

Chapter 1: Design a tour package

Tour Managers – What they do?

Most often, if you ask what a tour manager does, you basically come up with “manages concert tours for bands”, or something to that effect. This is basically true. But what does that involve?

What is Tourism Management?

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is a subtle difference between just travelling and tourism.

Travelling is going from the place of residence or work to another distant or a neighboring place by any means of transport. Routine commutation can be termed as travelling.

Tourism is travelling with an objective. All tourism necessarily includes travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.ist Destination



Is it a hotel, city, country or region, Bierman (2003, P.2) defines a destination as “a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit.”

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Different Travel Routes

Sometimes there may be other considerations beyond just the driving distance or driving time. For example, perhaps you want to pick up groceries on your final stop or you may want to avoid busy streets during rush-hour. This is why we allow you to choose from several shortest routes and the quickest routes. You can also choose the exact sequence for your stops by entering them in the desired order.

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes.

Matheson and Wall (1982) define tourism as follows –

"The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

Factors that Motivate People to Travel

The most common reasons for the people to travel away from home are –

- **To spend holidays leisurely**
- **To visit friends and relatives**
- **To attend business and professional engagements**
- **To get health treatment**
- **To undertake religious pilgrimages**
- **Any other personal motives**

Design and develop interesting and economical tour packages

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions,



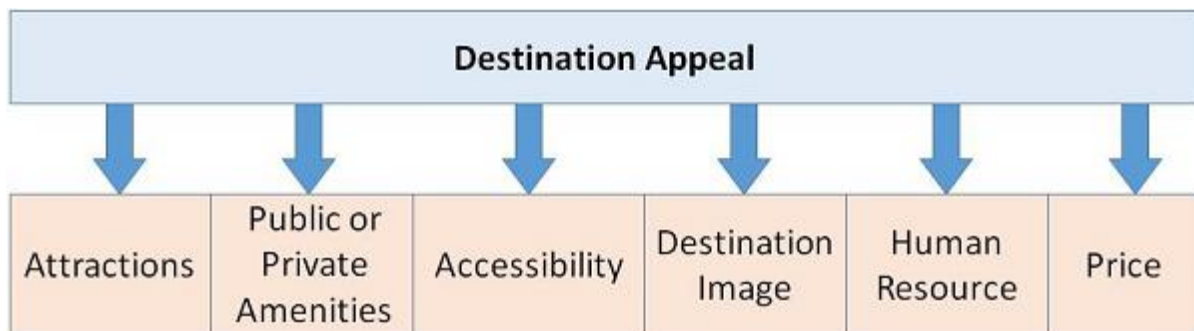
sites, accommodation, and all ancillary services.

A tourist destination can be a city, town, or other area. It is dependent on the revenues accruing from tourism. It is marketed or markets itself as a place for tourists to visit. It may contain more than one tourist attractions. For example, Roros, Norway is a destination with the label of mining town since last 85 years.

Ensure the needs of various kinds of customers are met

A tourist destination has certain characteristics that attract tourists to spend time there. It can attract tourists for its inherent or exhibited natural or cultural value, historical significance, flora and fauna, natural or built beauty, offering leisure, adventure and amusement.

The following factors shape the destination appeal –



The Five A's

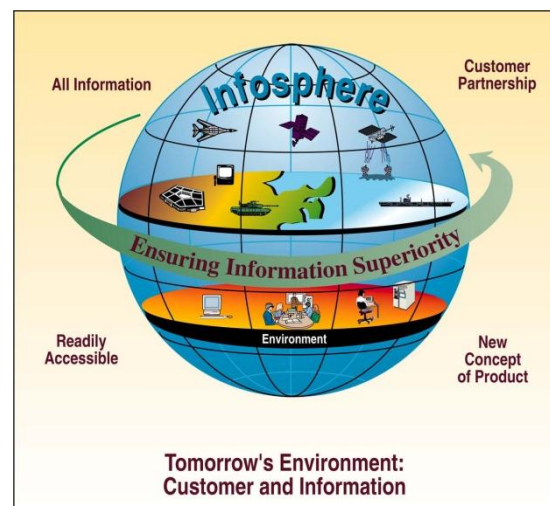
The following five A's define the tourist needs and demands –

Accessibility

It is the ability to reach to a place of destination by opting one or multiple means of transportation. The transportation should be timely, convenient, inexpensive, and safe. Today there are various means of transportation like airlines, railways, surface transportation, and water transportation.

Accommodation

It is a place where the tourists can avail food and shelter on payment. Today, a wide range of accommodations are available ranging from a basic budget accommodation to elite class seven-star



hotel suites.

Attraction

It is a place of interest where tourists visit, typically for its inherent or exhibited, natural or cultural value, historical significance, or natural or artificial beauty. The attraction creates a desire to travel to a specific tourist destination. They also offer leisure, comfort, adventure, or amusement.

For example, Paris draws tourists by offering Fashion as attraction.

Activities

Activities are what the tourists perform for fun and amusement. For example, boating, scuba diving, canoeing, camel riding, and visiting a place.

Amenities

Amenities refer to the beneficial services offered to the tourists like visitor information centers, telecommunications, roads, drinking water, toilet blocks, garbage bins, etc.

Unit2- Financial operations

Meaning of Financial Management- Financial Management means planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise. Scope/Elements.

Perform financial analysis - Investment decisions include investment in fixed assets (called as capital budgeting). Investment in current assets is also a part of investment decisions called as working capital decisions. This paper reviews the causes of the Asian financial crisis, the implications for tourism, and identifies salient lessons that may be



employed in dealing with future crises. Written just after the conclusion of the financial crisis, the paper finds that the crisis did not have as great an impact on tourism in East Asia as first feared and observes that tourism may be more resilient to crises than previously anticipated.

Prepare and produce budget- Tourism is a growing phenomenon worldwide, fueled by both the growth of the entertainment industry and the increase in international travel. This article proposes a model for exploiting film tourism marketing opportunities. It identifies the optimum marketing factors that encourage film tourists to visit destinations that appear (or are depicted) in the movies. Factor analysis reveals four types of marketing activities in which destinations can engage to promote film tourism: proactive efforts to encourage producers and studios to film at the location, efforts to generate media publicity around the film and its location, marketing activities that promote the film location after production, and peripheral marketing activities that leverage film tourism potential. Results of a stepwise multiple regression analysis indicate a high correlation between film tourism success and one of the four factors: the proactive efforts of destinations that encourage producers and studios to film at their location.

Verify accounts and financial statements- In this paper the authors investigate the effect of a Keynesian policy in tourism destinations where tourism products are mainly sold through 'direct sales' (decentralized solution) and the tourism market equilibrium is characterized by sticky prices and unemployment (coordination failure); thus the conditions for a Keynesian demand policy are verified. This policy is a Pareto improving solution with respect to the organization of sales by tour operators or destination managers (centralized solution), since tourism firms are not worse-off in terms of profits and there is an increase of tourism production as well as of employment.

Check expenses and income statements- Marketing is defined as "the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling."

An alternate definition is paraphrased from memory of an introductory business text is: Marketing is all activities conducted to prepare for sales. A sale is all activities required to close the deal. Shipping and customer satisfaction would be included in sales to avoid the customer from reversing or unclosing the deal.

Thus Marketing can be categorized as a branch of business as well as a social science. We buy goods (thus becoming the buyer/consumer) from a vendor (or producer/seller), creating a transaction. In the past, marketing involved traveling salesmen, while in modern times, marketing is more likely to involve television, the internet, and other forms of media bombardment.

As we progress in this age of technology it is vital for us to understand marketing and its place in the world. Understanding and applying the principles will be beneficial to the businessperson and the layperson.