharged for services or products.
 - ✚ **Cultural misunderstandings:** Miscommunication or cultural clashes.

✓ **The Impact of Traveler's Complaints**

Negative Impacts:

- **Damaged Reputation:** Negative reviews and social media posts can significantly damage a company's or destination's reputation.
- **Loss of Business:** Dissatisfied customers may choose to avoid the business or destination in the future.
- **Financial Loss:** Direct financial losses can occur through refunds, compensation, and legal fees.
- **Regulatory Action:** Severe complaints can lead to investigations and penalties from regulatory bodies.
- **Reduced Customer Loyalty:** Poor handling of complaints can erode customer trust and loyalty.

Positive Impacts (When Handled Well)

- **Improved Customer Satisfaction:** Resolving complaints effectively can lead to increased customer satisfaction and loyalty.
- **Enhanced Reputation:** Positive resolution of complaints can boost a company's reputation.
- **Opportunities for Improvement:** Complaints can highlight areas where improvements are needed.
- **Increased Customer Trust:** Transparent and honest handling of complaints builds trust with customers.
- **Positive Word-of-Mouth:** Satisfied customers can become advocates for the business or destination.

✓ **Advantages of handling travellers' complaints effectively**

Enhanced Customer Satisfaction and Loyalty

- **Restored Trust:** Resolving issues promptly and professionally can restore trust and loyalty with the customer.
- **Positive Word-of-Mouth:** Satisfied customers are more likely to recommend your business to others.

- Repeat Business: Well-handled complaints can lead to repeat business from the same customer.

Improved Business Reputation

- Positive Online Reviews: Positive resolutions can lead to positive online reviews, boosting your reputation.
- Strong Brand Image: A reputation for excellent customer service can strengthen your brand image.
- Crisis Avoidance: Effective complaint handling can prevent minor issues from escalating into major crises.

Valuable Insights and Opportunities for Improvement

- Identify Service Gaps: Complaints can highlight areas where your business needs to improve.
- Optimize Operations: Analyzing complaints can lead to operational improvements and increased efficiency.
- Product and Service Enhancement: Feedback from complaints can help you develop better products and services.

Risk Mitigation

- Legal Protection: Documenting complaints and resolving them promptly can protect your business from legal action.
- Financial Loss Prevention: Addressing issues early can prevent significant financial losses.
- Regulatory Compliance: Effective complaint handling can help you comply with industry regulations and standards.

• **Types of traveler's complaints**

✓ **Accommodation-Related Complaints**

-  Room Condition: Issues with cleanliness, maintenance, noise levels, or temperature control.
-  Service Quality: Poor customer service, lack of responsiveness to requests, or rude staff.

- ✚ Booking and Check-in Issues: Problems with reservations, overbooking, or lengthy check-in processes.

- ✚ Amenities and Facilities: Inadequate or malfunctioning amenities, such as Wi-Fi, swimming pools, or gyms.

✓ **Transportation-Related Complaints**

- ✚ Flight Delays and Cancellations: Disruptions to travel plans due to flight delays or cancellations.

- ✚ Luggage Mishaps: Lost, damaged, or delayed luggage.

- ✚ Uncomfortable Travel: Poor seating arrangements, lack of legroom, or uncomfortable conditions.

- ✚ Ground Transportation Issues: Problems with airport transfers, rental car services, or public transportation.

✓ **Service-Related Complaints**

- ✚ Poor Customer Service: Rude or unhelpful staff, slow service, or lack of attention to detail.

- ✚ Misleading Information: Inaccurate or misleading information provided by travel agents, tour operators, or websites.

- ✚ Overcharging: Unfair or excessive charges for services or products.

- ✚ Unfulfilled Promises: Failure to deliver on promised services or experiences.

✓ **Safety and Security Concerns**

- ✚ Lack of Security Measures: Inadequate security protocols or safety measures.

- ✚ Health and Hygiene Issues: Poor sanitation or hygiene practices.

- ✚ Threatening Situations: Exposure to dangerous situations or harassment.



Activity 2: Guided Practice

Scenario: Handling travellers' complaints

A group of tourists booked a safari tour in Akagera National Park through a Tembere U Rwanda company. The package they chose promised a full-day game drive, specific animal sightings, and a sunset boat ride at a competitive price. However, the tourists became dissatisfied due to the following issues including that they were not taken to a popular area of the park where they expected to see lions and rhinos; the game drive started late, reducing the total time they had for exploration, and they found out later that similar packages offered by other companies were significantly cheaper.



Task 6:

Guided by your teacher, read carefully the scenario above, and do the following activities:

1. Identify the complaints in this scenario

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2. Describe the causes of the complaints mentioned in this scenario

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3. Suggest tips to handle these complaints

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Key fact 3.2b: Handling travellers' complaints

- **Steps of handling the complaint**

- ✓ **Acknowledge and listen:** Example: "Thank you for bringing this to our attention. I'm very sorry to hear about your experience, and I truly understand how important it is for you to enjoy every aspect of your safari in Akagera National Park. Could you please tell me more about what happened so we can address this properly?"
- ✓ **Empathize and apologize:** Example: "I completely understand your frustration regarding the missed destination, the delayed start, and the pricing concerns. These aspects are critical to ensuring you have a great experience, and I sincerely apologize for falling short of your expectations."
- ✓ **Investigate and explain:** Example: "Regarding the areas you were unable to visit, our team faced unexpected road closures due to conservation activities. This was to ensure the safety of the wildlife and visitors, and we regret not communicating this earlier."
- ✓ **Provide a solution:** Example: "To make up for the missed experience, we'd like to offer you a complimentary guided game drive tomorrow morning, including a visit to the areas you missed. Additionally, we'll ensure it starts on time."
- ✓ **Follow-Up:** Example: Email or call: "We hope you enjoyed the complimentary game drive. Please let us know if there's anything else we can do to improve your experience. We value your feedback and want to ensure your memories of Akagera are positive."

- **Tips on how to handle travellers' complaints**

- ✓ **Active Listening**



- ✓ **Give full attention:** Maintain eye contact and avoid distractions.



- ✓ **Let them speak:** Allow the traveler to express their concerns fully without interruption.



- ✓ **Paraphrase and clarify:** Repeat their concerns to ensure understanding.

- ✓ **Empathy and Understanding**

- ✚ Acknowledge their feelings: Validate their emotions, such as frustration or disappointment.
- ✚ Put yourself in their shoes: Try to understand their perspective.
- ✚ Apologize sincerely: Even if the issue isn't your fault, a sincere apology can go a long way.

✓ **Problem-Solving**

- ✚ Take ownership: Accept responsibility for the problem, even if it's not directly your fault.
- ✚ Offer solutions: Provide practical solutions to resolve the issue.
- ✚ Be proactive: Take immediate action to address the complaint.
- ✚ Communicate effectively: Keep the traveler informed about the progress of the solution.

✓ **Follow-up**

- ✚ Thank them for their feedback: Show appreciation for their input.
- ✚ Follow up: Contact the traveler to ensure the issue has been resolved.
- ✚ Learn from the experience: Use the feedback to improve future services.

✓ **Additional Tips to handle complaints**

- ✚ Stay calm and professional: Avoid getting defensive or argumentative.
- ✚ Be patient and understanding: Remember that the traveler is likely frustrated.
- ✚ Document the complaint: Keep a record of the complaint, including the details and the resolution.
- ✚ Use positive language: Avoid using negative or blaming language.
- ✚ Empower your staff: Train your staff to handle complaints effectively.
- ✚ Learn from mistakes: Use complaints as an opportunity to improve your business.
- ✚ Listen carefully to the customer and avoid interrupting.
- ✚ Focus on resolving the issue rather than placing blame.
- ✚ Offer a reasonable and tangible remedy to regain customer trust.



Activity 3: Application

Scenario: Handling travellers' complaints

A group of tourists booked a safari tour in Akagera National Park through a Tembere U Rwanda company. The package they chose promised a full-day game drive, specific animal sightings, and a sunset boat ride at a competitive price. However, the tourists became dissatisfied due to the following issues including that they were not taken to a popular area of the park where they expected to see lions and rhinos; the game drive started late, reducing the total time they had for exploration, and they found out later that similar packages offered by other companies were significantly cheaper.



Task 10:

As expert in handling the travellers' complaints, read the scenario above and perform the following task:

Please handle the complaints mentioned in the scenario above

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Formative Assessment

1. Match following terms with their meanings/definitions

Terms	Meaning
1. Traveller's complaint	A. A business acting as an intermediary between travellers and travel service providers
2. Travel agency	B. Essential part of any guided tour that is a session where the tour guide provides important information to the group before the tour begins
3. Tour briefing	C. Expressions of dissatisfaction or disappointment with a travel-related product or service Tour briefing

2. Answer by true or false

- Tour briefing can be conducted at the hotel
- Defining the purpose and scope of travel is one of steps to making travel arrangements

3. Explain the types of travel agencies

4. Describe the factors to consider while choosing a travel agency

5. List main travel agency activities

6. Explain the steps of travel arrangements

7. What is the purpose of a tour briefing

8. Describe the steps of handling traveller's complaint



Points to Remember

- When handling traveller's complaints
- Stay calm and professional.
- Listen carefully to the customer and avoid interrupting.
- Focus on resolving the issue rather than placing blame.
- Offer a reasonable and tangible remedy to regain customer trust.



Self-Reflection

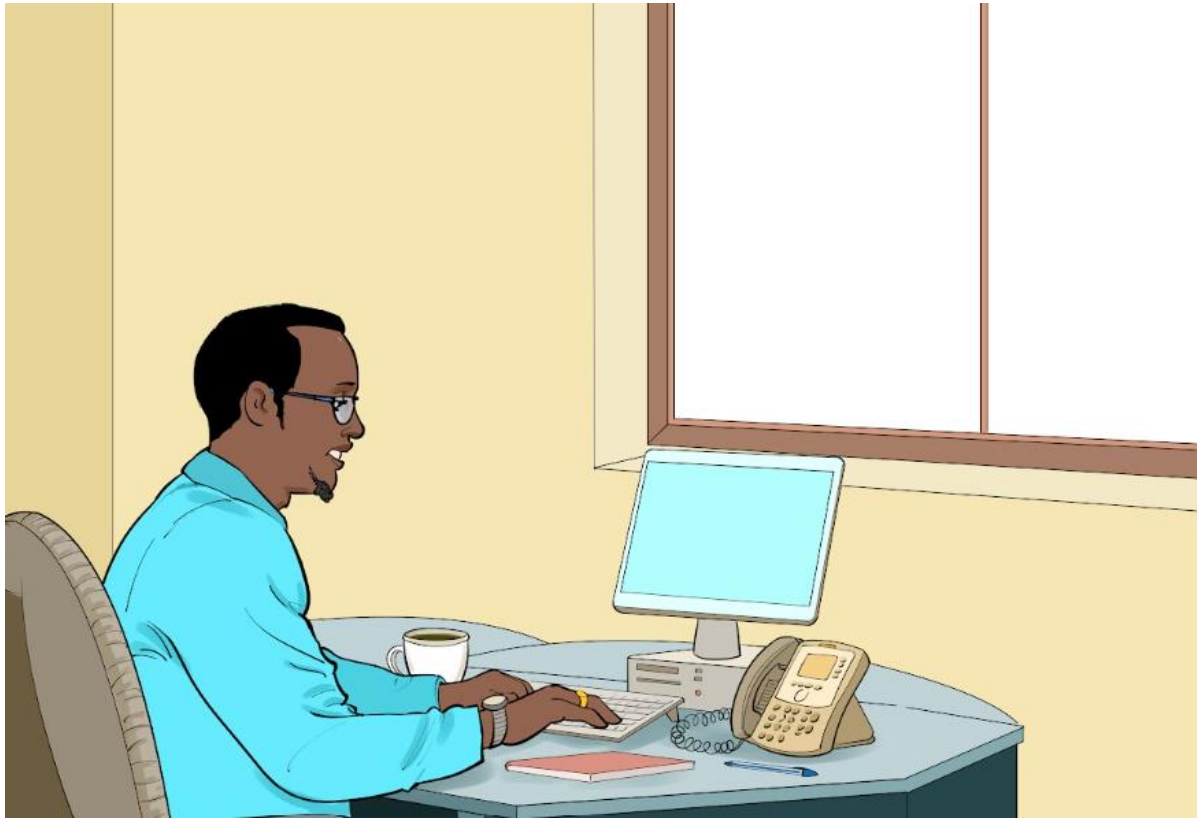
1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this reassessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.
4. At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Introduce travel agency					
Describe tasks in a travel agency					
Identify the steps to assign tasks					
How to conduct a tour briefing					
Identify travel agency activities					
Identify steps for making travel arrangements					
Identify types of travelers' complaints					
List and explain tips on how to handle traveller's complaints					

5. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 4: PROVIDE DEPARTURE ASSISTANCE



Unit summary

This unit provides you with the knowledge, skills and attitudes required in providing departure assistance. It covers assisting travellers in check-out and drop off and preparing travel report.

Self-Assessment: Unit 4

- Referring to the unit illustration above, answer the following questions:
 - What does the picture show?
 - What is the difference between the features in the picture?
 - Basing on the picture, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process
 - Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.

At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Remind traveler to pay all extra bills					
Review departure time					
Describe departure Procedures					
What do you first check on the departure day					

Experience					
Knowledge, skills, and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
What do you remind travelers on the departure day					
Conducting drop off					
What do you consider when debriefing?					
Describe the farewell steps					
What is travel report?					
What is the report structure?					
Describe the main elements of a travel report					
Describe the mode of delivering report					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the departure procedures	1. Review departure time and procedures	1. Pay attention to details
2. Describe the debriefing considerations and farewell steps	2. Reconfirm the pick-up time	2. Be efficient
3. Identify the main parts of the travel report	3. Conduct drop off	3. Be time bound
4. Describe key elements of a travel report	4. Prepare travel report	4. Use simple, clear and understandable language



Discovery activity



Task 1:

Answer the questions below:

1. What activities can you do on the day before traveller's departure?
2. What activities can you do on the departure day?
3. Describe the farewell steps
4. What is a travel report?
5. Describe key elements of a travel report
6. Describe the modes of delivering report

Topic 4.1: Assisting Travellers in Check-out and Drop off

Scenario: Assisting travellers in check-out and drop off

A group of international tourists is staying at a Rochel lodge near Akagera National Park. They are scheduled to check out at 10:00 AM and be dropped off at Kigali International Airport for their afternoon flight. The Rochel lodge manager assigns his staff to ensure the tourists' check-out process is smooth, luggage is handled properly, and transportation is timely.



Activity 1: Problem Solving



Task 2:

Referring to the scenario above, answer the questions below:

1. Describe the main activities that must be done on the day before departure

2. What are activities that must be done on departure day?

3. Mention the steps of farewell

Key Fact 4.1a: Assisting travellers in check-out and drop off

- **On the day before departure**

On the day before departure assistance, this refers to providing support to a traveler a day before they leave, ensuring their final preparations for check-out go smoothly. A number of things have to be done on this day and these include the following:

- ✓ **Preparing for check-out**

- ✚ **Staff action:** The day before, confirm with the guests their check-out time, the drop-off location, and any special requests, such as a packed breakfast or snacks.

- ✚ **Staff communication:** "Good evening! I just wanted to confirm that your check-out tomorrow is at 10:00 AM, and you'll need a drop-off to Kigali International Airport. Would you like us to prepare a packed breakfast for the journey?"

- ✓ **Remind traveler to pay all extra bills**

- ✚ **Example of a reminder message**

Dear Traveler,

We would like to kindly remind you to review and settle any outstanding extra bills before your departure tomorrow. Please ensure all charges are paid to avoid any delays. If you have any questions or need assistance, our team is available to help.

Thank you for choosing us, and we wish you safe travels!

Best regards,

[Your Name or Company Name]

- ✓ **Review departure time and procedures**

Travelers are advised to check their departure times frequently as they may be subject to change due to various factors such as weather conditions, operational issues, or security concerns. Most travel and expense management platforms provide tools that allow travelers to receive updates about such changes in real-time, facilitating better decision-making and travel adjustments as needed.

✓ **Tips for departure procedures**

- ✚ **Print out your travel documents:** Have a printed copy of your boarding pass, itinerary, and any other relevant documents on hand for easy reference.
- ✚ **Pack light:** Avoid packing unnecessary items to minimize the time spent checking in and going through security.
- ✚ **Charge your devices:** Ensure your phone, tablet, and other electronic devices are fully charged for in-flight entertainment or communication.
- ✚ **Stay hydrated:** Bring plenty of water to stay hydrated during the flight or journey.
- ✚ **Relax and enjoy the trip!** Sit back, relax, and enjoy the journey to your destination.

✓ **Set up the wakeup call and that of the traveler**

A wake-up call is service provided by an accommodation providers where they call a guest in a room to wake up on time it could also an automated call-in personal phone to ensure you don't miss important things such as early flight, meeting or any other events.

✓ **Importance of a wakeup call**

- ✚ It is a backup
- ✚ It enhances a Peace of Mind:
- ✚ Adjusting to New Time Zones more easily
- ✚ Avoiding Oversleeping
- ✚ A wake-up call can help you arrive on time.

- ✓ **Reconfirm baggage pick up:** Reconfirming baggage pick-up refers to confirming the details of luggage collection, typically before departure, to ensure that the traveler's bags will be picked up and properly handled at the designated time and location.

✓ **Reconfirming baggage pick-up involves:**

- ✚ Verifying the time and location for the pick-up.
- ✚ Confirming whether special instructions (such as extra bags or fragile items) need to be communicated

✚ Ensuring the correct address or transportation details for the baggage delivery, especially if it involves multiple locations or transfers. For example, a hotel may ask you to confirm your baggage pick-up time before departure, or an airline or baggage service provider may request confirmation before they collect your bags.

- ✓ **Example of how you might handle it:** If you're assisting a traveler with baggage pick-up, you could send a message like this:

Subject: Reconfirming Your Baggage Pick-Up

Dear [Traveler's Name],

We would like to reconfirm the details of your baggage pick-up scheduled for tomorrow. Please review the following:

Pick-up Time: [Time]

Pick-up Location: [Room number or designated area]

Special Instructions: [e.g., fragile items, oversized luggage, etc.]

Please let us know if any changes need to be made, or if you have additional requests regarding your luggage. We're happy to assist with ensuring everything is in place for a smooth departure.

Thank you for choosing [Hotel Name], and we wish you a pleasant journey!

Best regards,

[Your Name or Company Name]

[Contact Information]

- ✓ **Reconfirm breakfast arrangement at the hotel:** Reconfirming breakfast arrangements at a hotel refers to double-checking and confirming the details of breakfast services for a guest before they check out or the morning of their departure. This ensures that the guest is aware of the breakfast time, location, and any specific requirements or arrangements that were made in advance.
- ✓ **Reconfirm the pick-up time:** Reconfirming the pick-up time typically refers to confirming the scheduled time and details for a transportation service, such as an airport shuttle, taxi, car service, or hotel transfer. It ensures that the traveler is informed about the exact time their transportation will be available,

preventing any confusion or delays. This is especially important when the guest needs to catch a flight, train, or bus and depends on timely transportation. Reconfirming the pick-up time helps to ensure everything is on schedule.

✓ **When to Reconfirm Pick-Up Time:**

- ✚ **Before Departure:** A day or a few hours prior to the scheduled pick-up time.
- ✚ **For Special Requests:** If the traveler has a specific need (e.g., an early morning pick-up or a last-minute change in travel plans).
- ✚ **In Case of Delays or Changes:** To ensure there are no misunderstandings if the travel time or pick-up location changes.

✓ **Example of How to Reconfirm Pick-Up Time:**

Subject: Reconfirming Your Pick-Up Time

Dear [Traveler's Name],

This is a friendly reminder to reconfirm your transportation pick-up for tomorrow. Here are the details:

Pick-Up Time: [Time]

Pick-Up Location: [Hotel lobby/room number, or airport terminal]

Transportation Provider: [Name of the service, e.g., shuttle, private car service, etc.]

If you have any changes to your schedule or need to adjust the pick-up time, please let us know as soon as possible so we can accommodate your needs.

Thank you for choosing [Hotel Name/Service Name], and we wish you a smooth journey!

Best regards,

[Your Name or Company Name]

[Contact Information]

- ✓ **Reconfirm the gear:** Reconfirming the gear typically refers to checking and verifying that any equipment, tools, or supplies that a traveler, or participant needs are ready, prepared, and available for use. This term is often used in contexts where special gear or equipment is required, such as during outdoor activities, sporting events, or business trips involving specific tools or devices.

✓ **Where reconfirming the gear might apply:**

- ✚ **Outdoor or Adventure Activities:** If a guest is going on a hiking, skiing, or diving trip, confirming that all necessary gear (e.g., skis, helmets, wetsuits, trekking poles, etc.) is ready and in good condition before they embark on the activity.
- ✚ **Business Travel:** If a traveler needs specific equipment for their meetings (e.g., laptop, projector, presentation materials, etc.), reconfirming that it's available and functioning.
- ✚ **Events and Conferences:** When participants need specific gear (e.g., badges, exhibitor kits, audio-visual equipment), it's crucial to reconfirm these items to ensure everything is prepared.
- ✚ **Hotel Services:** In a hotel setting, it might involve confirming that the necessary items (like extra pillows, blankets, or cribs) have been provided or that rented items (such as bicycles, golf clubs, etc.) are available for the guest.

✓ **Example of Reconfirming the Gear in Context:**

Subject: Reconfirming Your Gear for [Activity/Event]

Dear [Traveler's Name],

We are reaching out to confirm that all the necessary gear for your upcoming [activity/event] is prepared and ready for you. Please see the details below:

Gear Provided: [List of gear, e.g., skis, helmets, diving equipment, etc.]

Pick-Up Location: [Where to pick up the gear]

Pick-Up Time: [When the gear will be available]

If you require any additional gear or have any special requests, please let us know before [date], and we'll be happy to assist.

Thank you, and we look forward to making your [activity/event] experience enjoyable and seamless!

Best regards,

[Your Name or Company Name]

[Contact Information]



Activity 2: Guided Practice

Scenario: Assisting travellers in check-out and drop off

A group of international tourists is staying at a Rochel lodge near Akagera National Park. They are scheduled to check out at 10:00 AM and be dropped off at Kigali International Airport for their afternoon flight. The Rochel lodge manager assigns his staff to ensure the tourists' check-out process is smooth, luggage is handled properly, and transportation is timely.



Task 3:

Guided by your teacher, read carefully the scenario above and do the following activities:

1. Organize the check-out of the tourists

2. Handle luggage of the tourists

Key fact 4.1b: Assisting travellers in check-out and drop off

- **On the departure day**

The departure day is the last day of your travel. It is the last date of your trip.

- **Activities to be done on the departure day**

- ✓ **Check whether any traveler is absent:**

- ✚ It ensures smooth operation,
- ✚ It helps in emergence response
- ✚ It gives peace of mind
- ✚ It reduces risks,
- ✚ It guarantees that all travel arrangements proceed as planned

- ✓ **Coordinate luggage**

✚ **Crosscheck if luggage is picked up as arrange:** Crosschecking if your luggage is picked up as arranged on the day of travel is a critical step to ensure a smooth and stress-free journey.

✚ **Check luggage carefully and open the motor coach for seating:** These are instructions are usually given by a tour guide, driver, or event organizer to ensure that the travel process runs smoothly. First, passengers should ensure their luggage is correct, and then the vehicle is opened to allow seating

- ✓ **Assisting with check-out**

- ✚ **Greeting and review:**

- Staff welcomes the guests warmly at the reception.
- Reviews the billing summary with them: "Good morning! Here's your billing summary. It includes your stay, meals, and additional services. Please let me know if everything looks correct."

- ✓ **Ask travelers whether they have forgotten any valuables**

This means to inquire if they have accidentally left behind any important personal items, such as passports, wallets, phones, electronics, or other valuables, during

their journey. It's essentially a polite and helpful reminder to ensure travelers have everything they need before leaving.

✓ **Payment Handling**

- ✚ Assist with payment by cash, card, or other methods.
- ✚ Issue a receipt and thank the guests for their stay.
- ✚ "Thank you so much for staying with us! Here's your receipt. We truly hope you had a memorable experience."

✓ **Feedback Collection:**

- ✚ Politely ask for feedback.
- ✚ "If you have a moment, we'd love to hear about your experience. Your feedback helps us improve!"

• **Conducting drop off**

• **Ensuring a smooth drop-off**

✓ **Double-check the details:**

- ✚ Confirm the route and timing with the driver.
- ✚ "The journey to Kigali International Airport should take about 2.5 hours. You'll arrive well in time for your flight."

✓ **Vehicle readiness:**

- ✚ Ensure the vehicle is clean, comfortable, and stocked with water or refreshments.
- ✚ "Your car is ready! We've included bottled water for your journey."

• **Debriefing considerations**

- ✓ **Introduction:** Tour debriefing is a vital process conducted after a tour to analyze its effectiveness, identify areas for improvement, and ensure future tours are even better. It's a structured discussion involving the tour guide, other staff members (if applicable), and sometimes even a representative group of participants.

✓ **Objectives of tour debriefing:**

- ✚ Evaluate Tour Performance
- ✚ Identify Strengths and Weaknesses

- ✚ Gather Feedback.
- ✚ Continuous Improvement.
- ✚ Professional Development

✓ **Common topics discussed during a tour debriefing:**

- ✚ Participant feedback
- ✚ Itinerary adherence
- ✚ Logistics and operations
- ✚ Guide performance
- ✚ Safety and security
- ✚ Cultural sensitivity
- ✚ Environmental impact

✓ **Benefits of conducting tour debriefings:**

- ✚ Enhance tour quality
- ✚ Increase travelers' satisfaction
- ✚ Improve staff performance
- ✚ Enhance reputation of the agency

✓ **Debriefing considerations**

- ✚ Clearly define the purpose of the debriefing which is smart.
- ✚ Choose an appropriate time and location that allows for open and honest discussion.
- ✚ Identify the appropriate participants
- ✚ Encourage open and honest communication by fostering a non-judgmental and supportive atmosphere.
- ✚ Appoint a skilled facilitator: The facilitator should be impartial, objective, and able to guide the discussion effectively.
- ✚ Use appropriate voices
- ✚ Address any conflicts or disagreements constructively and ensure everyone feels heard and respected
- ✚ Develop a clear agenda the desired outcomes of the debriefing.
- ✚ Encourage open and honest feedback

✚ Monitor progress and follow up

- **Farewell:**

Farewell is a word used to express good wishes at parting. It's a synonym for goodbye. Farewells can be formal or informal, depending on the situation and your relationship with the person you're saying goodbye to.

- ✓ **Farewell steps**

- ✚ Acknowledge the Departure

- Express your feelings
- Acknowledge their journey

- ✚ Share Memories and Appreciation

- ✚ Offer Well Wishes

- ✚ Exchange Contact Information

- ✚ A Final Goodbye:

- Say a heartfelt goodbye
- A warm embrace or handshake

- ✓ **Final goodbye**

- ✚ **Warm send-off:**

- The staff waves goodbye with a warm smile.
- "Thank you for visiting Akagera National Park! We hope to welcome you back soon. Safe travels!"

- ✓ **Follow-up action:**

- ✚ **Feedback email:**

- Send a follow-up email thanking the guests and inviting them to review their experience.
- "Dear [Guest's Name], we hope you had a great time with us. Thank you for choosing [Lodge Name]. We'd love to hear your feedback!"

- ✓ **Additional Tips**

- ✚ **Be genuine:** Let your words and actions come from the heart.

- ✚ **Keep it positive:** Focus on the positive aspects of the departure and the future.

- ✚ **Consider a small gift:** A small token of appreciation can be a thoughtful gesture.
- ✚ **If appropriate, offer to stay in touch:** Suggest ways to stay connected, such as video calls or social media.
- ✚ **Timeliness:** Ensure check-out and drop-off schedules are adhered to strictly.
- ✚ **Personalization:** Pay attention to specific guest requests and preferences.
- ✚ **Professionalism:** Handle all interactions with politeness and efficiency.
- ✚ **Proactive Communication:** Keep guests informed at every step.



Activity 3: Application

Scenario: Assisting travellers in check-out and drop off

A group of international tourists is staying at a Rochel lodge near Akagera National Park. They are scheduled to check out at 10:00 AM and be dropped off at Kigali International Airport for their afternoon flight. The Rochel lodge manager assigns his staff to ensure the tourists' check-out process is smooth, luggage is handled properly, and transportation is timely.



Task 4:

As expert in assisting travellers in check-out and drop off, you are hired by Rochel Lodge to do the work described in the scenario above, please plan how you will perform that task of

1. Ensuring the tourists' check-out process is smooth

2. Luggage is handled properly

3. Transportation is timely

Topic 4.2: Preparing Travel Report



Activity 1: Problem Solving

Scenario: Preparing travel report

Habimana is a tour guide and work for Dusure Ltd which is a travel agency operating in southern region of Rwanda. Habimana has just completed a 3-day guided safari in Nyungwe Forst National Park with a group of six travelers. Dusure Ltd asks Habimana to write a travel report as it is required to summarize the experience, provide feedback for internal use, and offer recommendations for future trips.



Task 5:

Read the scenario above and answer the following questions:

1. Define a travel report

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2. Mention key elements of a travel report

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3. What is the purpose of a travel report?

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4. Describe the mode of delivering report

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Key Fact 4.2a: Preparing travel report

- **Introduction to travel report: Definition:** A travel report is a document that provides a comprehensive overview of a business or personal trip. It serves as a record of the trip's purpose, activities undertaken, outcomes achieved, and any relevant experience and expenses incurred.
- **Purposes of a travel report**
 - ✓ **Accountability:** Justifies the trip's expenses and demonstrates the return on investment.
 - ✓ **Information Sharing:** Communicates key findings, insights, and lessons learned to relevant stakeholders.
 - ✓ **Decision-Making:** Provides valuable information for future travel planning and decision-making.
 - ✓ **Documentation:** Serves as a historical record of the trip and its outcomes.
- **Components/elements of a travel report**
 - ✓ **Trip Summary:** A brief overview of the trip's purpose, dates, and key outcomes.
 - ✚ **Itinerary:** A detailed schedule of the trip, including flights, meetings, and other activities.

- ✚ **Trip Objectives:** A clear statement of the goals and objectives of the trip.
- ✚ **Activities and Meetings:** A detailed description of the activities undertaken and meetings attended during the trip.
- ✚ **Key Findings and Outcomes:** A summary of the key findings, insights, and achievements of the trip.
- ✚ **Recommendations:** Suggestions for future trips or improvements based on the trip's experiences.
- ✚ **Expenses:** A detailed breakdown of all travel-related expenses.

- **Who should receive a travel report?**

The audience or recipient for a travel report will vary depending on the nature of the trip. It may include:

- ✓ Manager or supervisor
- ✓ Team members
- ✓ Clients or customers or travelers
- ✓ Finance department

- **Tips to consider for writing an effective travel report**

- ✓ Be clear, concise, and objective.
- ✓ Use a professional and formal tone.
- ✓ Be specific and clearly indicate the content of the section.
- ✓ Provide specific examples and data to support your findings.
- ✓ Use visuals such as maps, photos, and charts to enhance the report.
- ✓ Proofread carefully for any errors in grammar or spelling.
- ✓ Use hierarchical formatting and distinguish main headings from subheadings (e.g., bold, larger font, or numbering).

- **Key elements of a travel report**

- **The title and introduction of your travel**

- ✓ **Purpose of Trip:** Clearly state the reason for the travel (e.g., business meeting, conference, site visit).
- ✓ **Dates of Travel:** Specify the start and end dates of the trip.
- ✓ **Destination:** Indicate the city or region visited.

- **Trip Objectives:**
 - ✓ Define the specific goals and objectives of the trip.
 - ✓ What were you hoping to achieve?
- **The main content and executive summary of the travel**
 - ✓ Provide detailed accounts of meetings attended, presentations given, and other activities undertaken during the trip.
 - ✓ Summarize important discussions, decisions made, and agreements reached.
 - ✓ List the names and titles of individuals met during the trip.
 - ✓ Outline the daily itinerary, including flights, meetings, appointments, and other planned activities.
 - ✓ List modes of transportation used (e.g., flights, trains, rental cars).
 - ✓ Specify the hotels or other accommodations used
- **The things observed in the travel**
 - ✓ Summarize the key accomplishments and successes achieved during the trip.
 - ✓ Highlight any new insights, knowledge, or information gained.
 - ✓ Acknowledge any challenges encountered and how they were addressed.
- **Closing remarks and conclusion** In a travel report, closing remarks and the conclusion serve slightly different purposes, though they are related:
 - ✓ **Closing remarks**
 - ✚ These are personal or reflective statements summarizing the overall experience or insights gained during the travel.
 - ✚ They may include recommendations, lessons learned, or a general sentiment about the trip (e.g., satisfaction, challenges, or memorable moments).
 - ✚ Often used to provide a subjective and human touch to the report.

Example: "Overall, this journey has been an eye-opening experience, highlighting the cultural diversity and natural beauty of the region. The hospitality of the locals and the unique traditions have left a lasting impression, making this trip both educational and enjoyable."
 - ✓ **Conclusion**

- ✚ This is a formal summary of the report, encapsulating the key findings, outcomes, or objectives achieved during the travel.
- ✚ It is more factual and focused than closing remarks, addressing the purpose of the trip and whether its goals were met.
- ✚ Often includes a concise evaluation of the success of the trip or areas for improvement.

Example: "In conclusion, the trip successfully achieved its primary objectives of identifying potential business opportunities and establishing connections with local stakeholders. Further action is recommended to follow up on the partnerships discussed."

- **Expenses incurred in the travel**

- ✓ Include a detailed breakdown of all travel-related expenses, including flights, accommodation, meals, transportation, and other costs.
- ✓ Attach supporting documentation such as receipts and invoices and any relevant supporting documents, such as presentations, contracts, or photographs.

- **Report structure**

- ✓ **Title:** Report should have the heading.
- ✓ **Introduction:** The introduction should:
 - ✚ Briefly describe the context and background to the research
 - ✚ Describe the change, problem or issue to be reported on
 - ✚ Indicate the overall answer to the problem explored in the report
 - ✚ Outline the report's scope (the extent of the investigation, also known as its terms of reference or brief
 - ✚ Preview the report structure
 - ✚ Comment on the limitations of the report and any assumptions that are made.
- ✓ **Purpose and objectives of the travel:** Define the main and specific objectives and purpose of report
- ✓ **Details of the travel**

-  Travel dates or timeline
-  Visited locations
- ✓ **Key observations**
 -  Experiences
 -  Results/achievement
- ✓ **Challenges encountered and lesson learnt**
- ✓ **Recommendations:** This an advice that writer presents to different parties. It should be:
 -  Action- oriented
 -  Feasible
 -  Logical related to the discussion and conclusion
 -  Numbered
 -  Arranged in order of importance
 -  Brief
- ✓ **Conclusion:** This is the summary of the work/travel. It summarizes findings, outcomes, or objectives achieved during the travel.
- ✓ **Closing Remarks:** Personal or reflective statements summarizing the overall experience or insights gained during the travel.



Activity 2: Guided Practice

Scenario: Preparing travel report

Habimana is a tour guide and work for Dusure Ltd which is a travel agency operating in southern region of Rwanda. Habimana has just completed a 3-day guided safari in Nyungwe Forst National Park with a group of six travelers. Dusure Ltd asks Habimana to write a travel report as it is required to summarize the experience, provide feedback for internal use, and offer recommendations for future trips.



Task 6:

Guided by your teachers, read carefully the scenario above and do the following tasks:

1. Discuss the main components of a travel report

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2. Discuss different modes of delivering a travel report

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Key Fact 4.2a: Preparing travel report

- **Mode of delivering report**

The mode of delivering a travel report depends on the audience, purpose, and organizational requirements.

- **Common modes of delivery include:**

- ✓ **Written report**

- + **Format:** A detailed document presented in a formal style.

- + **Delivery:**

- Shared as a printed document.
 - Sent electronically via email or collaboration platforms (e.g., PDF or Word file).

- + **Suitability:**

- Best for formal reporting, archival purposes, or when the report needs to be reviewed later.

- + **Advantages:**

- It is comprehensive and detailed.
 - It serves as a permanent record.
 - It can include visuals like graphs, maps, or photos

- ✓ **Oral presentation**

- + **Format:** A verbal summary of the report, often supported by visual aids.

- + **Delivery:** Presented in-person or via video conferencing tools (e.g., PowerPoint or slide deck).

- + **Suitability:** Ideal for quick communication, discussion, or presenting highlights to a team or stakeholders.

- + **Advantages:**

- Engages the audience directly.
 - Allows for real-time interaction and Q&A.
 - Condenses key points into an accessible format.

- ✓ **Multimedia presentation**

✚ **Format:** A combination of text, visuals, and audio (e.g., videos, infographics).

✚ **Delivery:** Shared via digital platforms, presented in meetings, or uploaded to internal portals.

✚ **Suitability:** Effective for dynamic and engaging reports, particularly for wider audiences.

✚ **Advantages:**

- Visually appealing and engaging.
- Useful for storytelling or impactful communication

✓ **Interactive formats**

✚ **Format:** Reports delivered through interactive tools like dashboards, websites, or apps.

✚ **Delivery:** Shared via online platforms or presented using tools like Tableau, Google Sites, or custom-built portals.

✚ **Suitability:** Useful for data-heavy reports or ongoing monitoring.

✚ **Advantages:**

- Allows exploration of data and findings.
- Interactive and user-friendly

✓ **Hybrid approach**

✚ **Format:** Combines written reports with oral or multimedia presentations.

✚ **Delivery:** Written report shared in advance, followed by a presentation.

✚ **Suitability:** Ideal for critical reports requiring detailed documentation and discussion.

✚ **Advantages:** Offers both in-depth information and interactive engagement.

• **Factors to choose the mode of delivering a report:**

A well-delivered travel report ensures your findings, insights, and recommendations are effectively communicated.

✓ **Audience:** Consider their preferences and technical literacy.

✓ **Purpose:** Decide whether the goal is to inform, persuade, or document.

✓ **Content:** Assess the complexity of the information and whether visuals are needed.



Activity 3: Application

Scenario: Preparing travel report

Habimana is a tour guide and work for Dusure Ltd which is a travel agency operating in southern region of Rwanda. Habimana has just completed a 3-day guided safari in Nyungwe Forst National Park with a group of six travelers. Dusure Ltd asks Habimana to write a travel report as it is required to summarize the experience, provide feedback for internal use, and offer recommendations for future trips.



Task 4:

As expert in preparing a travel report, perform the report described in the scenario above as you are hired to write it.



Formative Assessment

1. What are the factors to choose the mode of delivering a report
2. What are Tips to consider for writing an effective travel report
3. Explain the Components/elements of a travel report
4. Who should receive a travel report?
5. List out Activities to be done on the departure day
6. Importance of wakeup call



Points to Remember

- **Smooth check-out and drop-off**
 - ✓ Preparation before check-out
 - ✓ Efficient check-out process
 - ✓ Handling luggage
 - ✓ Coordinating transportation
 - ✓ Final farewell
- **Travel report**
 - ✓ Keep records
 - ✓ Use Templates
 - ✓ Visuals



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this reassessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.
4. At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Remind traveler to pay all extra bills					
Review departure time					
Describe departure Procedures					
What do you first check on the departure day					
What do you remind travelers on the departure day					
Conducting drop off					
What do you consider when debriefing?					
Describe the farewell steps					
What is travel report?					
What is the report structure?					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe the main elements of a travel report					
Describe the mode of delivering report					

5. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.
1.	1.	1.
2.	2.	2.
3.	3.	3.



Integrated/Summative assessment

Integrated situation

Tokyo Guru, a leading travel agency based in Rwanda, with the headquarters in Kigali, Nyarugenge district, Muhima sector; had recently received a request for a group of 30 travelers from Europe. The travelers were a mix of business professionals and tourists looking to experience the rich culture and modern allure of Kigali and its surrounding areas. During this period, the travel arrangement coordinator was on a maternity leave. Tokyo Guru travel Ltd employs you to coordinate travel arrangements for group.

You are required to:

1. Identify the travellers request
2. Provide pre- arrival assistance
3. Prepare the travel package
4. Conduct travel package
5. Provide departure assistance

All equipment, tools and materials are available in the school workshop

This work is to be done in two hours

The work is to be done individually

Resources

Tools	▪ Note books, dairies,
Equipment	▪ Computer, Printer, Telephone
Materials/ Consumables	▪ Chalk board, flipcharts, badges, chalks, brochures, Papers, pens, markers, pins, post it

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