

Travel and Tourism

What is **tourism**?

Tourism is temporary movement of people to destinations outside where they normally live and work and their activities during their stay at these destinations

What are **tourists**?

International : people from overseas

Domestic : people from your own country

What is the **travel and tourism industry** ?

It is the whole mix of businesses and agencies that work together to serve the needs of people who travel.

What is **a destination**?

It is the places where a journey finally ends.

Types of tourists

1- Leisure

2-Visiting friends and relatives (VFR)

3-Sport

4-Business (MICE):

- Meetings

-Incentives

-Conferences

- Exhibitions

Business tourism

- These can be held in a variety of venues which include:-
 - ❖ Purpose built conference centres
 - ❖ Hotel facilities
 - ❖ Sports venues
 - ❖ Civic buildings
 - ❖ Stately homes
 - ❖ University and academic institution facilities.

What can be done **to encourage business tourists**?

- The choice of place appropriate to the event
- Offer promotional leaflets/ brochures
- Range of accommodation
- Transport transfer (to make moving around destination easier)
- Audio-visual and stage
- Arrange social and partners programmes to ensure visitors enjoy the destination and will want to return

Methods of transport:

Air Transport

- Scheduled flights
- Charter flights
- Low cost airlines

Water Transport

- Cruise ships
- Ferry

Rail transport:

- Within and between countries
- Eurostar carries more passengers between London and Paris than all the airlines put together
- Popular with independent travellers
- Perceived to be hassle free

Accommodations:

- Hotel
- Motel
- Guesthouse
- Hostel
- Holiday village or camp
- Holiday home
- Visitor's apartment
- Bed and Breakfast

Natural attractions

- Mountains
- Forests
- Coastline
- Lakes
- Waterways
- Landscape features

Built Attractions

- Theme parks
- Museums
- Heritage centres
- Sports facilities
- Family entertainment centres
- Cinemas
- Cultural attractions
- Animal parks
- Historic centres
- Shopping centres

What can be used as a driving force to the development of a destination?

- Sports stadiums
- Theatres
- Museums

Travel agencies act as 'principles' for the suppliers of travel and tourism industries products.

- 1 Airlines
- 2 Rail companies
- 3 Hotels
- 4 Tour operators
- 5 Car hire companies
- 6 Currency suppliers

- 7 Insurance
- 8 Travel books

How many types of **Travel agents?**

There are two types:-

a. **Multiples**.....chains in various towns and cities and sometimes they are international

E.g. Thomas Cook.

b. **Miniples**.....these are independent agents, they are not part of a national chain, they are a few shops in a specific area.

Tour operators

- They are seen as product builders
- They offer a complete package of flight, transfer and accommodation as an all inclusive price.
- They are designed to attract specific target market
- The travel agents are the one who sell their product.

Tour operators in order **to stay in business and remain profitable** it is important that they do the following:

- Identify customers needs and expectations
- Meet the customers needs and expectations
- Assemble products according to customer requirements.
- Reduce prices by negotiating and purchasing tourism products in bulk
- Monitor the quality of products
- Reduce the risks for consumers
- Provide appropriate information by using leaflets, maps, brochures, videos etc
- Do pre and post experience market research
- Promotion of particular products and packages
- Complaint handling for both customers and industry providers

What do the governments do in forming tourism policy and promotion?

Their aims and objectives are:

Economic

- Employment creation .

- Increasing foreign currency earnings
- Bringing in tourists to spend money locally
- Economic development .
- Develop the infrastructure .
- Improve the local area and conditions for the local people.

Socio-cultural

- Promoting understanding between cultures of tourists and those of the locals
- Improving quality of life for the local population
- Revival انعاش of traditional activities
- Festivals and ceremonies to celebrate culture and develop a 'sense of pride' to one's own nation and identity

Environmental

- Regeneration تجديد and conservation of the built and natural environment
- Environmental improvements of benefit to the local people as well as the tourists
- Consumer protection laws and rules
- Fire safety laws in hotels
- Health and food safety regulations
- Competency standards for bus and boat operators
- Environmental protection regulations
- International aviation and air travel regulation

How can travel and tourism create jobs?

Directly through:

- Hotels
- Restaurants
- Nightclubs
- Taxis
- Souvenir sales

Indirectly through:

Supply of goods and services to the tourist related businesses

What are the **Positive Economic** impact of tourism?

- 1- provide jobs.
- 2- stimulate investment استثمار
- 3- reduce poverty.
- 4- create foreign currency.
- 5- create employment.
- 6- locals sell goods to the tourists.

What are the **Negative Economic** impact of tourism?

- 1- the rich countries benefit from tourism more than the poor countries.
- 2- 80% of money comes from package tours goes to the hotels, airlines and not to the locals.
- 3- tourism development cost the government a lot of money, this might reduce the government investment in health and education.
- 4- increase prices of goods , land and buildings.
- 5- countries which depend on tourism for its economy might face economic crisis if tourism was negatively affected by recession or natural disasters.
- 6- large amount of money from tourism might leave again through leakage.

What is **import leakage**?

Import leakage: the government has to import things for tourists costing a lot of money.

What is **Export leakage**?

Export leakage: international companies invest on tourism goes take the profit back to their countries.

What are the **Positive environmental** impact of tourism?

- 1- environmental protection
- 2- wildlife protection.

What are the **Negative environmental** impact of tourism?

- 1- air pollution
- 2- noise pollution
- 3- land pollution
- 4- sea pollution
- 5- endangered species

What are the **Positive socio-cultural** impact of tourism?

- 1- create pride in traditions
- 2- bring higher standard of livings
- 3- bring improvement to the infrastructure, transport, health services and recreational places.
- 4- bring historical preservation المحافظة.

What are the **Negative socio-cultural** impact of tourism?

- 1- globalization : tourists look for well known hotels and food brands .
- 2- erosion تآكل of traditions as some locals imitate يقلد tourist behavior
- 3- culture clash, some tourists fail to respect locals customs and traditions
- 4- crimes like robbery سرقة and drug dealing.

Why does any government **develop tourism**?

- 1- to create employment
- 2- to increase the income
- 3- to develop the economy
- 4- to increase foreign currency.
- 5- to improve the image of the country

What does the tourist **information center** provide?

- 1- road maps
- 2- information regarding shopping, recreation places
- 3- information regarding making business
- 4- public transport schedule
- 5- leaflets
- 6- brochures
- 7- guide books

- 8-Theater booking

- 9-Guided sightseeing tours.
- 10-Souvenirs هدايا تذكارية

What can a **country do to develop its tourism**? Give example

Dubai's location in the crossroad of the 3 continents (Africa, Asia, Europe) made it very accessible location.

Dubai is a duty free الجمارك

Dubai is an important trading and business center.

Dubai new development attracted the attention of the tourism world.

Dubai's constant innovations keeps it in the news.

What are the different **weather conditions** in different regions?

Equatorial countries are (Brazil) : hot, humid all year.

Tropical countries are (African Savannah): no cold season, heavy rains in summer.

Tropical monsoon (India) : no cold season, very little rain.

Warm temperate (Mediterranean): hot summer, cool winter.

Cool temperate (USA): hot summer, cold winter

Arctic (Scandinavian): harsh cold winter with snow, cool summer with rain.

Polar (Greenland): snow and ice all year.

What are the **environmental Risks** a tourist might encounter?

Tropical storm (hurricane, typhoons)

Monsoon rains.

Monsoon winds

Very dry summers causes bush fires.

What are the measures to be taken if the **destination is perishable**. ? عرضه للهلاك

- 1- constructing hard wearing paths.
- 2- repairing minor damages.
- 3- fertilizing and reseeded.
- 4- fencing.

Perishability is not only to the environment it can also be to the historical places .

What are the factors the influence the **decision to travel**?

Past family holidays
Friends
Colleagues

family
TV
Films
Mass media
Brochures
Advertisements
Work trips

What are the factors which limit **destination choice**?

Income
Employment status
Number of children
Amount of free time
Health status
Cost of transport

What makes a **tourist attracted** to any place?

- the weather of the area
- scenery and landscape
- historical attractions
- indoor and outdoor activities
- accommodations
- events and festivals
- food/drinks
- entertainment places.

What are the **different types of Tourist attractions**?

Attractions are :

Manmade attractions
Natural attractions
Historical attractions
Family fun attraction
Museums
Theme parks
Zoos
Sea life centers
Feed the animals , walk amongst the bats
Special offers such as Kids Go Free , passport tickets

What are the factors which influence the **popularity of a destination**?

- cost of accommodation
- cost of transport
- costs at destination
- crime and social problems
- terrorism
- natural disasters.
- positive or negative tourism management
- political instability

What is **Cultural tourism**?

To visit

- Festivals
- Historic sites and monuments
- Museums and galleries
- Religious events
- Art display

Mountain tourism:

Reasons for attraction:

- the climate and the clean air
- the beauty of the view (scenery)
- simple lifestyle
- the opportunity to practice sports that require slopes and winter snow

Waterfall tourism:

Eg: Victoria falls, Niagara Falls

Advantages :

- outdoor leisure activities
- view pleasure

Cave tourism

Volcano tourism

Customer service

What are the important things in **customer service**?

- Welcoming
- Guiding
- Assisting
- Serving

What does **Customer service provides** ?

- information
- giving advice
- providing assistance
- dealing with problems
- dealing with dissatisfied customer
- offering extra services.

Why is **customer service important**?

-The welcome the tourists receive when they arrive and the quality of the service they experience during their stay strongly influence the memories they take away with them.

- Without appropriate customer service , many businesses would have ceased to exist

- With customer service , customers will feel satisfied so that they will want to return.

What are the **Customer services standards**?

- Always treat the customer in a nice and helpful way.

- Good appearance

- Receptionists must wear name badges and are encouraged to smile and use the guest's name whenever possible.

- Telephones should be answered before the third ring with a greeting followed by the name of the department

- Ensure equipments and supplies used are updated and in good order.

What is the **importance of good training and good team work**?

- it will improve productivity الانتاج

- it will improve the quality of the products and services

- it will spread ideas

What does **Hotels give as job opportunities** ?

- front office (reception, reservation , guest relations)

- kitchen

- engineering

- quality department

- human resources

What are the **qualities of staff** in the customer service or in a restaurant should have ?

- personal presentation

- social skills.

- tolerance

- telephone skills

- all necessary paperwork

- good personal skill is very important

- It's important that the customer is not offended by the person's appearance so the mode of dress and the physical appearance should match the nature of the work.

- front line members of staff must have interpersonal skills

What the things that should be included in The **registration record** ? :

- name and surname of the guest

- telephone number

- address

- passport number

- credit card details.

- Guest signature

- any special requests.

How to **handle problems**?

- it is important to listen carefully to the customer.

- one should listen carefully and keep an open mind.
- staff should apologize for the inconvenience.
- the guest should know that the matter will be fully investigated and put right.
- staff should see the problem from the guest point of view .
- staff should never argue with the customer .
- If the staff can't find a solution of the problem the issue should be referred to the manager or the supervisor.
- it is always important that the customer agree with the solution.
- it is vital that to make sure that what has been promised actually gets done

How To achieve **good customer service**?

- always smile and greet the guests before they greet you.
- a guest request will never be no
- treat all colleagues a with respect

What are the **qualities of receptionists** Staff working in highly visible job role like, receptionists?

- Give a good first impression is important
- the ability to speak a foreign language
- good administrative skills
- Have friendly and polite manner
- smart
- have responsible attitude
- be observant
- willing to help people
- confident in dealing with any challenging behavior from the customers
- uniforms are provided and should be clean and freshly pressed.
- no visible tattoo or piercing
- do not use excessive perfume
- hair should be clean and well kept all the times and no extreme styling.

How **Communication** can be affect the customer service?

- language problems : such as accent
 - cultural differences : words can have different meaning in different cultures
 - complexity : if the message is too long or too technical
- When communicating one should use the appropriate language , pitch and tone of voice , pauses and silences .

What at the **Uses of ICT** in travel and tourism industry?

- websites are important because it allows online booking and acts as a marketing tool

- Database aids in marketing
- computer Finance system helps in payments

What information should be made clear to the customer in a hotel?

- information about unacceptable types of payment.
- information about any fees charged for the credit cards
- information about deposits if required.
- advanced warning if restaurant is to be closed
- the prices for accommodations , meals, serving charges, taxes should all be clear.
- clear explanation for charges for additional services.

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**What are the Qualities or characteristics of an employee involved in the selling of a product or service?**

- enthusiasm حماس , honesty, intelligence , friendliness
- knowledge of the product
- good judgment
- effective communication
- well spoken ,the use of good grammar, vocabulary.

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**Why do people refrain from buying a product?**

- Too expensive for them , however many can afford it but still don't buy it because they are not sure of its advantages.
- They may be short of information so customer service should provide as much information as required. So being knowledgeable about the product is very important

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What is a Brochure?

- a map is included to give the location of the destination
- a table of what the weather conditions will be like.
- photographs showing the natural and built environment
- brief details of the local places of interest and attractions

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**What is a Leaflet?**

- They are mini brochures to advertise for a particular product or service.
- they are designed to attract the eye
- they provide basic details about the service or the product like the pricing, timings and contact details.

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How can we advertize a product?

- newspaper
- direct mail
- TV
- radio
- local and national press

- budget will affect the choice of the ad

How can **Internet** help in the tourism:

- should have a well designed and well maintained website
- the website should be attractive , informative and quick to download
- accurate details , brochures, timetables, photos and graphs
- should be updated regularly
- subscription for email newsletter
- information in different language
- special offers and packages.

Window display:

- should be full of promotional offers
- the signs should be large and in bold colors to attract the attention of people walking by

How to **announce about any service?**

How can the Hotel guests will be made aware of the buffet or any service?

- in-room TV advertisement
- in-room newsletter
- notice in the reception
- notice at the restaurant entrance
- from the restaurant staff
- inserted in the menu
- table advertisement

What are the **component of any package** ?

A package should include at least 2 of these components :

- 1- transport
- 2- accommodation
- 3- other tourist services like car rental , recreational services such as entrance tickets to a major park like Disneyland .

What is an **Independent product** (package)?

- All the components of a holiday bought separately and directly from the provider (usually through the internet) without a travel agent.
- Independent travelers take advantage of flights with low costs and seek the best prices of accommodation. They choose the restaurant and the visitor attraction by themselves.

What is an **All inclusive package**?

- It is a package in which flights , transfers , accommodations , meals and unlimited drinks , snacks and activities such as kids clubs.
- Cruise holidays usually are all inclusive

What are the **Ancillary services**? خدمات إضافية?

Means any additional services offered by the tourism provider beyond the main service.

Examples of additional services :

- travel insurance
- foreign currency exchange
- sightseeing tours
- car rental
- Airport transfer
- passport and visa information
- rail tickets
- hotel bookings
- tickets to entertainment and recreational places
- guide books and guiding services

Who is the **Tour Guide** and what services they can offer? المرشد السياحي

- A guide is someone with experience , training and local knowledge of the area
- A guide offers information about the nature , the history , the customs and the culture

Who are **International Tour Operators**?

- They are wholesalers .
- they work with airlines, hotels, tourist attractions.
- they get their products in large quantities .
- they make these products as package and sell them.

What are the **Types of tour operators**?

There are 5 types of tour operators:

1- Mass market tour operators :

They usually offer "sun, sea, and sand" package
They cater to very large numbers of tourists in usually popular destination .

2- Inbound tour operator :

It is the type which produces package aimed at bringing overseas tourists into a destination

3- Outbound tour operator :

It is for those locals who want to travel abroad as tourists .
It is based in the tourist country offering a holiday package to overseas destinations .

4- Domestic tour operator :

They offer packages to locals to travel locally . (Domestic travel).

5- Specialist tour operators :

Are operators specialized by :

- activity like skiing holidays.
- destination like Austravel which is specialized in holidays in Australia
- transport like traveling by coach (سيارات السوبرجيت)
- age group .

All tour operators are private sector so they are profit-seeking and need to make money to survive .

How can tour operators achieve buying power and **control over suppliers** مثل شركات الطيران والفنادق؟

By doing two things :

1- horizontal integration :

-When companies join together with the aim to remove competition and to increase their purchasing power.

-It is the merge between companies at the same level.

2- Vertical integration :

- It occurs between companies at different levels .

-It means investment into the following :

accommodation and transport.
travel agents

What are The advantages of **integration**?

-control of price

- control of quality

- ability to reach the customer .

- Integration led to increase specialization

- development of niche operators and niche products .(Tailored products and services خدمات متفصلة)

What are the different **types of tour operators**?

There are two types of tour operators:

1-Mainstream tour operators:

- carry high volume of tourists
- many destinations
- serve customers that are highly price sensitive .
- sell all inclusive package are attractive to this segment .
- they work through travel agents of their own .
- focus on standard and basic product (sun, sand and sea)

2- Independent tour operators

- they carry small volume of tourists .
- they serve customers who want tailor made and high tourism quality .
- they are increasing their specialization
- they developed niche products to distinguish themselves from cheap mainstream operators .
- serve customers who are less price sensitive
- they use independent travel agents with direct sell
- have long term relationship with their local suppliers in the destination
- pay higher prices to the local suppliers due to low volumes they buy .

How can independent tour operators **survive in the market?**

Independent tour operators survive by competing to provide high quality , tailor made services.

What is the common thing among tour operators? What is their nature?

All tour operators perform similar role which
Putting together a holiday package - plan , organize , and sell packages .

How do tour operators do their job?

- They do market research .
- They select resorts , accommodations , flights.
- the holiday season is planned 12 to 18 months before the holiday packages released to the market .
- They estimate how many customers will buy their product . Accordingly accommodates and flights are arranged .
- Tour operators will negotiate with the providers . This is carried out by senior mangers .
- The negotiation is about the price, quality and the quality.
- usually the flights are with chartering planes .
- once the product is released for sale, the tour operator and the travel agents are engaged in the sale and reservation processes .

What are the **disadvantages of holiday package**?

- the average profit made on package holiday is low not only this the tour operators manage considerable risks .

What are the **Risks** tour operators encounter?

- unexpected loss of popularity of a country because of political reasons or security issues, natural disasters .

-new tourist taxes.

- changing in aviation fuel costs.

- changing of exchange rate :

Tour operators pay for the hotels and the flights in foreign currency .

Holiday prices are advertised long before the tour operator pay to the hotels and airlines, variations in exchange rates affect the profit the tour operators make so tour operators give "no surcharge guaranteed" **but** in UK law it should not exceed 2% increase in cost, this gives the customer protection from increases prices .

What is the role of **Tourism Organizations**? What do they do?

- 1- improve the quality of tourism services.
- 2- Marketing of tourism.
- 3- research marketing.
- 4- cooperate with other organization in foreign countries.
- 5- establish tourists offices.
- 6- establish tourists information offices

How do they do **market research**?

- data from previous seasons.
- analysis of what their competitors offer .

What are **the types of contracts** they do with their providers?

There are two main types of contracts or deals :

- 1- Guarantee : ضمان

Here the tour operator guarantees to pay for certain number of bed space.

- 2- Release back:

Any bed space is not sold is given back

What are the factors which affect the Tours operators **prices** ?

1- Season:

The summer season is the main time to travel due to school holidays and due to the weather so there is more demand **زيادة على الطلب** , that's why prices rise at this time.

2- Flight times:

Most customers prefer to travel during the day so price differs because of the time of the flight.

3- Accommodation

Tour operator contract with hotels based on price per room, while they sell the **package** which includes a whole room cost.

How can **the Customer protected**?

-The European Union made a law which gives the customers compensation **تعويض** when things go wrong with their holiday

- By law , Tour operators are fully responsible for all the services they sell

What are the **government regulations** **تنظيمات – إجراءات** to protect tourists?

- 1- fire safety laws in hotels
- 2- consumer protection laws
- 3- air travel regulations

What are the means of travel or **Types of transportations**?

1-Coach travel:

-it is leisurely way of traveling.

2- Rail travel:

The advantages are :

- it is cheap form of travel
- travellers can buy tickets without booking a seat

The disadvantage is that:

- trains become easily congested **يزدحم بسهولة**
- it is more popular with commuters traveling to work than it is with tourists travelling for leisure purposes.
- the main tourist traveling by rail is the younger generation or explorers who purchase discounted tickets allowing rail travel across whole region such as Europe .
- the government tend to invest less in rail travel than in air travel.

Public transport :

It is usually neglected by the tourists because of

lack of information about the services

lack of trust based on the travelers experience of public transport in their own country .

Unit 5

Marketing and promotion

- High competition in the tourism market make marketing and promotion is an important part to stay in this industry .

- They constantly find new ways to promote themselves to their customers.

What is The definition of marketing?

"Marketing is the strategic business function that creates value by stimulating, facilitating and fulfilling customer demand."

Why has **Marketing gone under enormous changes** over the last three decades?

- 1- globalization العولمة
 - 2- massive technological changes.
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How To achieve good marketing?

- 1- innovation الابتكار
 - 2- Creating good customer services
 - 3- Marketing should comes from the thinking point of the customer (rather than being totally product centered)
 - 4- establishing overseas information offices
 - 5- market research
 - 6- public relationships
 - 7- raise awareness of the country as a tourist destination
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Why is marketing important ?

- To increase the number of sales.
 - To increase the number of customers
 - It helps destinations to attract more customers than their rivals .
 - to attract previous and new customers.
-

Why is it travel and tourism industry is very **competitive industry**?

Because :

- there are many destinations with very similar attractions .
- there are many different providers (tour operators , hoteliers , airline companies) all offering a similar product or service.

What is **the important goal of marketing**?

- Creating a positive image of the service and the product is very important in marketing

What is the best way to satisfy a customer?

- to offer them products and services which meet their needs .
- to give them the best quality and value of money for the product.

Why is **marketing important for an organization**?

- Marketing allows the organization to identify its position in the market for future improvement.
- Marketing allows the organization to identify who their competitive are.
- Marketing allows the organizations to identify the specific groups of customers at whom their product are being targeted.

Why **is market Research important** in marketing?

- Research is important to identify exactly what the needs and the wants of the customer
- Research is important to identify who the customers are.

- Market research definition:

Marketing research is the planned process of collecting, recording, analyzing and evaluating data about customers and the market itself.

Who do market research?

Large organizations hire trained professionals to do the marketing research

Other organizations use research agency to do marketing for them.

How to do market research?

There are 5 stages of how to do marketing research:

- 1- Setting (determining or identifying) the objectives .
- 2- Design the research.

- 3- Collect data.
- 4- Analyze the data.
- 5- Report the results.

1- Setting the objectives الأهداف

means to identify the problem and to know the purpose of the research

2- Design the research:

Means to decide which research method will be used.

3- Data collecting :

Here the research activities are taking place and carried out.

4- Analyze the data:

Once the data is collected it will need to be interpreted and a statistical analysis is done.

5- Report the results:

All the finding will be presented as well as the conclusion .

What are the **types of market research**?

There are 2 types of market research: Primary and secondary

1- Primary market research :

It is known as "field research" .

In this type of research the travel organization go out into the market to find out about the customers expectations and experiences .

It could be done by The methods are :

- 1- Questionnaires
- 2- Internet survey
- 3- Telephone survey
- 4- Exit survey : carried out when the tourist leaves an attraction
- 5- can be done face to face ask conducting a survey at the airport or in the hotel receptions ing direct questions
- 6- Postal survey but the respond rate is usually very poor.
- 7- Focus groups : a group of customers are led by a member of staff to discuss their view of a certain product or service , this is usually costly and take time to organize.

2- Secondary market research:

This is known as "Desk research".

It is using the existing information that has been collected by another party for a different

purpose OR the data from the organization's own records.

The data resources are either internal or external:

The internal data comes from the organization's own sales records or details of how often a customer uses a particular service .

The external data comes from the government's data or from the trade reports or from academic research findings (example, the "Journal of Travel Research").

- Why is **Secondary data research is not always reliable?**

because of the following reasons :

The data may be outdated

The data may contain a biased opinions

The data may be irrelevant

The data was carried out with a different objectives in mind.

What is **Qualitative and quantitative data?**

Qualitative data:

It is the data and information collected about customers' opinions towards a product and services.

Quantitative data:

It is the data which is numerical or statistical. Examples are: frequency of visits, number of users, etc.

In marketing research What is **SWOT Analysis?**

- It is situation analysis.

- It is an abbreviation or an acronym of Strength- Weaknesses- Opportunities- Threats.

-It helps the travel organization to identify and recognize the negative and positive influences on its business .

-It helps them to recognize the influences which are under their own control (internal influences) and those which are beyond their own control (external influences)

- Development within the travel organization relies heavily on this SWOT analysis.

- if the results show that there are many weakness and threats then the travel organization will chaos not to increase the products and services they offer.

- if the results show that a particular destination has many strengths and there are many opportunities for the destination to develop further, then the travel organization will increase their products and services to this destination.

Study case , page 188 is important .

In marketing research, what is **PEST analysis**?

- It is also a situational analysis.

- It is an acronym of "Political- Economic- Social- Technological".

-It helps the organization to identify any influence on the market which are beyond their own control.

-By understanding these influences , the organization can access the risks and its consequences on their business.

What are the **factors which can have consequences and influence the business** of an organization?

1-Political :

the travel organizations are regulated by the government so civil unrest , international terrorism affect the travel and tourism industry

2-Economic:

foreign exchange rates, recession , the global economy are affect tourism.

3-Social:

Global Pandemic diseases **أمراض وبائية** affect the travel and tourism industry.

4-Technological:

Infrastructure development (including the construction if airports , hotels) is a positive technological influence on the tourism industry.

The internet has transformed the way which travel and tourism products are marketed.

Those destinations which are under-developed infrastructure will lose competitive advantage with those who are more technologically advanced.

Study case page 190 is important .

Q- Why is **it important** to Create a **brand image**?

Because

- there are many substitutes of the product in the market.

-it helps the organization to gain competitive advantage.

How can brand image be created?

By creating a slogan

By selling a unique product

By being known for their low prices

By being known of their good promotions

By advertising in the TV,

What is **product range**?

It means all the "different" types of the product.

What is **service range**? Give examples.

It is the "different" types of services offered .

Example, a hotel offers an organization basic product of accommodation , food and health club but they also may offer additional services like evening drinks , free Wi Fi , one piece laundry for no additional cost only for members of the hotel club.

Market Segmentation

What is the **definition of Market segmentation**?

- It is the process which a target market is selected for the products and services.

Example: the target market of honeymooners.

What is **the purpose of market segmentation**?

-The purpose of this segmentation or classification is to save time and money as the provider will target only those customers.

-The travel and tourism industry uses this segmentation and the search results to build a customer profile which gives the characteristic of a typical customer or product user.

According to what **characteristics market segments are chosen**?

1- Geographic segment :

Classification is based on locality or the area of the domestic and overseas customers

2- Demographic segment :

Classification is based in age, gender, ethnicity, level of income

3- Lifestyle segment :

Classification is based on socio-economic factors such as the level of education or the profession and the interests .

What are **the Different market segments**?

They are 8 segments:

1- Family segment :

It is the most important market segment .

Sun, sea, and sand are the main features of the holiday brochures

2- Singles segment :

It is much less publicized however it is an important one

3- Groups segment :

It plays an important part for transport providers and for tourists attractions.
Discounted prices are usually offered .
Educational groups such as school trips are the majority of this segment

4-Types of customer segment :

This segment refers to the purpose of the visit which determines the type of customer .
Business tourists , leisure tourists and visiting family and friends are examples .
They are subdivided , eg leisure tourists can be subdivided into honeymooners and the business tourists can be subdivided into the MICE which is Meetings, Incentives, Conventions and Exhibitions .

5- Different age and gender segment:

This is subdivided into grey market which is the mature ناضج customers and the youthful student market.

Old people tend to select destinations in quiet locations away from the hustle and bustle of the large resorts.

The 18-30 market tend to choose destinations with more lively life and nightlife

6- Specific needs:

Examples , Customers with disabilities , religious needs , dietary needs .

7- Special interests :

This market segment is the subdivision of the market that is difficult to categorize .

Examples are:

Eco tourists

Medical tourists

Sports tourists

Cultural tourists

8- Quality and Economy segment:

Travel customers are usually price sensitive .

Backpackers , students are examples but the grey market is not.

Tour operators , accommodation providers and transport providers ensure that there is a wide choice low cost options of accommodations, low cost flights, discounted rails tickets.

Also they provide the most luxurious travels , for example staying in the best accommodations such as Burg Al Arab in Dubai, the world's first 7 star hotel.

What are the market **segments classified according to their income and age?**

1- Backpackers:

> 18-24 yrs of age, are very cost conscious حريصين في صرف المال

2- DINKY: متزوجين حديثاً

> 25- 35 yrs of age, Dual income من الزوج والزوجه , no children, relatively affluent أغنياء

3- Empty Nester:

> Parents whose children grew up and have left home, 45-55 yrs of age, usually we'll educated, high disposable income

4- Youth Market:

> 18-25 yrs of age, less well educated, used to traveling, like to party and live nightlife, lower disposable income.

Marketing Mix

Definition of marketing mix :

"It is getting the right product to the right people at the right price at the right place , using the right promotional methods."

What are the **components of the marketing mix**?

There are 4 components in the marketing mix: (all starts with the letter P)

- 1- product
- 2- price
- 3- place
- 4- promotion

Product as the first component marketing mix:

Why is it important to improve the product as a part of marketing mix ?

- 1- to be known for innovation ابتكار
 - 2- to develop the market in a specific destination عشان ينشطوا السوق لو السوق نايم في بلد معينه
 - 3- to extend products into new destinations. يوسعوا مجال نشاطهم
 - 4- to defend themselves against competitors.
 - 5- to keep up with technological advances.
 - 6- to imitate competitors
-

What are the different **characteristics of a product and a service**?

A product classified or identified by 4 characteristics :

1- **Products are Tangible** : are the products which be seen and hold . Example , a meal in a restaurant .

2- **Products are Homogeneous** تماماً متماثل يوجد مثله تماماً product: it is the products which are all standardized . Example , one Hilton hotel room is the same in any country

3- **Products are Separable** يمكن تقسيمه :

One can distinguish between one product and another.
Eg, air flights and ship travel

4- **Products are Storable**: that is a product which last and is not perishable.

Now we will talk about **the service**:

It has the **opposite characteristics** of the product:

1- **Services are Intangible** : they can't be seen or held

2- **Services are heterogeneous** : they are not standardized , everyone experience the service differently .

3- **Services are inseparable** : example : being waited upon is inseparable part of serving a meal in a restaurant .

4- **Services can't be stored** : they are perishable , which means that they can't be transferred for use at a later date.

Explain with examples the similarities and difference between a product and a service?

Example : Package holiday as a product has more similarities تشابه with the services rather than with a product because of the following

Now Package holiday has 3 main components :

- 1- transportation
- 2- Accommodation
- 3- Excursions المتنزّهات

All these 3 components have these characteristics :

- Intangible at the time of purchase .
- Inseparable because you can't separate any component out of the package.
- Are not homogenous because two customers buying the same package holiday will have different experience .
- Perishable because if the tour operator didn't sell the packages all airline and accommodation reservation will be lost and can't be made up again.

Give an example of a product that depends on the service.

Example: A room in a hotel is a product but the services provided by the hotel is important part in the product.

How to develop a product to meet the needs of the customers?

- providers creat new and exciting product packages to offer to the customers.
- providers try to cater to the likely needs and expectations of the specific market segment .
- providers must understand the different types of the available products and to match them with the different customers . Market research help them to achieve this.

What are the different **Types of products**?

1- Package Holidays:

For families tourists

For Club 18-30 tourists
For groups tourists
For luxury tourists

2- Transport:

Depends on the
Age of the tourist
Special needs tourists
Business or leisure tourist
Budget of the tourist
Family or singles

3- Accommodation :

Depends on:
Families or singles tourists
Business or leisure tourists
Age of the tourists
The gender of the tourist
Budgets of the tourist
Special needs tourists

4- Tourist attractions :

Depends on :
Families or groups
Age
Gender
Special interests
Free entrance

5- Tourist information services:

Depends on:
families or singles or groups
Business or leisure tourists
Special interests

What is a **Package holiday**?

-It consists of :Transport and Accommodation.

-Other services might be included such as : Car rental - activities during the holiday

-Tour operators try to offer different package holidays to many destinations to meet the needs and expectations of the customers.

-The package holiday have accommodations which suit different budgets so it varies from luxury 5 star Hotels to low cost hostels or basic campsite facilities

-Different forms of transport should be available too to cater the needs of different customers

Besides market researching what do to **improve the products and services**?

-Through the use of product life cycle.

What is product **life cycle and what are their benefits?**

The product life cycle allows the organization to identify whether the product or service are in a stage of growth or decline .

How to do life cycle of a product?

By Making product analysis .

Why making product analysis?

Because there are many other substitute competitive products and services available in the market and by doing this analysis it helps to in the following:

- to ascertain the popularity of a travel destination .
- It also allows the organization to plot the volume of sales for a product in order to determine at what stage the product is positioned .

What **are the stages of product life cycle?**

There are 4 main stages of the product life cycle :

1- Introduction stage:

- Here the product starts .
- There is intense marketing to raise the awareness of the product and to attract customers .
- In this stage there is limited volume of sales . There is high cost of marketing and promotion
- There is no competition

2- The growth stage:

- Here the demand on the product increases .
- Competitors work in substitutes .
- Level of profitability increases as sales volume increases .
- This stage is important to the success of the product.

3- The maturity stage:

- The sales reach a peak in this stage.
- The product continues to make profit.
- The competition is strong.
- Marketing is needed to keep the product appealing to the customers.

4- Decline:

- Number of sales falls sharply.
- Organization needs to decide whether to discard the product or not.

How do organizations **distribute the products?**

1- Direct selling :

- The customer obtain the product directly from the provider.
- The provider is able to reduce the cost since there is no intermediaries so no commission to be paid
- In this case the provider is fully responsible of the marketing and promotion of their product.

2- Wholesalers:

- Tour operators act as wholesalers by buying directly from travel and tourism principles or providers (airlines, hotels) , they then sell these products to retailers تجار التجزئة (the travel agents) who sell them to the customers.
- This is very costly for the provider (airlines and hotels) because of the commission they must pay and costly for the customer because of the added price.

However it has its advantages because using two intermediaries enable the travel and tourism providers to gain access to more customers as more marketing will be done for their products.

3- Retailers:

Those are the travel agencies .They are intermediary . They get commission for selling the products.

Some providers own their own travel agency , this save the cost of commission but it limits their sales as it will not be widely distributed .

4- Internet:

It has revolutionized the way the travel and tourism products are made available to the customers .

5- Global distribution systems :

It uses centralised processes to allow tickets to be produced instantly .

What are the advantages of **distributing a product through the internet?**

- the customer is no longer must travel to discover what is on the market.
- the customer has 24 hour access from their own homes and select , confirm booking without the need of any assistance in the process.
- it offers discounted prices because there is no intermediaries .
- some customers don't trust to make booking through the internet for the risk of identity theft.
- some customer prefer to deal directly with the travel agent for the advices and the knowledge they give.

Price as a second part of marketing mix:

What is the difference between price and cost?

Price is not the same as Cost. Price is the money paid for a service or product
But cost is the amount of money spent to put together the product before being offered for purchase .

The organization considers carefully the actual cost before setting the final price of a product.

-
- It is important to make it easy for customers to buy from the organization .
 - It must choose how to promote its product so that their products reach the customers.
-

What are **different types of price policies**?

There are 9 price policies.

1- Market penetration:

- it is the most common price policy.
- it is used when the company want to gain entry to the market.
- the company use this policy when they start a new product or new business in a very competitive market so what they do is that they set an artificial low price to attract the customer and just to try the product, this is know as "trial pricing". The aim is to win a large customers and gain quick profit from high sales volume. Once the product or their position in the market is established , they start to give different prices , they use different pricing policy which allow the price to increase but without losing the customers .

مثال : شركة الجزيرة للطيران في بداياتها كانت أسعارها رخيصة جداً وعروضها رائعة الى ان اكتسبت شهره بعدها زادت أسعارها

2- Market skimming

- this policy is used when the product is new but the competition is low. The company charges high price attracting customers who want to be the first to buy something completely new.

-Competitors enter the market with substitute products thus forcing the price down and making the product more affordable for wider range of customers .

مثال : الموبايلات في البدايه كانت مرتفعة الثمن جدا ثم دخلت الشركات المنافسه في السوق بمنتج منافس فقتل من الأسعار لكن بعد ان تكون الشركة الاولى صاحبه الاختراع قد جنت الكثير من المال

3- Discount pricing :

- this policy is used when the product couldn't be sold enough or when it is about it reach its expiry .

Example: discounted tickets just a few hours before the flight departure time.

4- Variable pricing:

- this policy is known as "price discrimination".
- the company set different prices for different seasons . They charge high prices during peak seasons and low prices during low seasons and when the demand decreases.
- also the company may vary the price according to the customer type, example , full price entry tickets for adults but reduced tickets for children , students and the elderly.

5- Loss leader pricing :

- this policy sell the product at little or no profit or even at loss.
 - this policy gives the customer the impression that the products is cheap and encourage them to spend on more profitable linked items at the same time as picking up the loss leader item ,thus still benefiting the company .
 - this policy is not often used in the travel and tourism industry .
- مثال : عروض شراء منتج جيد عليه إقبال ومعه منتج اخر ليس عليه إقبال في الشراء

6- Special offers:

- it is known as "promotional pricing".
- this policy is used to pull customers away from a rival .
- the policy is persuading the customer that they are receiving value for money or they are getting something additionally free.

7- Prestige pricing :

- it is known as "Premium pricing" .
- it is based on the assumption that people associate high prices with high quality.
- the policy set high prices on products which have exceptional qualities and very appealing.

8- Price bundling:

- known as "product bundle pricing "
- it is pricing few items of related products into a bundle .
- Example: a product bundle at a special reduced rate of bed, breakfast and dinner at a hotel rather than the rate charged on a room only basis.

غرفة وإفطار وعشاء = 80

غرفة فقط = 70

What are **the factors that determine pricing policies** ?
(internal and external influences on prices)

Prices are influenced by 7 factors:

1- Fixed and variable costs:

- this is all the expenses a company has to pay to buy or produce a product or service.
- the lowest price the company can set is the same of what actually it costed but this makes no profit at all. This is called "at cost" price .
- the majority of pricing policies use the "cost plus" pricing to make profit.

2- Profitability :

Here the organization operate with the private sector not the public sector to add value and improve the product so more profit can be attained.

3- Subsidies, taxation and surcharges:

- when the market is about the fall , the government interfers to put things right .
- **Subsidy** مساعدة مالية من الحكومة : is to give the provider help to improve their work and this will causes reduction in the prices.

- **Taxation** ضرائب :

- It is the opposite of subsidy.
- It is the taxes imposed on travel and tourism providers.

-The providers will pass on some of the tax charges to the customer and rise the prices, this will change the customer behavior and will affect the buying power (people will buy less).

Example : increasing taxes on cigarettes so people will buy less of them.

- Sub charges:

It is the hidden charges that affect the rise of the price.

Example : taxes or duty on will increase the price of the flight tickets.

4- Competitors :

If no substitute product is available then a high price can be charged or set.

This is a case of supply and demand مسألة عرض وطلب

Competitors imitate the product and undercut the price set by the first innovator المخترع الاول .

5- Likely number of customers :

The customer always try to make sure that the product has value for money يستحق الثمن المدفوع

Price and quality are closely linked. For many customers getting value for money is more

important than the price itself مش مشكلة انه غالي لو كان فعلا يستحق المبلغ المدفوع فيه

6- Seasonality :

Products offered in high seasons are more expensive than those offered in off-peak times.

It is a case of supply and demand.

7- Economic factors:

Global economy has an impact on the prices.

Recession الكساد الاقتصادي affects tourism as people choose nearer destinations and cheaper Accommodation .

In times of economic booms الازدهار الاقتصادي , people tend to spend more on holidays .

Place as the third part of the marketing mix:

Place here means the destination where the tourist will go and the place where the providers sell their products.

What are the factors that affect the **organization choice of a destination?**

1- Costs:

Prime locations cost money. Lands in tourism areas are expensive . This will limit the choice for the travel and tourism providers (eg. hotels)

2- Availability of suitable premises:

Good locations are needed for hotels travel agents, tourism information centers, restaurants and tourist attractions so tourism organizations do locational analysis to determine the best sites for their services .

3- Character of the area:

Areas with political instability , high crime rates and social deprivation are not the best tourist destination .

Travel and Tourism providers consider the Standards of living and living costs in the areas

they choose for tourism development .

4- Local and transient population :

It is important that there is easy access to local people as a work force . There is also need for transient people to make full use of the facilities being offered.

5- Adjacent facilities:

Travel and tourism providers consider what else there near to a selected site for their tourism development .

It is beneficial to have cafés near tourists attractions and restaurants near hotels .

6- Transport links:

It is important that the place has good infrastructure , good roads , railway network , sufficient carrying capacity to deal with unexpected number of visitors .

7- Availability of staff:

it is important to have local people as a work force . Some organization bring skilled workforce from other countries when they first establishing in a new destination until the locals get good training .

Some organizations hire staff from different countries because of the shortage of skilled people in their own country.

Promotion the fourth and last part of the marketing mix:

What is **The definition of Promotion**?

"It is any form of done to draw attention to the product and the services."

Why is marketing and **promotion important** ? What are the main **purposes of promotion** ?

-To raise awareness of the product and services.

-To attract new customers to them.

- to raise and maintain customer awareness of the products

- to inform customers of the products's future.

- to stimulate demand

- to encourage sales.

What are the **methods of doing promotion**?

1- Advertising :

- TV, radio, cinema , leading organizations usually use them.

- print media newspapers, magazines, leaflets, small organizations usually use them

- posters , signs.

2- Publicity:

It is any activity that brings exposure to the product or service.

Can be done through Public relationships , sponsorship

3- Point of sale display:

Example : advertising for local tours through display stands in hotel reception .

4- Public relations:

By attending trade fairs.

By holding press conferences.

5- Direct marketing :

The provider makes direct contact with the customer through emails or telephones .

It is commonly used by hotel chains once the customer registered their details.

Special offer email are sent on a regular basis

6- Sales promotions :

- money off coupons .(free entry to a theme park with one free meal when buying three meal) كويونات اكوياارك

- competitions اكسب أجازة الى فرنسا

- special offers (buy one , get one free).

7- Personal selling:

This is face to face communication with the customer .

Selling annual memberships.

Promoting the use of spa in hotels .

8- Videos and the Internet:

- Using video clips in the internet on their own websites or other websites.

- Using Digital display at the airports ,in the tourist information centers, in the hotel rooms.

9- Trade promotions :

- Attending trade fairs such as the "World Travel Market" .

- Familiarization Trips to the travel agents to increase their knowledge of a destination which will have positive impact on the sales.

What are the **factors that are put into consideration when producing promotion** ?

1- Cost:

Adversting can put lots of pressure on the organization's budget .

The organization must select the most effective means of promotion which matches with their budget.

2- Campaign:

To do a campaign there are 6 stages:

- Choose an audience
- establishing the message
- selecting the suitable media.
- setting the timing
- agreeing the budget
- Measuring the results.

Choosing a wrong audience or wrong media will make the campaign fail.

3- Target market segments :

Ensuring that the advertisement is seen by the chosen target market is important .
Example , Advertising in Facebook and Twitter about luxurious health spa to the youth or students will not succeed but to put the advertisement in the beauty and fitness magazines will be beneficial .

4- Timing:

- Selecting the appropriate time to run a promotional campaign will ensure success .
- Advertising something too far in advance of its availability may result in customers losing interest in the product.
- Running the campaign too close to the expiry date may not give the customers enough time to buy the product.

5- Brand image:

Customers should be able to easily identify the brand by recognizing the logo and the slogan of the brand in the advertisement .

6- The AIDA principle :

Once a promotional material had been created , it must be evaluated to see how successful the message will be . To evaluate the message through AIDA principle it is an acronym for

- **Attention:** using bold fonts to grab the reader's attention
- **Interest:** using illustrations and photographs to create interest in the product
- **Desire:** using language such as "beautiful" "amazing" to make the customer want to be there.
- **Action :** providing contact details , telephone numbers, email address , website details so the customer can take action to access the product.

The positive environmental effect of tourism:

Example :

kruger National Park In South Africa :

- They have a national park which protects the wildlife .
- It has so many different species of trees, reptiles, birds and mammals .
- Because of the wildlife in this park South Africa, it attracts many tourists so they protect all these species for the visitors and this considers one of the positive environmental effects of tourism.

The Negative effect of tourism on the environment :

Example :

Bimini island

Because of the establishment of Bimini Bay Resort the following happened :

- Destruction of the fertile land threatened the life of the locals
- Water supply was used for tourism development causing the water to turn off for the locals
- Destruction of mangroves which is very important in protecting during hurricanes and tidal waves .
- Many sea species became endangered .

The positive effect of culture on tourism :

Example:

The Maori people in New Zealand :

- These people have their own unique culture and traditions which have a major impact on the tourism in New Zealand . They have their special dances , tattoos ,
- In their national museum which is one of the largest national museums in the world , they have many treasures displayed in this museum .
- If a tourism visit this place they will teach him woodcarving and he will visit many historical sites there .

The negative impact of tourism on the culture :

Example

Banaue Rice Terraces in the Philipines :

- These terraces are 2000 years old.
- They are carved in the mountains .
- They are considered "eight wonder of the world " .
- These terraces attract many tourists as a result there is increase in connection as more Accommodation for the tourists are built around the place.
- The Philippine people perform cultural performances to satisfy the visitors , these performances are staged one . For example, agricultural rituals are performed in the wrong time of the year.
- Many of valuable inherited items were sold to the tourists and were not preserved .
- Many wood carvings which have cultural and religious significance to the locals were sold to the tourists and that made the locals feel that their privacy and culture were invaded.
- Tourists who go there usually are negligent or ignorant about the traditions and moral values of the locals so some dress in inappropriate dresses , like wearing bikinis in the beaches which is against the customs of the locals.

Stages of expansion of tourism :

Example :

the Maldives :

Exploration : very small number of tourists in the year 1972

Involvement : small number of tourists manily independent travelleres in 1997

Development : number of visitors increases rapidly in year 2000

Consolidation : more increase in the number of visitors .

Stagnations : the number of tourists reached a peak

Decline : if will not innovate, the Maldives will become old fashiond place.

The importance of infrastructure in tourism :

Example 1:

In Angola :

It is one of the poorest countries in the world. Civil wars destroyed this beautiful country but the government started infrastructure reconstruction and development projects and there are signs of economic recovery .

Example 2:

Centara Hotels in Thailand :

49 million \$ were invested in the Centara hotels started in 2009 in Maldives .

For divers , it offers excellent reefs
Adults enjoy high level of service such as:

- variety of dining options
- pools and recreational activity
- bars and night entertainment
- spa
- and Children they get kid camp from age 4 to 9

And E-zone for ages from 10 to 16

National travel organization NTO promote tourism

Example :

Hungary

- The ministry of local government is responsible for tourism .
- They supervise the activities of hotels , sports , airlines.
- They promote tourism through these objectives:

- building and improving the image of Hungary.
- raising the awareness of the country as a tourist country
- help tourism companies to penetrate foreign and domestic markets.
- public relationship and promotion in Hungary and abroad
- providing tourists information to domestic and foreign tourists .

Culture tourism :

Example:

Kampong in Brunei.

- Kampong is a water village where all the buildings built over Brunei river
- The government established five galleries to attract tourists .
- Tourists have a chance to learn about the history , the traditions , the arts , the crafts of this unique village
- The galleries have touch screens to display information .
- The galleries contain information about the history of the village.
- They have live exhibition of the traditional manufacturing of hand woven fabrics .
- This Cultural and Tourism Gallery is a landmark in Brunei.

Business Tourism :

Example:

Dubai

- In Dubai , this is a mixture of leisure and business tourism .
- Dubai is a leading exhibition center in the middle east and the world best conference venue .
- Dubai hosts more than 60 exhibitions annually as well as a lot of conferences , seminars and meetings .

They have :

- Dubai chamber of commerce .
- Industry conference venue
- Major hotel venues such as Jumeirah and Burj Al Arab.
- Dubai World Trade Center . With a huge exhibition hall.
- Dubai airport exhibitor center.

The hotel Emirate Tower was designed for business tourists to meet the requirements of any business event .

- It has 12 boardroom , style meeting rooms for conferences and seminars
- it has fully equipped business center which is opened 24 hours daily.
- it has a ballroom which is well designed with marble flooring.
- it has audio-Visual , teleconferencing equipments .
- there is comprehensive outdoor catering services

The business sector in Dubai cover hotel bookings , airport transfer , daily programs for tourists with multi-lingual guides . They organize business related travels with incentive programs.

Volcano tourism :

Example :

Costa Rica National Park:

- It has an active volcano. The entire town economy is based on volcano tourists .
- There are many hotels, lodges, restaurants , hikes and adventure tourism activities .
- The visitors go there to hear the volcano rumble and see the smoke , the ash and the lava.
- The most famous attraction there beside the -volcano is the Hot Springs Resort and Spa.
- At night visitors see orange streaks running down from the peak.

-Although the park is a popular tourist attraction , the volcano is lethal and has to be treated with respect .

Cave tourism :

Example:

In South Africa swadwala caves :

- They are the oldest known caves in the world.
 - They are must see for any visitor to South Africa
 - The caves were used as a shelter by the prehistoric men around 1.8 millions years ago.
 - They used the cave as a shelter only during the bad weather.
 - They found there Stone Age tools which are in display at the cave entrance
 - Tourists there are guided by a tour guide who takes them 150 meter underground
 - It is one hour tour and is not physically exhausting so it is suitable to hound and old alike.
 - There are other caves which are more exhausting as they require crawling through tunnel and it takes almost 5 hours.
-

Waterfall tourism :

Example :

Victoria falls in Zambia :

- It is huge falls , around 1700 meter wide and 108 meter high
 - It is the biggest falls in the world.
- In mid April , the flood reaches its peak and the falls spray water up to 1650 feet in the air.
- Number of visitors declined because of political unrest in Zamiba .
 - Victoria falls are the best one day white water run in the world .
 - White water rafting is the most popular tourist activity in the Victoria falls area. Almost 50,000 adventurous tourists a year visit this falls.
 - Victoria falls bungi jump is a heart stopping thrill , it is an experince of a lifetime .

Coastal tourism :

Example :

Mauritius :

- It is an island in the Indian Ocean
- It is a volcanic and mountain island .
- It is famous for its sandy beautiful beaches.
- Its warm water allow round the year diving holidays
- It has an excellent coral reef for divers. An expert can guide you during the diving .
- Underwater there are many shipwrecks dated to the days of the pirates.
- There are several enviromental issues in the beaches , like beach erosion , pollution , the danger of damage to the coral reef which will have a negative impact on the reputation of the destination as a good diving site.

Mountain toruism :

Example :

Jordan , Petra

- It has unique city that is carved in the rocks dated 2000 years ago.
 - The colors and the formation of the rocks are dazzling.
 - Motorized vehicles are not allowed in the area so visitors can take only donkeys , camels , carriages driven by horses all are nice experince .
 - It is a must see attraction for those who are interested in history , archeology , culture and nature .
 - There are amazing archeological relics أطلال بقايا بيوت اثريه
 - There are many religious sites there. There are several high places of sacrifice to the gods in the old days.
 - Visitors can climbe to this sacrifice place to have a look at this ancient place and have a wonderful view of the city below .
-

Sport based tourism in mountain areas:

The Swiss ski resorts:

-Hiking, skiing , snowboarding, climbing, bird watching , rafting , canyoning are all popular mountain sports in the alps

-Many improvement were done in these mountains to attract tourists such as :

-Over 300 km of signposted cycle routs.

-Over 170 km of signposted hiking routs.

-52 km of cross country runs

-155 km of slops for skiing

-80 km of trails

- lake for water sports with children pool

Island Tourism

Example:

Dubai creek : مجرى مائي

-It is a natural see water inlet .

-It was an anchore for ships.

-There is Ras Al Khor wildlife sanctuary which is a protected area, established in 1985

-It is a global important bird area . It provides safe breeding for many birds . Tourists can watch the birds and the flamingos feeding in water,

-The creek has beautiful green landscape with the see water of the Arabian gulf .

-The cable car التليفريك which runs parralle to the creek which offers unrestricted view of the city from a hight of 30 mts.

-Dubai creek is known for its golf and yacht club. One of the top world golf courts

-The creek also a home for one of the most important project which is Dubai Festival City. This is a large entertainment area promoted as "a

city within a city" .

-Visitors can experience the sights of the area by taking a dinner cruise excursions .

-There is a traditional village located near the creek where potters and weavers practice traditional crafts . It is a place where a visitor can step back in time and experience some of the Dubai culture .

-The house of Sheikh Saeed holds a rare collection of historic photographs , coins , stamps and documents that record Dubai's history

-The Deira Old Souq is Dubai's largest Souq .

-Visitors can find a variety of kitchenwares, glasswares and textiles at very low prices.

-In the Spice Souq, visitors can smell the aromas of the spices , nuts and dry fruits and feel Dubai's trading past.

Chapter 3 : customer service

Example:

Concierge or keeper of the keys:

-This profession dates back to medieval France .

-A concierge works in the hotel lobby .

- He must have excellent knowledge of the hotel surrounding area because they are required to recommend restaurants , theaters and other attractions to hotel guests .

-He is in a highly visible position so personal presentation is highly important .

-Many of his duties can be done by the hotel receptionist .

The main duties of the concierge are:

- to handle guest messages

- to arrange reservations for dinner , concerts and shows.

- to suggest restaurants , shopping locations , spas, health services and other places of interest

- to act as travel consultant

- to provide directions about local places.

- to take care of guests belongings .

Global Distribution Systems in Travel and Tourism:

Worldspan :

-Is a provider of travel technology .

-It offers worldwide electronic distribution of travel information , internet products.

-It is known as Global Distribution System (GDS) .

-It is used by travel agents to book airline tickets , hotel rooms , rental cars, tour packages .

Sabre:

It is also a global distribution system (GDS) owned by Sabre Holdings group.

Galileo :

It is a Computer reservation system owned by Travelport.

Accommodations :

Hotels

Example:

Jumeirah Hotels and Resorts :

-It has won many awards .

-The company was founded in 1997 .

-Its aim is to become the leader of luxury hotels in the world .

-They have 11 hotels 8 of them is in Dubai .

-They plan to expand their work from the gulf region to Maldives , US Virgin Islands .

-They have another 11 hotels under construction .

-In china , they will open their first hotel in Shanghai next year.

- Their aim is to achieve luxury hotels by doing the following :
- making customers its first priority and doing their best to meet their expectations
- they excel in everything they do.
- they provide superior innovative products and services.
- All the staff members are expected to follow the company Hallmarks which are the reasons of Jumeirah success .

These Hallmarks are :

- I will always smile and greet our guests before they greet me.
- My first response to a guest request will never be no.
- I will treat all colleagues with respect and integrity .

The company ensure that its salaries are competitive and attracted the top talented people.

There are many benefits to every employee at this company:

- competitive salaries
- tax free salaries
- award winning Accommodation and utilities (only in UAE)
- medical cover and dental cover
- free meals at home and at work (only in UAE)
- discounted Accommodation , food and drinks
- social activities to ensure that the staff work in a fun environment
- incentives حوافز

Lodges :

Example :

Martin's lodge in Sri Lanka :

- It is a simple guesthouse Accommodation with only 10 rooms , some are double, some are triple and some are dormitory style.
- It doesn't have a star rating .
- Traditional meals are served there in the common dining area
- There is no air conditioning and limited supply of hot water.

-There are no other facilities in the Accommodation .

Rated Hotels

Empire Hotel and Country Club in Brunei :

- It is a luxury 5 star hotel.
- It is on the coast of the South China Sea
- It has 470 rooms and 34 suites and 16 villas so it offers the customers with many choices.
- Each room has a king size beds and luxurious bathroom and a private balcony.
- Every room has a cable TV , a mini bar , telephone , writing table , internet access .
- All the rooms are decorated to a very high standard
- The hotel offers 24 hours room service , laundry service .
- They have 10 different restaurant and cafés
- The Country Club offers many recreational needs for the customers .
- They have many golf courses, spa , swimming pools, squash and tennis courts , gymnasium
- They also cater for business tourists as they have four different venues for meetings and conferences for up to 700 people.

The cliff hotel in England

- it is a small , family run hotel.
- it offers good Accommodation in peaceful surroundings
- there are 9 suites rooms with TV , coffee and tea making facilities and free WiFi access.

Breakfast is included in the tariff.

Guest house :

Example:

Villa sunrise in Bali :

- It is a beautiful guesthouse in Bali .
- It has 3 bedrooms , 3 bathrooms , a kitchen , a dining room and a living room
- Only 6 people can sleep in it. It is good for families or friends .
- Fresh and delicious breakfast is served.

Hostel :

Example :

HI Thamel Hostel in Nepal .:

It provides budget (cheap) Accomodation in safe , clean and friendly surroundings at good price

Innovation in packages :

Example:

"Taste of Spain" packege:

- A tours operator in Spain has introduced a new package called " Taste of Spain" tour package .
- The package includes return flight from New York to Madrid , two nights of hotel Accomodation in Madrid and Barcelona , buffet breakfast each day, gourmet lunch and wine tasting tour of vineyards and 5 days car rental .

Brunei toruism helped to raise the standards of tour guides in Brunei :

- Many tour guides received training by professionals from all over the world.
- Tour guides act as ambassadors as they are the one explaining the history, the culture , the nature of the country.
- It is important that they give the correct information and to provide pleasant experince to the tourists.

Currency Exchange :

Example:

ICE international Currency Exchange :

Is one of the largest currency exchange operators in the world.

Their services are :

- Foreign currency exchange
- Travellers cheques
- Money transfere
- International phone cards
- They offer commission free .
- They offer buy back promise which means that the traveller will not be charged to exchange any unused holiday money back to their own currency

Inbound tour operator

Example:

Maurisun international :

- Is based in the Indian Ocean
- It represents all the travel agencies in the world.
- Its services is to book hotels , organizing exciting adventures and Eco tourism in Mauritius
- It consults travel agencies when creating holiday packages
- It provides service such as airport transfere , car hire, guided tours, seminars , Eco toruism

Outbound tour operator :

Example:

The Club holiday Mediterranean :

- It was created 1950 in France.
- It is the first one to offer all inclusive package.

- In its first year 2,300 customer were taken from France to stay in tent accommodations in the beaches of Balearics , doing sports activites. since then it's going from strength to strength as a tour operator .
- It is now operating 80 holiday villages in 25 destinations
- Its customers are around 1.2 million each year
- They started small by offering by offering holidays for single adults but scaled fast.
- This rapid growth was because of the lack of compositions at this time and the willingness of the customers to prepay for their holidays.
- They had to replace the tent villages with more comfortable hotels
- They had to add couples and family .
- They had to extend their sales outside France.
- They use direct sales method and indirect sales methods by developing relationships with the travel agent to make their products available around the world.

Regulations and customer protection :

Example:

USTOA:

- It is an association represent the tour companies in the USA.
- Every memeber has to pay \$1 million as a bond to be used in these cases:
- a member go bankrupt
- a member go insolvent (unable to pay debts)
- a member cessation of business. توقف عن العمل.

In Britain :

ATOL = Air travel organization licence :

- Is a licence issued by the civil aviation in Britain .
- It protects the tourists from losing money or being stranded abroad
- يحاصر وما يعرفش يرجع بلده
- They do this by carrying out checks on the tour operator

-If a tour operator goes out of business , the CAA ensure that the customer doesn't lose the money they payed or if the tourist abroad , they arrange for the tourist to finish the holiday and come fly them home.

Online travel agencies :

Example:

ebookers.com:

- It is a leading European online travel agency .
- It is specialized in worldwide travel.
- It offers wide range of travel products . Over 250 airlines, 86,000 hotels . Holidays, car hire , and insurance .
- Its headquarter is in London
- Customers visit this website because of its travel range and value and for their expertise
- Their call center and website team have very good knowledge of travel and that reflect on the business they do.
- Sometime they offer discount up to 75 % .
- It continues to grow because of its close relationship with the leading travel suppliers which enables the to offer discounted prices .

Logos :



Example

ASTA

- Seeing the logo of ASTA , you'll realize this is a trustworthy agency .
- It is the American Society of Travel Agents.
- It is the worlds largest association of travel professionals .
- It is a leading advocate for travel agencies , the travel industry and the travelling tourists .

Business tourism

Example:

South Africa

- There are more than 1700 conferencing venues all over the country
- it hosts more than 850 international conference events each year.
- in 2006 there were 26,000 exhibitors and 3.7 million visitors attending the exhibitions .
- the infrastructure was improved , the country now has 3 major airports , new air port in underconstuction . Improvement to the highways
- more flights being added such as air France , South African airways, Dubai based emirates .
- South Africa has a wonderful climate , great outdoor activities , sports facilities , golf courses, rich social and cultural history .

Infrastructure development :

Example :

Seoul :

- Two new high speed rail services were added to the already extensive rail network
- Their international airport has frequently won the worlds best award

Products and services:

There are 3 main international airline alliances :

- 1- OneWorld
- 2- Sky Team
- 3- Star Alliance

- Star alliance is the largest airline group

-It transport around 600 million passenger each year
-Its members are : Air Canada, Air china , South African airlines, Singapore airways, turkish airlines , US airways , united airways and Swiss airlines.

- OneWorld :

Transport 335 million passenger every day and covers more than 900 destinations .

Its members are british airways, American Airlines , Jordanian airlines.

SkyTeam:

Is the smallest of the three.

It has 13 members.

It transports 384 million passengers every year.

Covers 900 destinations .

Its members include air Europe , delta airlines , Korean air, air France .

Sea transport :

Example:

In Indonesia , The ZON Johor Bahru

It is a land that has a direct waterfront position .

It is a leisure destination with hotel , shopping , entertainment , dinning and sea traveling.

It has ZON port which has ferry services to several international destinations.

The ferries are spacious , air conditioned , comfortable , and go high speed.

The facilities available in the port are:

- The ability to handle 8 ferries per hour.
- sea traffic control tower
- complete customs and immigration facilities for international departure and arrivals
- international and domestic departure halls
- computerizing ticketing systems
- fully air conditioned ferries with large seating capacity.

Sea transport :

Example:

The port of Dover:

- It is the busiest and the most successful ferry port.
- It is vital to both national and local economies
- Millions of passengers , cars ,trucks, motorcycles passing through the port every year.
- It is called " the Gateway to Europe "
- There is a ferry departure every 30 minutes .
- It provides range of refreshments and shopping facilities .

Rail travel :

The TGV rail network in France :

The Eurostar speed rail network is an alternative to airplanes

Rail travel:

ABELA Egypt :

- It is called "the sleeping train".
- It offers the passengers to travel in luxury and comfort in world class sleeping units
- The staff is well trained provide passengers with the highest quality of customer service
- there is dining car in the train
- there is luggage compartments
- there is double cabins with basins with running water, soap and towels

Competition in the tourism market:

Example:

Taiwan:

- has a booming tourist market . One third of their people travel annually .
 - The disposal income for the Taiwanese is high . 25 % of their income is saved.
 - There is a high completion for the Taiwanese tourists from closer destinations offering similar products of "surf, sea and sun" offered by the pacific . The Pacific main competitors are china , Thailand , the Philippines , the Maldives , Hawaii and Singapore
-

Market Research :

Example:

Snaefell visitor center:

- has a natural attraction .
 - A customer survey has found that the majority of the visitors are middle aged and elderly couples on couch tour holidays .
 - Visitor numbers are declining . As a result of the survey , they employed a consultant company to carry out a review and give advice on ways to improve the business
-

Tourism analyses :

Example :

Lake Wanaka in New Zealand :

It has a wonderful location and tourists are attracted to it for boating, hiking , climbing , skiing and mountain biking.

SWOT analysis :

Lake Wanaka :

Strength :

- unique attractions
- world class scenery
- established ski industry

Weaknesses:

- limited direct air services
- infrastructure is under pressure to cope with tourism demands
- poor level of customer service.

Opportunities :

- increase number of visits from domestic market.
- increase level of sustainability
- develop an events calendar

Threats :

- rising costs of fuel has an impact on the air fares
- competition from other regions in New Zealand such as Queenstown .

PEST analysis :

India:

Political :

- threat of terrorism and security issues
- the government has low spending on tourism promotion

Economic :

- GDP of India
- exchange rate fluctuation

Social:

- demographic changes : aging population travel to more adventures destinations
- trends for more sustainable tourism and healthier life style

Technological

- growth of E tourism
- new transportation methods because airports and railway infrastructure overloaded.

School trips and children adventure holidays :

Example

PGL in UK

- Is the leading provider of school trips and children adventures .
- It offers outdoor education and adventures of a lifetime to children since 1957.
- It offers the best school trips and activity adventure trips in the UK , France and in Europe

Brand image:

Example:

Mauritius

Trouble in paradise . A new slogan for Mauritius to attract the tourists . This slogan replaced the old one which was " unforgettable experince "

Poverty tourism :

Example

The slums of India , Brazil and South Africa :

- Sometimes called "poorism" .
- Tours will walk or drive you through an area of extreme poverty .
- This kind of tourism has been around for two decades usually quietly without heavy promotion
- Tourists are not allowed to take photographs and the group is kept to a maximum of five people so it doesn't look too intrusive .
- They also use guides who are very knowledgeable of the area .
- The tour company gives 80% of the profit to the NGO to help to alleviate the poverty.

Global distribution system :

Example :

Galileo and worldspan :

- They are aTravel suppliers and travel agencies.
- They operate in 160 countries
- Have over 67,000 travel agencies
- Have 350 airlines
- Have 1 million car rental booking annually
- Available in 30 languages.
- Have 26 million hotel bookings annually
- Have 6 billion stored airfares
- Over 89,000 hotel represent more than 310 hotels

Promotion and marketing tools:

Example :

Billboards:

- They give instant message .
- They can spark immediate decision .
- They remind and reinforce and keep the destination of attraction in mind.
- They provide direction to people already heading to the destination

Success depends on :

- The location of the billboard
- The visibility
- The design
- The content
- The freshness

Billboard can be viewed by thousands of travellers in a very short short

Key consider ratio for outdoor advertising :

- Car travellers have 3 to 6 minutes to read the sign.
- Billboard need to be easily understood in less than 8 seconds
- Design and content and very important
- Immediate impression is needed
- Very short text
- Good sight lines
- When more than one billboard on the site, each is competing for attention
- Too many competing billboard on the same site can mean failure to see, read and absorb any of them
- Seasonal approach may be necessary , e.g. use the billboard during the ski season to remind people of it to prepare and plan

Define the term 'market segment'.

A subsection of the market that shares common characteristics

Define the term 'tourism brand'.

Identification of a tourism organisation's products and services by creating an easily recognisable brand image Distinguishes a provider amongst its competitors.

**Describe the market characteristics of these two stages.
Introduction and Decline**

Introduction:

- point at which the product is made available
- wide scale advertising and promotion of the product
- sales start to take off
- high cost to organisation to attract interest in new product

Decline:

- Supply of product outweighs demand
 - number of sales is dwindling down to nothing
 - organisation needs to make a decision about retaining product in market
 - no advertising
 - very costly to organisation
-

Compare printed brochures with electronic brochures (e-brochures) a forms promotional materials when communicating with customers.

- **Printed brochures** can be taken away for future reference; e-brochures can be accessed repeatedly
 - **Printed brochures** incorporate colour images; e-brochures use video clips and interactive technology to engage audience
 - **Both** can contain detailed information
 - **Printed brochures** become out of date and are expensive to print
 - **E brochures** can be updated regularly and are not expensive to create
-

Evaluate the factors that tourism providers must consider when producing effective promotional materials to promote a specific destination or event.

- costs
 - target market
 - timing
 - brand image
 - use of AIDA
-

Give two examples of how a travel organisation might create a brand image.

- Product features
 - Packaging
 - Price
 - Promotion/advertising
 - Target market segment
 - Symbols, logos, slogans, corporate colours, uniforms
-

Discuss the advantages and disadvantages of branding tourist destinations.

- Use of logos and slogans to help establish the 'brand' of the destination in customers' minds – warm, sunny colours used in logos for Caribbean destinations, emotive language used in descriptive slogans .
 - Difficulty in being original
 - The battle to keep the brand of the destination bigger than the brands of organizations within the destination – e.g. hotel chains
-

Explain two roles that organisations Bureau play in the marketing process.

- raising awareness by using marketing
 - promotional campaigns by using a range of media
 - carrying out market research to identify target markets
 - try to attract new customers or repeat business
-

Describe what is meant by the term 'multi-centre holiday'.

A package holiday which provides the opportunity to spend time in two or more locations

Explain how tourism providers in a country such as Qatar could develop a product/service mix to attract a wider range of customers

- Extending the product range to appeal to people from different income levels – the emphasis is currently on the luxurious end of the market, so need to consider accommodation for budget travellers and the family market
 - Bring in a range of different activities to appeal to different market segments – water sports, golf, horse-riding etc. as well as activities for young children to attract the family market
 - Look at how eco tourism could be offered to attract eco-tourists etc
-

Identify and explain two reasons why frequent travellers prefer to use the direct services of travel suppliers' websites to make their travel bookings.

- to avoid paying intermediaries' service fees as travel agents earn commission from the tour operators or travel principals for selling their products and services the cost of this commission is passed onto the customer
 - suppliers promise guaranteed lowest cost to entice customers to book direct
-

Explain two pricing policies that suppliers are most likely to use for perishable travel services.

- discount pricing
 - special offers/promotional pricing
 - variable pricing/price discrimination
 - loss leader pricing
-

Evaluate the range of factors that determine pricing policies for travel suppliers.

- profitability
- subsidies
- competitors
- customers' expectations

- seasonality

State three reasons why national governments collect tourism statistics.

- To aid planning
- To pinpoint areas of demand on infrastructure
- To identify key market segments
- To monitor the success of past plans
- To support policy decisions

Explain three in-flight services that are provided by long-haul international carriers for the benefit of business class passengers.

- pre-take-off champagne or drink to welcome
- high cabin crew ratio provide attentive level of service
- food and drink better quality/choice meet business travellers' expectations
- F&B on demand fit in with customers' needs
- seat comfort (width and pitch) can work comfortably.
- turns into bed ability to sleep
- hanging space so they are able to store clothes or equipment more conveniently
- Internet access

Explain two factors that are likely to have contributed to the overall decline in visitor numbers to any destination..

- the global economic slump causes decrease of demand (1)
- changes in consumer spending habits as they avoid high-cost long-haul travel
- competition from other destinations some destinations are cheaper for similar product.

Explain three positive impacts that the sale of souvenirs will have on the local host community.

- money/income (1) – raise standard of living (1)
- work/job (1) – lessens local unemployment (1)
- local area more attractive (1) – reduces migration or rural depopulation (1)
- preserves traditional craft (1) – local skills not lost (1)
- strengthens local cultural identity (1) – increased visitor awareness/appreciation (1)

Explain three ways in which the 'demonstration effect' can result in a negative social/cultural impact on a local host population.

:

- clothes/fashion (1) – decline in traditional dress (1)
- smoking/drinking (1) – challenges local custom, tradition, religious observance (1)
- possessions (1) – encourages consumerism (1)
- sexual behaviour (1) – morals (1)
- drugs (1) – crime (1)
- language (1) – copying slang, swearing, replaces native language (1).

Explain four methods of promotion that could be used as part of this campaign.

- Advertising in international websites and in international TV campaign
- Publicity such as leaflets and brochures distributed via embassies overseas
- Familiarisation trips to travel agents
- Press conference for media exposure
- Internet by creating tourist board website
- Trade show/Travel fair
- Sales promotion such as Free gifts, free activities, coupons, BOGOFs
- Sponsorship of events to raise awareness of the organisation

Discuss why travel and tourism organisations, such as the Nepal Tourism Board, carry out marketing and promotion

- Raise awareness of the destination
- Competitive advantage
- Increases potential customer base
- Increase sales/profitability
- Create positive image for the destination/organisation
- Achieve customer satisfaction
- Improve foreign exchange
- Attract more investors

Define the term regulation:

The measures and controls that exist over industry practice

Define the term deregulation:

This term is used to describe the situation in which organization within an industry becomes self regulated .

Regulation of air transport:

The standards of safety , how airports are managed are controlled at national or international level.

The government controls the air travel .

Advantage of Regulations :

- It protects customers
- It prevents monopoly .

Advantages of deregulation :

- All barriers of competitions and price restriction are removed
- Airlines can make partnership with one another to serve the main international routes
- Deregulation **increase** the level of competition between airlines
- Deregulation helps to keep the cost of air tickets low.