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Question no 03

What are the 8 types of tour guide? With example.

Answer to the question no 03

A TOUR GUIDE

English Baptist missionary turned businessman Thomas Cook is sometimes called “the father of tourism.” That’s because he and his travel company are largely credited with introducing the world to its first guided tours (and tour guides) back in the 18th century. However, around the same time, travelers in Japan could pay a guide to show them around its cultural capital of Kyoto. And before that, in the 17th-century Vatican, guides known as cicerones would lead tours around historical sites throughout the Mediterranean. In other words, being a tour guide has been a global profession for centuries, and its exact origins remain unclear.

Today, tour guides have come a long way. In 2021, travel and tourism contributed 10.3% to the global GDP (almost \$9 trillion). Japan, Spain, and the U.S. were the top three leaders in the Travel and Development Tourist Index (TTDI) that year. This number decreased by half in 2020 due to the pandemic. But now the global tourism industry is once again booming, and there are currently an estimated 31,000 tour guides employed in the U.S. alone.

The job of a tourist guide today is as diverse as there are points of interest around the world. So there is no one clear definition of a professional tour guide either. The Merriam-Webster dictionary defines it simply as “a person who takes people on trips through an area and explains the interesting details about it.” But that’s just the tip of the iceberg.

TYPES OF TOUR GUIDING EXPLAINED

Like the industry itself, tourist destinations and types of tours are ever-changing. Some tourist attractions are naturally more popular than others. But the places of interest and things people want to visit and learn about these days are countless.

Therefore, the kinds of tours and services tour operators provide vary and depend on a great number of factors. Still, there are some common experiences people are looking for wherever they travel. We’ve compiled a list of the most popular types of tour guide jobs out there today below.

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 GUIDING

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.

According to UNESCO, the overall number of museums has more than tripled in the last half-century, and there are roughly 95,000 museums worldwide today. These include some atypical ones — such as Beijing's Museum of Tap Water and the British Lawnmower Museum. Or the Salt and Pepper Shaker Museum in Tennessee and Boston's Museum of Bad Art (aka MOBA).

So while a general knowledge of art history and local culture helps, the qualifications to be a museum guide largely depend on the museum itself.

PARK GUIDE

Park guides are people who conduct nature and sightseeing tours. They help explore state and national parks, nature reserves, and so on. In the U.S., they are usually employed by the National Park Service. Due to the level of responsibility, becoming a park guide may require a certain level of training and expertise.

The duties of a park guide vary depending on the location, the time of year, and the nature of the tour itself. But being one is a great way to get plenty of fresh air at work, as well as some great views. As a park guide you also meet fellow nature enthusiasts from around the world and avoid the hustle and bustle of the city.

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.

Freelance guides also tend to be a little more expensive than those found through tour companies. But a freelance guide might also provide you with an individualized, unforgettable experience different from those offered by traditional tour agencies and companies.

Question no 01

What are the 3 main functions of a tour operator? What are the 4 types of tour operator?

Answer to the question no 01

Poyther (1993) defines, “tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”

Holloway (1992) stated that tour operations undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists.

Today, tour operators have become highly competitive. They endeavor to achieve a high volume of turnover, and maximum International and domestic market share by effectively operating. Moreover, the success of many developed and developing nations as tourists destinations depend heavily on a tour operator’s ability to attract tourists, development and promotion of tourism plant, diversification of tourism product and their social responsibilities to develop a remote and backward area.

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/Destination Management Companies

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. Let us take the case of India as a destination that – has a varied culture.

When a tour operator himself promotes beach holidays, wildlife holidays, adventure tours, heritage tours at the different places, the difficulty arises. It is the ground operator then who by handling the incoming travelers in the same season but at different places ensures that the entire operation is according to the package tours or agreements.

Sometime when a handling agency is at a prominent tourist place i.e., Delhi and it has to make arrangements to Goa, then it contracts (If it has no office of its own) with a local operator (known as excursion agent) to handle the arrangement on his behalf.

Functions of Tour Operator

A tour operator is an organization, firm, or person who is responsible for the actual arrangement of transport and accommodation facilities on any tour or vacations. They are also responsible for operating and providing vacation through contracting, booking, and packaging together of the various components of the tour such as hotel, transportation, meals, guides, optional tours, and sometimes flights.

A tour operator is like a service provider, providing the most convenient option for tourists to stay, visit, as well as leave from the city. A tour operator owns a high volume of travel services across carriers, services, and accommodation. Some most important functions of the tour operators are following as:

Planning a Tour

The most important functions of the tour operators are planning a tour. Tour operators plan a tour and make tour itinerary which contains the identification of the origin, destination and all the stopping point in a traveler's tours. A prospective tour operator also gives advice to intending tourists in various types of tour programmers, which they may choose for their leisure or commercial travel.

Making Tour Package

Tour operator buys individual travel components, separately from there suppliers and combines them into a package tour. Tour operators make tour package by assembling various travel components into a final product that is called tour package which is sold to tourist with own price tag. Making tour packages is also an important function of Tour Operator.

Arranging a Tour

Tour operators make tour package and also arrange a tour according to tourist demands. Tour operators arrange the tour package and various tourists activities to provide the best experience to tourists/traveler.

Travel Information

Whatever the size of tour operators, it has provided necessary travel information to the tourists. This task is utterly difficult and very complicated. A tour operator must give up-to-date, accurate and timely information regarding destinations, modes of travel, accommodation, sightseeing, immigration, health and security rules about various permits required to travel in a particular area etc.

Reservation

It is a very important function of all type tour operators and travel agencies. Tour operator makes all the reservation by making linkages with accommodation sector, transport sector and other entertainment organizations to reserve rooms, and seats in cultural programmers and transportation.

Travel Management

Tour operators manage tour from beginning to the end of the tour. A tour operator has the responsibility to look after the finer details of a vacation or tour such as hotel, accommodation, meals, conveyance etc. Tour operators provide travel guide, escorting services and arrange all travel related needs and wants.

Evaluate the Option Available

Tour operators evaluate all available options to provide a unique or unforgettable travel experience to tourists during their journey. Tour operators evaluate the various options available for a tour package and provide best of them to tourists.

Promotion

Tour Operators makes tour packages and promote them into various tourists markets at domestic as well international level. Tour operators promote a travel destination to attract a large group of tourists at domestic as well as international level. In the promotion of tourist destination, tour operators play a key role. Travel agencies or tour operators are called as *image builder* of a country.

Sales and Marketing

Tour operators do sales and marketing of tourist products. Tour operators buy individual travel components, separately and combine them into a tour package, which is sold with their own price tag to the public directly. Tour operators do marketing of tourist destinations and tourism product to attracts the attention of the tourists/travelers.

Taking Care of Glitch

Tours operators are also called handling agencies which handles tour package and take care of all the glitches and problems arises during a tour package. Tour operators fix the glitches and provide the best available alternative to tourists during their journey.

Question no 02

What are the 5 basic functions of a travel management agency? What are the 4 basic components of tourism?

Answer to the question no 02

According to Investopedia, “A travel agency is a business that helps individuals and groups plan, book, and execute trips to various destinations.” These agencies have access to a wide range of travel-related services and products, including flights, hotels, rental cars, tours, and activities. By leveraging their expertise and relationships with suppliers, travel agencies can often secure better deals and packages for their clients. They may also provide valuable advice and recommendations on destinations, activities, and accommodations based on their experience and knowledge of the travel industry.

According to Small Business Chronicle, “A travel agency is a service provider that specializes in offering various travel-related services to customers.” These services may include flight bookings, hotel reservations, ground transportation arrangements, and tour packages. Travel agencies can help customers save time and effort by taking care of all the details of their trip, from the initial planning phase to the final booking and confirmation. Some travel agencies may also offer specialized services such as group travel planning, corporate travel management, and luxury travel arrangements.

10 MAJOR FUNCTIONS OF A TRAVEL AGENCY:

Here are the 10 major functions of a travel agency explained in brief:

Booking and Reservations: One of the primary functions of a travel agency is to make reservations for various travel-related services such as flights, hotels, rental cars, tours, and activities on behalf of their clients. The travel agent should have access to a wide range of suppliers, both domestic and international, in order to provide their clients with the best options available. They should also be familiar with different booking systems and tools to ensure that they can efficiently book and manage reservations.

Travel Planning and Consultation: A travel agency should provide consultation and advice to their clients regarding their travel plans. This includes helping clients choose the right destination, finding suitable accommodation options, planning an itinerary, and selecting

appropriate activities and tours. The travel agent should have up-to-date information on the latest travel trends, visa requirements, and travel regulations to provide their clients with accurate information.

Customer Service: Customer service is a critical function of any travel agency. Agents should be responsive to client inquiries and requests, whether they are made by phone, email, or in person. The agency should have a 24/7 customer service hotline to assist clients with any emergency situations that may arise during their trip.

Marketing and Sales: Travel agencies should engage in marketing and sales activities to attract new customers and retain existing ones. They should develop marketing campaigns and promotions that showcase their unique selling points, such as exclusive deals, personalized service, or specialized expertise. The agency should also have a sales team that actively reaches out to potential clients and follows up with leads.

Product Development: A travel agency should continually develop new travel products and packages to offer to their clients. These could include specialized tours, adventure trips, luxury vacations, and more. The agency should research and analyze market trends and customer preferences to create products that meet the evolving needs and desires of their clients.

Financial Management: Travel agencies should manage their finances effectively to ensure long-term sustainability. This includes tracking expenses, managing cash flow, and creating budgets. The agency should also have a system in place for collecting and reconciling payments from clients, as well as paying suppliers and employees.

Technology and Innovation: Technology and innovation are key drivers of success in the travel industry. Travel agencies should invest in and utilize the latest technologies to streamline their operations, enhance the customer experience, and stay ahead of competitors. This could include online booking platforms, mobile apps, virtual reality tours, and more.

8. Supplier Relationship Management: Travel agencies should build strong relationships with their suppliers to ensure that they can provide their clients with high-quality products and

services. This includes negotiating favorable rates and terms with suppliers, establishing regular communication channels, and resolving any issues that may arise

9. Risk Management: Travel agencies should have a risk management plan in place to minimize the impact of unexpected events such as natural disasters, political unrest, or health crises. The agency should regularly monitor travel advisories and alerts, communicate with clients regarding potential risks, and have contingency plans in place for emergencies.

10. Legal Compliance: Travel agencies should adhere to all relevant laws and regulations related to the travel industry. This includes obtaining necessary licenses and permits, complying with consumer protection laws, and ensuring the safety and security of their clients. The agency should also have appropriate insurance coverage to protect themselves and their clients in the event of unforeseen circumstances.

From the above discussion, we can say that a travel agency plays a vital role in the travel industry by providing a wide range of services to help clients plan, book, and execute their trips. By performing the above 10 major functions effectively, a travel agency can build a loyal customer base, enhance its reputation, and achieve long-term success.

The 4 basic components of tourism

It is the most important factor to attract the tourists towards the motivated destinations.

It attracts tourists by providing all the facilities towards the destinations.

The basic components or 4'A's of tourism are as follows:

1) ATTRACTION:

- It is the most important element & object that attract people to travel.
- It includes cultural sites, archeological sites, historical buildings & monuments or scenery like flora & fauna, beach, resorts, mountains, national parks.
- It also includes events like trade fairs, exhibitions, sports events etc.
- It is the preconditions of travel. It attracts the people & provides pleasure.
- It attracts & attaches people to enjoy & involve in tourism activities.
- Two types of attraction:

a) Natural Attraction: Attraction places made by nature. E.g. climate, natural beauty, landscape, mountains, water resources, flora & fauna, wild life, beaches, safari, caves etc.

b) Man-Made Attraction: Attraction developed by man. E.g. historical buildings, monuments, music, festivals, temples, churches, leisure parks, Disney lands, museums, discos, casinos etc.

2) ACCESSIBILITY:

- It is important key factor for the development of tourism.
- Attraction may be wherever but without accessibility can't reach towards that place.
- It is the mode of transportation which helps the tourist to reach the destination.
- Three type of transportation:

a) Surface: Transportation in land through roadways or railways. It is the cheapest means of transportation.

b) Air Transportation: Transportation through airways to travel long distance. It has helped a lot as people can travel long journey as well as they can travel through high mountains.

c) Water Transportation: Transportation through water. It made important contribution to travel in 19th century after the innovation of shipping technology.

3) ACCOMMODATION:

- -It includes food & lodging facilities to the guest.
- It should be comfortable and services & facilities should be provided.
- Two types of accommodation:

a) Serviced Accommodation: It refers to the services provided by the hotel, lodges etc. Different hotels are established to provide service of lodging & food to the guest.

b) Self Catering or Supplementary Accommodation: It refers to the premises which offer accommodation but not the services of hotel. It provides food & accommodation in return of cash per day. E.g. Youth Hostel, Dharmasalas, Pati-Pauwa, Tourist holiday villages etc.

4) AMENITIES:

- Extra facilities & services required to the guest while traveling.
- Facilities complement to the attraction.
- It also provides facilities like providing visa, tickets etc.
- Two types of amenities:

a) Natural: Seashores, sea bath, fishing, rock climbing, trekking, sightseeing, river, sunrise etc.

b) Man made: Dance, Music, Drama, Cinema, Swimming Pool, Fair & Festivals, and Internet etc.

Question no 04

What are the 10 qualities of a tour guide? What is tour operation cycle?

Answer to the question no 04

The 10 qualities of a tour guide

Many of the qualities of a good tour guide are related with their personality.

When attending a tour, the guest wants to be involved by the story they are being told. Hence, the person who is telling it needs the ability to transmit all the knowledge and emotion of it.

1. Enthusiastic

It's pretty much safe to say that enthusiasm is the most important part of this job. The tourists will sense if you don't feel passionate when you're talking to them.

Also, when tour guides are enthusiastic about their subject, they are inclined to acquire more knowledge about it. It doesn't hurt to mention it helps the guides to withstand mentally and physically exhausting experiences.

2. Engaging

Great tour guides will share their knowledge in an engaging, interactive and entertaining way. Effective tour guides also invite questions and interaction from tour members, rather than treating the tour as a one-person show or a school lesson.

The tourists themselves should be interested in the subject matter because they need to be enthusiastic about what the tour guide is saying.

Let's not forget that the success of a tour often relies on the members of the group getting on well and enjoying the shared experience. The guide can do a huge amount to make that happen by making sure everyone gets to know each other.

3. Communicative

Having strong communication skills is one of the most important qualities of a good tour guide and *a must* for tour guide personality traits. You could say they need to have extremely good people skills. As much as tour guides need to be able to speak loud and clear, they need to know how to listen.

Good listening skills mean they can understand what the group is interested in. The conversation between the tour guide and guest has to be an interactive relationship, not just one way. Tour guides have to talk to new people daily, and it has to be in an easy-to-understand way.

4. Outgoing

Well, the trait mentioned above leads us directly to this one. It takes communication skills to a whole new level.

There can be a bit of social awkwardness when a new group of strangers shows up, and a guide should be able to break that immediately. That helps people feel comfortable talking to each other and their guide. This ensures, later on, they feel open to add comments or add questions along the way.

The ability to entertain people with stories and anecdotes would be hard for someone with an introverted personality.

5. Funny

A sense of humor is one of the most welcome qualities of a good tour guide. Intrepid Travel's Dheeraj "Monty" Bhatt, who won the Wanderlust award for outstanding achievement cited "a good sense of humor" as one of the strongest weapons in a guide's armory.

It especially helps if you can crack a joke in a crisis. Just like being outgoing and enthusiastic, humor can be the perfect tool to cut any tensions. And as always, add an extra layer of entertainment for guests.

6. Decisive

Leadership and decisiveness are important skills of a tour guide. Although they have to be friendly and funny, at the same time they should maintain a certain level of authority.

There will probably be many unpredictable occasions where they'll need to make a decision. And make it fast.

7. Organized

It comes almost without saying. Tour guides, responsible for organizing and leading a whole group of people, have to be well organized.

Among other things, this involves setting expectations before the tour – informing customers of the location, time, and length of the tour, what should they bring, and/or any rules or special considerations.

For tourists, the tour should seem effortless and seamless.

8. Punctual

Punctuality comes hand in hand with organizational skills. Nobody would be happy about having displeased customers if a tour guide didn't show up on time to meet them.

9. Patient

Patience is the kind of virtue that any tour guide without it, usually, won't be very successful.

Jonny Bealby, founder of Wild Frontiers came into guiding following a career as a travel writer. He cited "patience, and lots of it" as the premier quality of a tour guide.

Tour guides will sometimes have to be taking time to explain a complicated historical event.

Answer questions they've already answered multiple times in their speeches. Walk as slowly as is humanly possible, while waiting for a part of the group to catch up with them. A tour guide needs to be comfortable taking things slowly and to do so with a smile.

10; Sensitive

A great tour guide should be sensitive towards the needs of the group. Tour guides must be aware that what is obvious to them may be completely new for their tourists.

Their clients come from different backgrounds and they are presumably in unfamiliar situations.

A perfect guide will be attentive and respectful to everyone in the group, making sure that everyone can see and hear well.

They should make sure everyone is as safe and comfortable as possible. It's important for the tourists' satisfaction with your tour.

Tour operations

Tour operations is defined as the preparation and implementation. of all activities within an itinerary, within a given time frame, within the estimated costs, in order to meet the expectation of. the paying client.

Tour Operations Cycle

- Tour planning
 - Itinerary development
 - Contracting rates
 - Costing and pricing
 - Quotations and proposals
 - Reservations and confirmations
 - Field operations
 - Billings and accountings
 - Evaluation
-
- Tour Planning – entails setting the objectives: guest-focused, destination-oriented, financial or corporate by the Tour Operator.
 - Itinerary Development – builds-up a schedule of destination and activities and identifies and selects the suppliers best suited to provide the components of the itinerary
 - Contracting Rates – negotiations with the identified suppliers for the most competitive rates, concessions and terms and conditions available to Tour Operators
 - Costing and Pricing – calculating the costs and determining the desired profits, of the various activities or services included in the itinerary, depending on the number of projected travelers availing of the tour package

This activity may also involve construction and compilation of a Confidential Tariff for regular services

- Quotations and Proposals – involves the presentations of the services to be provided in a clear and direct fashion, and providing fair terms and conditions for the prospective client to accept.
- Reservations and Confirmations – processing the advance requests for space or services with the suppliers and obtaining confirmations or finding suitable alternatives
- Billing and Accounting – entails the preparation of billings for deposit payments and balance dues and the collection of these from the client and the payments due to suppliers

- Evaluation – is the assessment of the clients' satisfaction in the package or product and evaluation of results the objectives set in planning object.