

A T O U R I S M C A R E E R S A M P L E R

Tour Operator

www.teachingtourism.com

F A C I L I T A T O R G U I D E



Q u a n t u m L e a r n i n g

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About Tourism Career Samplers

Tourism Career Samplers are career exploration tools enabling participants to experience careers by working through real situations in the classroom. Skills-based, participant-centered, informative, and interactive, each *Tourism Career Sampler* increases awareness through simulated and experiential learning.

Tourism Career Samplers provide an informal, practical introduction to the basics of the entry-level job and help participants make a decision whether to pursue a particular occupation. The job skills in this *Tourism Career Sampler* are based on the Canadian national occupational standards. These are available from your Tourism Education Council. Participants can use these basic skills to obtain a job and/or be well informed for job-shadowing.

Who can deliver Tourism Career Samplers?

Tourism Career Samplers are best delivered by an experienced tourism teacher or a professional who has both practical skills for this specific *Career Sampler* as well as customer service experience.

Where can Tourism Career Samplers be delivered?

All *Tourism Career Samplers* are designed to be delivered in regular classroom settings so the facilitator need not be limited by contrary weather conditions, lack of community resources or low budgets. Imagination and decoration will definitely stimulate further learning. It is more important, however, to focus on 'the learning' than to have the 'perfect' prop.

How long does it take to deliver at Tourism Career Sampler?

All *Tourism Career Samplers* work on an 'elastic' time principle. All Samplers can be delivered in 8 hours, and most can be expanded to 20-40 hours. The expansion occurs when the learning is given over to the students. For example, part of the personal file in *Local Tour Guide Tourism Career Sampler* can take 15 minutes with pre-packaged brochures. The same lesson can be expanded to 30 minutes in the local info centre to gather brochures, 60 minutes to sort them into categories, plus travelling time and initial instructions for a total of about 3 hours. *Weigh the allowed time with the value of the learning.* The choice is yours.

How do I use the Facilitator Guide?

Tourism Career Samplers were designed by and with tourism teachers. They are straightforward teaching and learning programs which follow a 'tried and true' format:

set up: classroom, instructor, and participant supply list

objectives: learning objectives, completion requirements, completion certificates

background: historical context for the particular tourism career

definitions and roles: elements of the specific career and related jobs

scenario: simulated learning experiences to aid skill acquisition and career decision making

evaluation: assessment of the effectiveness of the *Tourism Career Sampler* experience

Your *Tourism Career Sampler Facilitator Guide* is directly aligned to the Participant Workbook. The same graphics and page layout are visible in both the Facilitator Manual and the Participant Workbook. At the top of each page, you will notice the corresponding page number in the Participant Workbook. This reduces page-flipping and allows the facilitator to focus on active classroom learning rather than searching for the overhead icon and appendices as in traditional training manuals.

Information written in **bold** means that the information is for the teacher/facilitator and is not contained in the *Participant Workbook*. The information in regular type is contained in the *Participant Workbook*. All the other information directs and supports you in facilitating your *Tourism Career Sampler*.

Tourism Career Samplers are copyrighted and we ask that you honour our years of industry and teaching experience, university degrees in learning theory, and personal financial risks so that you may offer quality, fairly priced tourism education products to your students and save yourself hours upon hours of prep time. By all means copy a graphic if you wish to make a transparency or other visual aid.

Thank you for your support.

Facilities and supplies

Classroom facilities

- Q regular classroom
- Q moveable work tables
- Q white boards/black boards/flip chart
- Q appropriate markers
- Q BC maps on the wall

Instructor supply list

- Q *Tour Operator Tourism Career Sampler* Facilitator Guide
- Q *Tour Operator Tourism Career Sampler* Participant kits, one per participant
- Q science fair folding backboards (one per student)
- Q plain, bright fabric for covering backboards
- Q travel magazines with pictures for cutting
- Q extra scissors and tape
- Q masking tape
- Q watch
- Q stapler that opens flat
- Q flip chart paper
- Q fresh cauliflower

Participant supply list

- Q scissors
- Q scotch tape
- Q pens, pencils and large felt pens
- Q travel magazines with large pictures for cutting
- Q science fair backboards
- Q plain, bright fabric to cover backboards
- Q calculator



Objectives

Advise participants to turn to page 3 in their workbooks.

Quantum Learning's *Tour Operator Tourism Career Sampler* is an informal and interactive series of activities introducing the participant to the procedures for developing, marketing, managing, and administering a tour.

By the end of the course, the participant will be able to:

- Q exhibit professionalism
- Q describe the background and roles of a tour operator
- Q describe the tourism industry
- Q develop a tour product or itinerary
- Q develop a marketing plan for a tour
- Q prepare and participate in promotional activities of a tour
- Q participate in operations of a tour

Successful course completion consists of:

- Q organizing and costing a tour
- Q designing and creating a trade show booth
- Q designing and creating a brochure
- Q review test

Upon successful course completion, the participant will:

- Q receive a certificate of completion

Background

Advise participants to turn to page 4 in their workbooks.

People have been travelling for pleasure since ancient times but it is only in the last 40 or 50 years that it has changed from the leisured pursuit of the wealthy few to a mass phenomenon. There were several significant milestones in the evolution of role of tour operators.



The first important date is **1808** when the first steam engine was demonstrated in London England. Coincidentally, in that same year, the first tour operator was also born. But more on him in a minute.

In **1830**, the first train, carrying both freight and passengers, travelled on 35 miles of track between Manchester and Liverpool. It was very controversial. It was both loved and feared.

Between **1830 and 1850**, railway mania overran Great Britain. Noisy steel engines belching black smoke now joined previously isolated country villages. Seaside resorts became accessible and people began to travel as day trippers.



Thomas Cook, born in 1808, was a **cabinetmaker** and a **teetotaler**. He walked hundreds of miles each year as a lay preacher of temperance (abstinence from alcohol).

He settled in Leicester, in the centre of Great Britain, during the 1840s. Shortly afterwards, the first train was chugging its way into town.

The scenario

Advise participants to turn to page 12 in their workbooks.

You and two or three associates have founded a tour company specializing in inbound tours to British Columbia. Your company has been operating tours around the province at irregular intervals over the past five years. You have just decided to run a series of standardized, scheduled tours

As a company, you have agreed to focus all your efforts into the standardization and promotion of your tour product.

The first step is to **develop a tour taking in some of the most popular attractions.**

The second step is to **develop a marketing (or business) plan**

The third step is to **create marketing tools.**

Company profile

Advise participants to turn to page 13 in their workbooks.

In groups of three to four people, decide the following:

Name of company: _____

Target market: (school trips, seniors, Germans, Americans, Japanese, budget, exclusive, families, age, common interest...)

e _____

e _____

e _____

Theme for tours: (cowboys, bird watching, First Nations history, art, adventure...)

e _____

e _____

e _____

Developing the tour

Advise participants to turn to page 14 in their workbooks

Your company has settled on a circle British Columbia tour incorporating the most popular attractions from each of your earlier tours.

You will be using a 46 passenger bus for your 8 day tour of British Columbia. The tour will begin in Vancouver; proceed by ferry to the capital city of Victoria, then drive to Port Hardy on the northern tip of Vancouver Island. From there, the group will take BC Ferries' "mini cruise" up the Inside Passage to Prince Rupert. The bus will travel along Highway 16 along the Skeena River to Prince George and will continue through the ranches of the Cariboo and the Fraser Canyon back to Vancouver.

Mark your planned itinerary on the map of BC.

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Itinerary

Advise participants to turn to page 15 in their workbooks.

Now that we have established the basic tour route, let's be more specific about travel times, comfort breaks, sightseeing stops, and meal breaks. Using the BC map, construct a seven day tour around British Columbia. It is important to focus on your group. Do they want to see as much as possible in every day? Would they prefer a more leisurely tour requiring that you reduce the number of stops/cities? Would they like to have two nights in one or more locations? Consider their energy level at the beginning, in the middle and at the end of the trip. You might like to integrate long driving days with days of many stops/sightseeing or staying put in one recreation area. **Allow 2 and half hours for every 100 miles or 160 kilometers.**

At this point, we are looking for just a basic tour loop of seven days showing where each night could likely be spent. We will fill out the details of sightseeing and possible meals stops afterwards.

Day 1	Vancouver to Victoria
Day 2	Victoria to Port Hardy
Day 3	Port Hardy to Prince Rupert
Day 4	Prince Rupert to Smithers
Day 5	Smithers to Prince George
Day 6	Prince George to 108 Ranch
Day 7	108 Ranch
Day 8	108 Ranch to Vancouver

Inside Passage Northbound

(PORT HARDY – PRINCE RUPERT)

IN EFFECT SATURDAY, MAY 25 TO WEDNESDAY, SEPTEMBER 25

Between May 26 and September 25 passengers can experience the magnificent Inside Passage on a fifteen hour daylight voyage aboard the *Queen of the North*.

LEAVE PORT HARDY
7:30 am

ARRIVE PRINCE RUPERT
10:30 pm

May: 25, 27, 29, 31
June: Even-numbered days
July: Even-numbered days
August: Odd-numbered days
September: Even-numbered days except September 26, 28 and 30

Accommodation

Advise participants to turn to page 19 in their workbooks.

Tour groups are usually quoted group rates which are discounts from the **rack rate**, or official published tariff. The rack rate includes ten percent commission available to travel agents.

Larger tour groups may qualify for one or two **comp** (complimentary) rooms for the tour director and/or driver.

Group rates are often quoted as **run-of-the-house**, which means each room is charged a set price regardless of the location within the hotel.

A single room with bath is known as **SWB** and a twin room with bath is known as **TWB**. Notice that the hotels charge per room, not per person.

<p>COAST INN OF THE NORTH (PRINCE GEORGE) 563-0121 770 Brunswick Street, Prince George V2L 2C2</p> <p><i>Hotel</i> – Downtown, air conditioned, suites, DD phones, cable TV, in-house movies, indoor pool, sauna and whirlpool, gym, banquet facilities, coffee garden, dining room, lounge, night club, nightly entertainment, pub, gift shop, free parking, daily airporter, off-season rates, toll free 1-800-663-1144, fax 563-1948, major credit cards, commissionable, pets, CP 2 days</p> <p>150 Units – (S) \$89-130; (D) \$99-140; (T) \$99-140; Add'l \$10 Groups – SWB \$59 / DWB \$59</p>

<p>CREST MOTOR HOTEL 624-6771 222 - 1st Avenue West, c/o Box 277, Prince Rupert V8J 3P6</p> <p><i>Hotel</i> – Downtown, harbour view, treat suites, non smoking floor, cable/satellite TV, movies, exercise facilities, hot tub, coffee shop, dining room, lounge, entertainment, banquets, heated sundeck, free parking, charter fishing, off-season rates, toll free 1-800-663-8150, fax 627-7666, major credit cards, commissionable, pets, CP 1 day.</p> <p>102 Units – (S)\$105-120; (D)\$105-120; (T) \$115-130; Add'l \$10 Groups: SWB \$100 / DWB \$115</p>
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<p>BEST WESTERN 108 RESORT 791-5211 Telqua Drive, Box 2, 108 Mile Ranch V0K 2Z0</p> <p><i>Resort</i> – 13 km (8 mi) north of 100 Mile House, off Highway 97, all air conditioned, some kitchenettes, balconies, cable TV, DD phones, complimentary in-room coffee/tea, heated outdoor pool, whirlpool, saunas, restaurant, lounge, meeting room, gift shop, tennis, volleyball, playground, basketball, 18 hole golf course, trail rides, wagon rides, sleigh rides, tobogganing, skating, bonfires, mountain bikes, canoes, croquet, cross country skiing, AAA4 diamond rating, package and off-season rates, toll free 1-800-667-5233, fax 791-6537, major credit cards, commissionable, pets, CP 2 days.</p> <p>62 Units – (S) \$105-121; (D) \$115-131; (T) \$115-131; Add'l \$10; Kitchen \$20</p> <p>10 Sites – 5 persons \$25-50</p>

<p>CAPTAIN'S PALACE INN 388-9191 309 Belleville Street, Victoria V8V 1X2</p> <p><i>Hotel</i> – Overlooking the Inner Harbour, across from US Ferries, unique accommodation in three heritage mansions, private baths, state of the art telephones, TV, morning coffee service, full breakfast included, free parking, licenced dining, one block from Parliament Buildings, off-season rates, fax 388-7606, commissionable, small pets, CP 3 days.</p> <p>20 Units – (S)\$65-110; (D)\$65-225; (T) \$65-225; Add'l \$25</p>

<p>HUDSON BAY LODGE 847-4581 3251 East Highway 16, c/o Box 3636, Smithers V0J 2N0</p> <p><i>Hotel</i> – Sleeping units, TV, DD phones, licenced dining room, restaurant, banquet and meeting facilities, fireplace lounge, nightly entertainment, swirlpool, saunas, complimentary limo service to airport and seaplane base, toll free reservations 1-800-663-5040, commissionable, pets, CP 2 days.</p> <p>100 Units – (S)\$67; (D)\$77; (T) \$77; Add'l \$10</p>

<p>SYLVIA HOTEL 681-9321 1154 Gilford Street, Vancouver V6G 2P6</p> <p><i>Hotel</i> – On English Bay at Stanley Park, rooms, housekeeping suites, room service, restaurant and lounge overlooking English Bay, covered parking, Family Plan, commissionable, pets, CP 1 day.</p> <p>118 Units – (S) \$55-100; (D) \$65-100; (T) \$65-100; Add'l \$10; Kitchen inc.</p>
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<p>NORTH SHORE INN 949-8500 7370 Market Street, c/o PO Box 1888, Port Hardy V0N 2P0</p> <p><i>Hotel</i> – All ocean view units with balconies, double and twin beds, DD phones, cable TV, licenced dining and lounge fishing charters arranged, across Hardy Bay from ferry terminal, senior citizens discount, off-season rates, fax 949-8516, pets, CP 7 days.</p> <p>30 Units – (S)\$63; (D)\$71; (T) \$79</p>

Tour costing

Advise participants to turn to page 20 in their workbooks.

Using figures available to you, calculate a rough draft of your eight day costing for a tour of 24-40 people (there are 46 revenue-generating seats on the bus). Additionally, there will be one driver and one tour director.

Some hotels will offer group rates, others will not. The rates quoted in the BC Accommodation Guide are called **rack rates** and are commissionable to travel agents at a rate of 10%. Since we are not booking with an agent, we must first deduct this agent commission and then add our own mark-up later.

Group rates are already **net**, that is, no agent commission has been included and therefore, need not be deducted.

For this exercise use the following extracts taken from the BC Accommodation Guide, which show rack rates and any group rates.

When using rack rates, use the highest rate in each category and deduct the travel agent's ten percent commission to get a net group rate. For these rooms we will assume that the tour director and driver will each receive a comp room.

For accommodation showing group rates, there is no need to deduct agency commissions. The driver and escort will NOT receive comp rooms at these properties.

Provincial tax is 8%, municipal tax is 2%.

The GST of 7% will be added much later in the costing exercise so leave it out for now.

It is also important to note that tour costings are calculated as a total, then divided by the number of guests and sold **per person based on double occupancy**.



Tour Operator • Facilitator Guide

Tour items	Calculation		Subtotals
Bus	@ \$550 day x 8	\$4400.00	
Victoria ferry	@ \$7.25 pp x 47	340.75	
• bus on ferry	@ \$2.70 per foot X 40 feet	108.00	
P Rupert ferry	@ \$104 pp x 47	4888.00	
• bus on ferry	@ \$\$12.75 per foot x 40 feet	510.00	
Staterooms	@ \$52 (shower) and \$43 (no shower)	95.00	
Subtotal transportation		10341.75	\$10,341.75
Accommodation			
Sylvia Hotel	6 singles (SWB) @ \$100	600.00	
	21 twins (TWB) @ \$100	2100.00	
	less 2 comp SWB @ \$100	(200.00)	
	less 10% agent comm x 2500.	(250.00)	
	plus 10% hotel tax x \$2250	225.00	2475.00
Captain's Palace	6 singles (SWB) @ \$110	660.00	
	21 twins (TWB) @ 225	4725.00	
	less 2 comps (SWB) @ \$110	(\$220.00)	
	less 10% agent comm x \$5165	(516.50)	
	plus 10% hotel tax x 4648.50	464.85	5113.35
North Shore Inn	6 singles (SWB) @ \$63	378.00	
	21 twins (TWB) @ \$79	1659.00	
	Less 2 comps @ \$63	(126.00)	
	Less 10% agent comm x \$1911.	(191.10)	
	Plus 10% hotel tax x \$1719.90	171.99	1891.89
Crest Motor Hotel	6 singles (SWB) @ \$100	600.00	
	21 twins (TWB) @ \$115	2415.00	
	Plus 10% hotel tax x \$3015	301.50	3316.50
Hudson Bay Lodge optional	6 singles (SWB) @ \$67	402.00	
	21 twins (TWB) @ \$77	1617.00	
	less 2 comps @ \$67	(134.00)	
	less 10% agent comm x \$1885	(188.50)	
	plus 10% hotel tax x \$1696.50	169.95	1866.15
Inn of the North	6 singles (SWB) @59	354.00	
	21 twins (TWB) @ 59	1239.00	
	plus 10% hotel tax x 1593.00	159.30	1752.30
108 Ranch	6 singles (SWB) @ 121.00	726.00	
	21 twins (TWB) @ \$131	2751.00	
	less 2 comp SWB @ 121.00	(242.00)	
	less 10% agent comm x \$3235	(323.50)	
	less 10% hotel tax x \$2911.50	(291.15)	3202.65
Subtotal accommodation			\$19,617.84
Miscellaneous expenses			
Attractions	net group rates would be added here	-	
Guiding fees	@ \$75 day x 8	600.00	
Meals	@ \$30x 47x 8 days	11280.00	
Tips/porterage	@ \$16.50 pp x 46	759.00	
Overhead/office/gift	@ \$2000	2000.00	
Subtotal miscellaneous			\$14,639.00
Total of subtotals	\$10, 341.75+\$19,617.84+\$14,639		\$44,598.59
mark up	add 20% (varies between 15-30%)		8919.72
TA commission	add 10 % if applicable		-
foreign exchange	add applicable rate if to be sold overseas		-
TOTAL			\$53,518.31
Minimum sell price	divide by 40 passengers *		1337.96pp
Break even sell price	divide by 24 passengers		2229.93pp
GST	Add 7%		

Advertising

Advise participants to turn to page 29 in their workbooks.

Effective advertising frequently follows a formula based on consumer responses known as AIDA. It stands for:

attract	ATTENTION
stimulate	INTEREST
create	DESIRE
generate	ACTION

The headline frequently attracts **attention** in print advertising. It is often in bold type, a different colour, or a larger font.

A sub-headline often stimulates **interest** by expanding on the message in the headline. It is usually in smaller print.

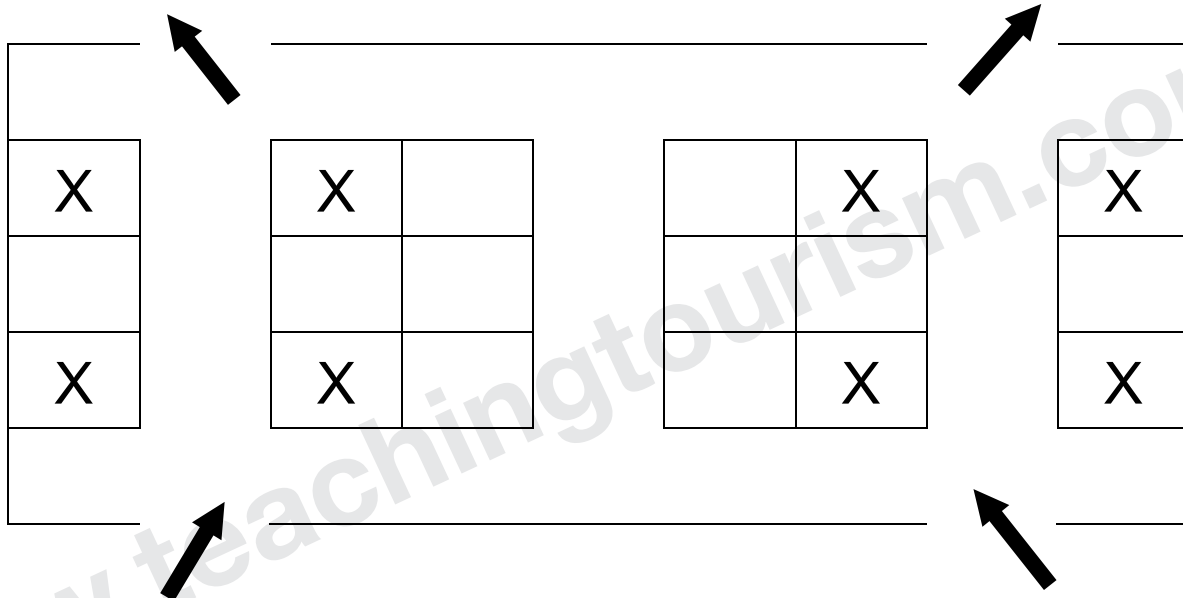
The text or body of the advertisement informs the consumer and creates a **desire** for the product or service.

Purchase instructions showing address, telephone numbers and order forms give the necessary information to generate **action**, or complete the sale.

Locate a trade show booth

Advise participants to turn to page 34 in their workbooks.

Place an "X" on the location you think would be most advantageous for your trade show booth. Why?



- Q visibility
- Q first impression
- Q last impression

Which elements of your trade show booth reflect?

- A _____
- I _____
- D _____
- A _____

Will visitors to your booth have something to take away with them?

Soooooo.....

Do you want
to be a
tour operator?

Why?

Remember, a “no” answer is as useful as a “yes” answer during career exploration.