

VICTORIA UNIVERSITY
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Tour Operation Management

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Question No :01

What is tour operation management?

Answer to the question no: 01

Tour operation management

The basic concept of tour operation management is to evaluate the tour operators and their related aspect within the travel and tourism industry specifically. It mainly facilitates with the management of the business of tour operators and help in identifying the related practices in the market.

A tour operator is a business that typically combines and organizes accommodations, meals, sightseeing and transportation components, in order to create a package tour. They advertise and produce brochures to promote their products, holidays and itineraries. Tour operators can sell directly to the public or sell through travel agents or a combination of both.

The most common example of a tour operator's product would be a flight on a charter airline, plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Each tour operator may specialize in certain destinations, e.g. Italy, activities and experiences, e.g. skiing, or a combination thereof.

The 3 main functions of a tour operator handling bookings, invoicing and issuing of tickets. predicting profits or number of bookings. working with travel consultants from different travel agencies to put holiday packages together. combining travel, accommodation and services such as sightseeing arrangements to create holiday packages.

Importance of tour operation management

The tour operator is responsible for creating and maintaining tour packages for customers. Management of tour packages includes preparing activities that appeal to the specific travelers embarking on the trip.

Question No :02

What are the 4 types of tour operator?

Answer to the question no: 02

Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a Tour Operator.

Tour operators are sometimes called wholesalers but this is partially true because a wholesaler buys goods and services in bulk at his own account to prepare a tour package and then retails it through the travel agencies or directly to clients.

Types of Tour Operators

Tour operators are basically categorized into four types. These are categories on the basis of their nature of the business and its operations.

1. Inbound Tour Operators
2. Outbound Tour Operators
3. Domestic Tour Operators
4. Ground Operators

Inbound Tour Operators

These are also known as incoming tour operators. Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are called inbound tour operators. For example, a group of American Tourists is coming through TCI Ltd. to India and the company makes arrangements and handles the group in India then TCI is called an inbound tour operator.

Incidentally, the inbound traffic to the country for the last two decades has been decreasing. Essentially the tour operators need to adopt innovative marketing strategies and should introduce a special interest tour to cater the special needs of Japanese, Americans, French and British people.

Outbound Tour Operators

Tour operator who promote tours for foreign destinations, maybe business tour or leisure tour is called outbound tour operators. For example a group of American tourists going to a trip of India and Thomas Cook handle arrangement in America like as ticket reservation, hotel booking etc. then Thomas Cook is called Outbound Tour operators in the context of America.

Domestic Tour Operators

Domestic tour operators are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travelers. In general, these tour operators provide travel services within the tourist's native country.

The domestic tour operators operate within the boundary of the home country and offer package tour to the travelers viz. Domestic inclusive tours or independent tours.

Ground Operators

These are commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourists on the behalf of overseas operators.

Question No :03

What are the 2 types of tour?

Answer to the question no: 03

Different types of tourism can be recognized depending on length of stay, mode of transport used, distance travelled, purpose of trip and price paid by tourists.

Broadly speaking, there are four major types of tourism namely:

- (i) international tourism,
- (ii) domestic tourism,
- (iii) long distance tourism, and
- (iv) short distance tourism.

International Tourism:

An international tourist crosses the boundaries of many countries, uses different currencies, faces different languages and meets different types of people. Usually international tourism involves longer distances although crossing small countries or travelling in the neighborhood of international borders may involve short distances.

International tourism is tourism that crosses national borders. Globalization has made tourism a popular global leisure activity.

International tourism has significant impacts on the environment, exacerbated in part by the problems created by air travel but also by other issues, including wealthy tourists bringing lifestyles that stress local infrastructure, water and trash systems among others.

Domestic Tourism:

It is concerned with travelling within the country. It does not need a passport and visa or conversion of one currency into another. Domestic tourism has greater scope in countries of large dimensions such as India as compared to smaller countries. From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels.

On the basis of purpose of tour or the motives of tourists, tourism is of three types, (a) common interest tourism, (b) holiday tourism and (c) business tourism. In case of common interest tourism, the purpose of visiting and the visited persons in common.

Visiting friends and relatives in this type puts very low pressure on the provision of tourist facilities at the destination. Holiday tourism is the most popular type. A fine weather favorable for sightseeing, touring, recreation and going round different cultural sites are sought after by incoming tourists of this category.

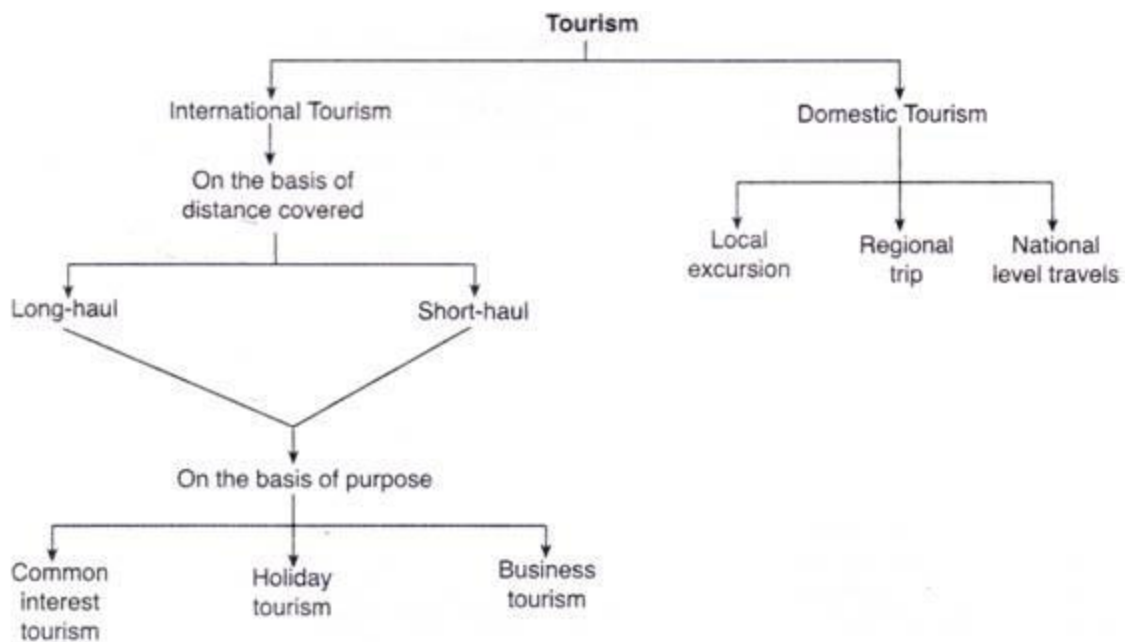


FIG. 30.1. Types of Tourism

Road trips, weekend getaways, and staycations are all great examples. One of the biggest advantages of domestic tourism is that it includes local travel, which means easier and cheaper commuting.

Question No :04

What are the 8 types of tour guides?

Answer to the question no: 04

TOUR GUIDE

Tour guides, or tourist guides, are members of the hospitality and travel industry who show visitors around places of interest. Tour guides may lead groups or individuals through historical sites, museums, geographic destinations and on outdoor excursions.

The tour guide's responsibilities include planning travel itineraries, familiarizing customers with the locality by vehicle or foot, and ensuring that the group remains safe at all times. You should also stay up-to-date with new attractions that may be of interest to customers.

Professional tour guides lead interpretive tours within cities across the United States and abroad. They provide tourists with information, as well as some entertainment. They may give tours of historic areas, museums, landmarks and more.

TYPES OF TOUR GUIDE

Historical guide. A historical guide leads tourists around historical landmarks and points of interest like ruins, temples, battlefields and other sites of historical importance. ...

- Adventure guide. ...
- Museum guide. ...
- Nature guide. ...
- City guide. ...
- Park guide. ...
- Freelance guide.

CITY TOUR GUIDE

City tour guides are a great way to get to know a city in a short amount of time. They're common in most major cities of the world. City guides can show travelers an array of different things from bars and restaurants to museums and shops to historical and cultural landmarks. So they tend to be locals who have a thorough knowledge of many different aspects of the city.

A travel agency will often arrange for city guides to meet travelers coming directly off of motor coaches, cruise ships, shuttle buses, and so on and proceed to introduce them to the city. These excursions are often walking tours, but they can also be conducted by car, shuttle, boat, bus, etc.

It all depends on the size and layout of the town. Biking and the use of scooters and segways are also an increasing trend for city tours these days.

HISTORICAL GUIDE

Historical guides are one of the more traditional types of tour guide. Because no matter the size and popularity of a place, anywhere you go has its own unique history. These types of guides might show you things like ruins, excavation points, and archaeological sites. Or they may take you to the locales of famous battles and/or other cultural milestones that are significant for a town, city, country, or the world. National monuments and famous landmarks are commonplace in historical tours too.

Local tour guides and history buffs can have somewhat of an advantage in this field — they're often able to answer the most inquisitive of questions that others can't. Plus they can provide interesting little-known facts that you might not otherwise find in traditional history books or online.

MUSEUM GUIDE

Museum guides familiarize tour groups with the artistic and cultural heritage of a city. As opposed to a regular visit, a museum tour director and/or guide can ensure a more in-depth understanding of a museum's art, artifacts, and background. And there are plenty of these dedicated professionals around the globe too, especially in city capitals.

NATURE GUIDE

Similarly to park guides, nature guides take tour groups to natural attractions where wildlife and scenic locations are the main focal points. Nature tourism is particularly popular with the millennial market these days, and it is therefore closely associated with ecotourism. The International Ecotourism Society (TIES) defines ecotourism as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education.”

Nature guides also get to spend most of their day in the great outdoors, familiarizing their clients with beautiful exotic locations and their inhabitants. And they also help to preserve the

environment. So, depending on the company, the tour manager, the specific location, and the local laws, being a nature guide may require a certain level of qualification and training too.

ADVENTURE GUIDE

Adventure guides arguably have the most fun when it comes to the tourism industry. For example, they can be driver guides (aka a driver and tour guide in one) taking you on safari in Africa or mountaineering guides helping you climb Mt. Fuji. Adventure guides can take you canoeing along the Amazon, scuba diving in Thailand, trekking through the Sahara, or snowmobiling and dog sledding in Antarctica. The possibilities are endless.

But while every day can be a new adrenaline rush, an adventure guide is also responsible for the safety and well-being of all the tour members in their group. So in addition to knowing all the relevant information about their tour and terrain, adventure guides should also have a certain level of experience and skills when it comes to their particular sport or activity.

Depending on the activity, knowing how to properly maintain and use all the necessary equipment is often a requirement of the job. Moreover, impeccable communication skills, physical fitness, first aid training, and the ability to quickly and adequately respond to emergencies are all usually a must too.

FREELANCE GUIDE

With global tourism on the rise again, many tour guides are also choosing to be self-employed. For example, in Portugal, it's not uncommon for a local tour guide to own a tuk-tuk and use it to give visitors individual private tours of the city. Freelance guides are usually not affiliated with any tour company, travel agency, museum, or municipality. All they really need is a certain degree of knowledge about their chosen area or field, plus an ability to clearly and effectively communicate that knowledge.

However, depending on the local laws and the type of tour, freelance guides may sometimes need to have some sort of certification or license too. And while these types of guides might miss out on things like health insurance and the steady work offered by companies, they do get to make their own hours. Plus they can customize their unique tours any way they want.

Question No :05

What are the 5 elements of tour guiding?

Answer to the question no: 05

A tour guide or a tourist guide is a person who provides assistance, information on cultural, historical and contemporary heritage to people on organized sightseeing and individual clients at educational establishments, religious and historical sites such as; museums, and at various venues of tourist attraction resorts.^[1] Tour guides also take clients on outdoor guided trips. These trips include hiking, whitewater rafting, mountaineering, alpine climbing, rock climbing, ski and snowboarding in the backcountry, fishing, and biking.

Listed below are ten qualities that any tour guide should possess.

- Ability to communicate effectively. Being a tour guide requires excellent communication abilities.
- Personable & Outgoing. This skill takes communication to the next level.
- A Steal Trap of a Memory
- Ability to improvise.
- Just the Right Amount of Enthusiasm
- Humor.
- Punctuality.
- A keen sense of direction is essential.

5 Key Elements to Ensure a Positive, Memorable Experience for Every Tour Visitor

- Ascertain that everyone can hear the tour guide's every word.
- Plan the most efficient path.
- Make a script for it.
- Make the tour "right-sized" for the audience.
- Sell the company's history, present, and future.

If you want to be a great tour guide, these are some of the most vital abilities to have and improve.

- Outstanding public speaking and narration abilities.
- Problem-solving abilities that are second to none.
- Excellent linguistic abilities.
- Outstanding organizational and leadership abilities.

Similarly, individuals inquire about tour guiding skills.

TECHNIQUES OF TOUR GUIDING

- People who leave their homes to visit a location for a short period of time.
- They should be spending their money rather than earning it from the places they visit.

- Pleasure, meetings, and seminars are all possible reasons.
- With the goal of learning more about the location's history, people, and culture.

A guide must have a passionate leading style, but not to the point where they lose their authenticity or stop listening. Tour guides should have a good idea of where they're heading! That is self-evident. Guests feel that they're getting their money's worth on a tour because of the breadth of information.