

TRAV 2240 - TRAVEL AND TOURISM (3 credits)

Tour Escorting, Planning and Operations

Wholesale and group tour operations, including the initiation and development of tours and vacation packages, generating group business via travel agency sales, marketing travel products to the retail industry, and reviewing documentation preparation. Basic theories and strategies related to tour escorting are also covered.

Upon successful completion of the course the student should be able to do the following:

1. Compare and contrast the definitions of a wholesaler, retailer and a tour operator.
2. Differentiate between preferred methods of developing tours and packages.
3. Identify strategies for negotiating with carriers and suppliers for pricing and accommodation space.
4. Define procedures to secure reservations for group departures from industry participants.
5. Give examples of components of a travel marketing campaign.
6. Examine components of a tour from inception to completion.
7. Define the role of a tour escort and the qualities that compose a competent and efficient tour escort.
8. Compare the types of tours, tour escorting, and levels of escorting available. Evaluate the major tour operators.
9. Describe the tour escort's role in the planning and routing of trip itineraries.
10. Assess and demonstrate successful methods of dealing with tour members, travel personnel, bus drivers, hotel and restaurant managers, and airline personnel.
11. Identify and evaluate appropriate major tour group attractions.
12. Analyze specific tour escort techniques.
13. Create a tour brochure.
14. Discuss different forms of marketing and advertising.

Topical Outline:

1. Wholesale and tour operations.
2. Escorted tours, hosted tours and tour packages.
3. Sales techniques for a tour operator.
4. Marketing, advertising and public relations techniques for a tour operator.
5. Reservation procedures.
6. Documentation preparation, including tour brochures and travel documents.
7. Tour initiation, implementation and completion.
8. Payment procedures for customer and supplier.
9. Role of a tour escort.
10. Types of tours offered by wholesalers.
11. Types of tours utilizing a tour escort.
12. Major tour operators.
13. Popular tour package destinations.
14. Routing of typical escorted tour itineraries.
15. Successful methods of dealing with tour members and travel personnel.
16. Major tour group attractions around the world.
17. Research of global destinations.

