



Welcome to the World of Travel!

You have just been hired by Ms. Travellor as a travel agent for the Travel Leisure Company! Welcome aboard! The Travel and Tourism Industry has a wide variety of employment opportunities. As we explore our TLC travel agency, our activities will focus on leisure travel and group tours.

When most people think of a career in the travel and tourism industry, they generally think of being a travel agent. A leisure **travel agency creates a service which assists individuals or groups in making vacation or other leisure travel plans.** A travel agency and their agents **sell travel products to consumers.**

PRODUCTS ARE . . .

- GOODS:** Tangible items you can touch and use.
- SERVICES:** Things done for a consumer or customer.
- IDEAS:** Information you hear,

Travel products are services which include:

- ✈ cruises
- ✈ tours
- ✈ hospitality
- ✈ transportation and more

A **travel agent** is a representative for the travel company by creating and planning travel packages and plans . A **travel agent** also works for the traveler by organizing travel details. In other words, **a travel agent wears two hats.**

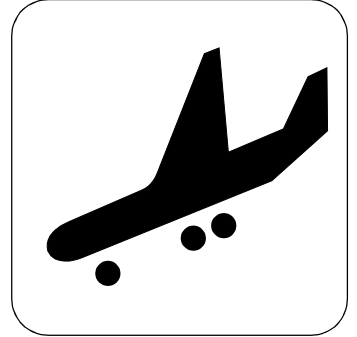
DID YOU KNOW?

The U.S hosted 48.5 million foreign visitors in 1999? These overseas visitors spent an estimated \$95.5 billion. Obviously, the travel industry is big business! And, big business needs and wants enthusiastic professionals.

DID YOU KNOW?

According to a recent survey, 50% of travelers use travel agents to assist them with their travel needs?

The Travel and Tourism Industry has become the second largest industry in the United States. The World Travel and Tourism Commission has projected that an additional 2 million jobs will be created in travel and tourism by the year 2007. Experts say that travel agents will always be necessary but must be willing to adapt and respond to an ever-changing demand and environment. The one thing you can always count on in the travel industry is that nothing stays the same. Popular destinations this year will not necessarily be as popular next year. World events and activities influence a traveler's desire to visit various world locations. As an example, the Olympics, both winter and spring, create a world-wide interest in visiting the host countries. Utah and Salt Lake City will definitely experience more tourism in the next few years because of the Winter Olympics.

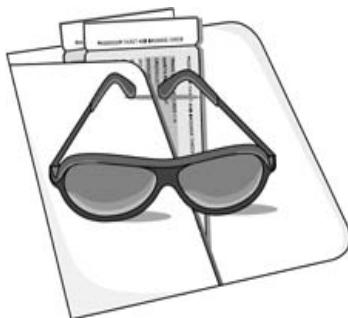


WHAT IS MARKETING?

Marketing is the developing, pricing, and promotion of products.

Marketing includes finding out what products consumers need and want and then providing those **products** at a reasonable **price**, in a convenient **place**, and then **promoting** (telling consumers) the product. A **producer creates** or provides a product. A **consumer** (customer) **buys and uses** products.

Products are goods, services, and ideas.



Goods are tangible items you can touch and use such as computers, furniture, cars, clothes, roller blades, luggage, etc.

Services are intangible things done for a consumer such as haircuts, insurance, pizza delivery, dry cleaning, taxis, travel tours, etc.

Ideas are informational items you hear, see, and think of such as radio and television broadcasts, newspapers and magazines, political campaigns, etc.

TRAVEL TOURS

Tours and vacation packages offer many benefits which make them attractive. The most important benefit to many travelers is savings. Tour operators are able to get the best rates because they buy in bulk (large numbers). Travel tours buy in bulk, or volume, for airline seats, accommodations (hotels), meals, tour buses or vans, attraction entrance fees and other tickets which allow them to pay less than the individual traveler. Bulk buying guarantees the hotel or airline, for example, that their service is sold which allows them to offer lower prices. These savings allow the travel agency to offer tours at very reasonable prices.



BENEFITS OF TRAVEL TOURS INCLUDE:

- ✈ Tours are priced lower because of volume buying providing vacation savings.
- ✈ People can pre-plan travel costs as tours are paid for in advance including all taxes, service charges, and tips.
- ✈ Travel details, such as airline and hotel reservations, are taken care of for the clients.
- ✈ Baggage handling and transfer is handled by the travel company.
- ✈ Tour host is familiar and experienced with the city and how to get around.
- ✈ Feelings of security and safety traveling in groups.
- ✈ Language and cultural differences are anticipated and planned for by the travel agent.
- ✈ In the event of trouble or concerns, the tour guide is nearby to help.
- ✈ People enjoy the opportunity to meet people and make new friends with similar interests.
- ✈ The tour guide or travel agent does the planning; the traveler does the packing!

As a new agent for the *Travel Leisure Company*, you are to **create a product, price the product, and promote the product.** Remember, **a travel agent wears two hats.** You represent the travel agency as an employee who wants to help the company succeed and make a profit by providing a product people want at a reasonable price. You also work as a representative for the traveler by anticipating their needs and wants, in addition to planning and arranging for the details of the trip.

A good travel agent must like people! Successful travel agents have many

personal characteristics in common. They should:

- ✓ be self-confident, professional, and outgoing
- ✓ have a genuine desire to help and serve people
- ✓ be friendly and honest
- ✓ be willing to go the extra mile for a client
- ✓ **have enthusiasm and love to travel!**



Important job skills travel agents possess include:

- ✓ good phone manners
- ✓ attention to detail
- ✓ basic math skills
- ✓ geography interest and awareness
- ✓ computer skills including Internet capabilities
- ✓ sales knowledge and understanding
- ✓ correct grammar and language both oral and written



WHAT IS A TARGET MARKET?

A target market must be identified before a product can be designed or created. **A target market is a societal group with common characteristics such as similar interests, income level, age, education, health, etc.** A ten-day international tour obviously would not appeal to individuals with a low-income. Likewise, elderly people in assisted-living complexes may not be very receptive to your tour. Let's design **our product, a ten-day international tour**, for older teenagers and young adults. **Our target market then is young and active with above average income level.** Keep your target market in mind as you explore and decide on tourist attractions and activities. Your travel agent hat for this activity is focused on the traveler.

Complete Activity 1 worksheet now!

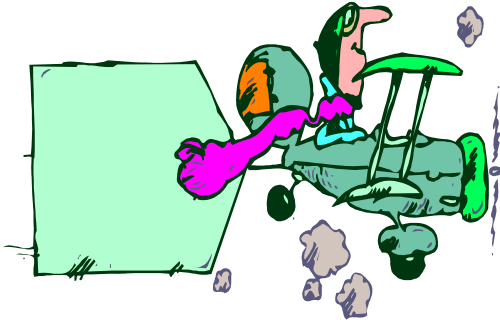
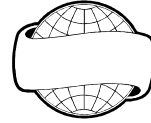


NOTE: Your answers on the worksheet **MUST BE** the information from the **booklet** as presented. **DO NOT GUESS** at the answers!

Seat # _____
Name _____

Period _____

Travel Leisure Company



ACTIVITY 1

DIRECTIONS: Use the Travel Agency booklet to complete the worksheet. Answer each question completely and neatly.

- What does a Travel Agency do? _____

- What are products? _____

- Travel products are Goods Services Ideas (Circle the correct one.)
- Name four travel products:
a. _____ b. _____
c. _____ d. _____
- What is Marketing? _____

- What is a consumer? _____
- What is a producer? _____
- Define Goods: _____
- Define Services: _____
- Define Ideas: _____

Seat # _____ Name _____ Period _____

- Name four benefits of travel tours:
- a. _____ b. _____
c. _____ d. _____

- A travel agent wears two hats. Explain _____

- Name four personal characteristics good travel agents have in common:
- a. _____
b. _____
c. _____
d. _____

- Name four important job skills good travel agents possess.
- a. _____
b. _____
c. _____
d. _____

- What is a target market? _____

- How are Travel Agencies able to give low prices for tours? Explain. _____



It's time to begin planning a traveler's dream vacation. So, **LET'S GET STARTED!**

After you select an international destination, you will begin to **create the product**. You will use the Internet to identify attractions and activities to be included on the **ten-day travel package**. In addition, you will **promote the product**, the tour, by creating an advertising flyer, a newsletter, and slide show presentation. And, finally, you will **price the product** by using the Internet to find the price of airfares, hotels, meals, attraction costs, etc.

DID YOU KNOW?

Between 1996 and 1999, there was a 1500% increase in use of the Internet to plan travel!

When you choose the international destination for your travel project, **it's important to your success that you select a city that you want to know more about. Internet research is easier if you have a genuine interest and desire to someday visit that destination.** The more well-known destinations will obviously have an abundance of information and web sites available. However, if you have no interest in the location, your search may not excite you or your clients. Less popular destinations may require a little more effort but your results will be more satisfying.

The ten-day tour package must include a variety of experiences for the traveler! Your clients are relying on you to provide a once-in-a-lifetime adventure. Don't let them down. Days 1 and 10 of the tour are, obviously, travel days. That leaves eight days to fill with fun, fun, fun! **You must provide a minimum of 12 activities including at least one full-day excursion away from the destination city. TRAVEL DATES MUST BE AT LEAST 6 MONTHS AWAY!** We need time to plan, promote, and sell! Also, advanced guaranteed booking helps us get those bargain rates!



Before you begin your Internet search, **look at the information required. You must:**

- ✓ Number each attraction
- ✓ Identify each attraction by complete name
- ✓ Explain what each attraction is and why it should be seen
- ✓ Identify if a graphic was downloaded and, if so, record filename you saved as
- ✓ Is there an admission fee?
- ✓ Are there special business hours and/or closing days?
- ✓ **For future activities, identify the web address for each attraction!**

ACTIVITY 2

INTERNET SEARCHING FOR TOURIST ATTRACTIONS AND ACTIVITIES



Remember, the **travel dates** are at least **6 months from now**. Take into consideration the season of the year and the expected weather! You must **identify a minimum of 12 attractions/activities** for your group tour. You will need six copies of the Activity 2 information sheet. **The requested information on the activity sheet must be complete.** Each sheet which identifies two activities will count as one assignment. That translates into a six-assignment credit for Activity 2. Turn in each sheet as you finish it.

A list of travel web sites is on the following page. After the travel sites is a copy of the worksheet you will use. Please record your information neatly and legibly. And, be certain your information is complete.

The quality and thoroughness of your Internet search with Activity 2 will determine your success on the activities to come! It's important to do a GOOD JOB!



TRAVEL DESTINATIONS

DIRECTIONS: Select one destination from the list below to explore and plan your 10-day tour. Those cities marked with an * will require more interest and effort to search and plan attractions.

Beijing, China

London, England

Paris, France

Rome, Italy

Sydney, Australia

Tokyo, Japan

Cairo, Egypt*

Copenhagen, Denmark*

Madrid, Spain*

Mexico City, Mexico*

Vienna, Austria*

Zurich, Switzerland*

FOREIGN CURRENCY NAMES

Beijing, China / Yuan Renminbi - CNY

London, England / Pound - GBP

Paris, France / Franc - FRF or FF

Rome, Italy / Lira - ITL

Sydney, Australia / Dollar - AUD

Tokyo, Japan / Yen - JPY

Cairo, Egypt / Pound - EGP

Copenhagen, Denmark / Krone - DKK

Madrid, Spain Peseta - ESP

Mexico City, Mexico / Peso - MXP

Vienna, Austria / Schilling - ATS

Zurich, Switzerland / Franc - CHF

TRAVEL SITES

travelocity.com	pulls info from lonelyplanet, good photos
expedia.com/travel	excellent site
lonelyplanet.com	closely related to travelocity
about.com/travel	good site
tripprep.com	health, sanitation, safety, basic concerns great site
excite.com/travel	excellent, perhaps the best, site
fodors.com	
paris-tourism.com	superb
paris.org	excellent for photos/scenes
timeout.com/paris /london /rome /toyko /sydney	excellent
france.com/travel/hotels	
uktravel.com	
londontown.com	excellent
familyadventures.com//australia	excellent
flashpaper.com/beijing	good
travel.yahoo.com	
mapquest.com	excellent
mapsonus.com	
refdesk.com	
multimap.com	excellent
cheaptickets.com	excellent for air fares
metromonorail.com.au	good for transportation in Sydney
sydneytransport.net.au/ bestlodging.com	
washingtonpost.com	for weather but must click on several links



Travel Leisure Company



Destination: _____ **ACTIVITY 2 - TRAVEL AGENCY**

****Remember!! Our guests are paying for a variety of experiences.**

Attraction # _____

What is it? What will I see? Why should I?

Full Name of Attraction:

Admission fee? YES NO

Graphic Available: YES NO

Filename of Graphic: _____

Approximate Time Required: _____

Description:

Web Address/Addresses where information was found for future reference:

Attraction # _____

What is it? What will I see? Why should I?

Full Name of Attraction:

Admission fee? YES NO

Graphic Available: YES NO

Filename of Graphic: _____

Approximate Time Required: _____

Description:

Web Address/Addresses where information was found for future reference:

THE FOUR “P”s” OR “ELEMENTS” OF MARKETING

PRODUCT	PRICE	PROMOTION	PLACE
<p>...includes:</p> <p><u>Goods</u></p> <p><u>Services</u></p> <p><u>Ideas</u></p> <p>How much to Produce</p> <p>What it looks like</p> <p>Quality</p> <p>Different Models</p> <p>Packaging</p> <p>Brand Name</p> <p>Guarantees and/or Warranties</p> <p>What the product says about The Company Image</p> <p>Information</p>	<p>...includes:</p> <p>Value of Product or Service</p> <p>Cost to Produce Goods or to Provide Service</p> <p>Finding out what other products or services like yours are already available</p> <p>Analyzing how a high or low quality will affect the cost and sales of your goods or service</p> <p>Getting a loan or providing credit for customers</p>	<p>...includes:</p> <p>Providing information to consumers</p> <p><u>Advertising</u></p> <p><u>Selling</u></p> <p><u>Publicity</u></p> <p><u>Sales Promotions</u></p>	<p>...includes:</p> <p><u>Location</u></p> <p><u>Distribution</u></p> <p><u>Storage of Goods</u></p>
			 

PROMOTION ...OR ADVERTISING YOUR PRODUCT OR SERVICE

Promotion is letting people know about products and services in a positive way so they will want to buy. Promotion is important so buyers will know which products to buy. Advertising tells us about products and services that are available.

Promotion is used to tell consumers or buyers about:

- A. How to use a product or service and what it's used for
- B. The quality of a product or service
- C. Where the product or service is available
- D. Other important information about the product or service



Promotion consists of a **sender** of the message, the **message** itself, the **receiver** of the message, and **feedback**.

Feedback is important in the promotion cycle because it helps the sender know his message got through. **Feedback** is usually in the **form of purchases (buying), contributions (giving), or attendance (being there).**

Suppose you are elected as the promotional chairman for your school class. Your class is sponsoring a Sub for Santa for a very needy family. You don't tell anyone about your project. You don't make any posters. You don't have the project announced over the intercom. You don't place an article in the school newspaper. The day the family expects their delivery, you don't have any items to deliver.

PROMOTION IS IMPORTANT! WHY?

To INFORM
To REMIND
To PERSUADE

The **THREE MAJOR REASONS** promotion is important are because it informs us about new and/or improved products, reminds us of the product, and persuades us to buy.



Complete Activity 3 Worksheet Now!

A copy of the Activity 3 Worksheet is on the following page.

NOTE: Your **answers** on the worksheet **MUST BE** the information from the **booklet** as presented. **DO NOT GUESS** at the answers!

A very important function of any travel agency is **marketing**. When a travel agency or agent creates a new product such as a guided tour to Paris, they must let people know about the product. Businesses and individuals use **various methods to inform, remind, and persuade consumers** to buy and use their products.

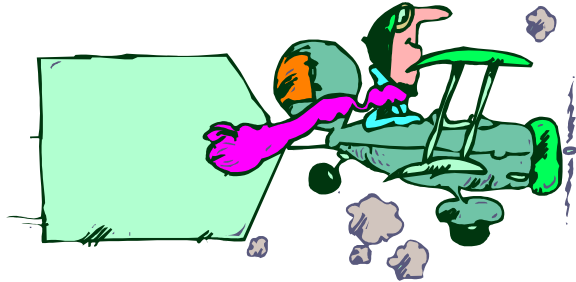


NOBODY KNOWS ABOUT THE FANTASTIC ACTIVITIES YOU'VE PLANNED!

As you complete your Internet search for activities and tourist attractions, you realize **you must let people know about your super-duper group tour**. Effective promotion is crucial in a service industry. You must begin an advertising campaign to stimulate interest and motivate people to learn more about your fun-filled tour!



Activities 4, 5, and 6 are **marketing activities to inform, remind, and persuade** people to use your product. Again, **products are goods, services, and ideas**. Obviously, your product is a service: a pre-planned guided tour!



WHAT IS PROMOTION?

Activity 3

Instructions: Answer the following questions using the information given you in the Travel Agent direction booklet. Answer each question completely and neatly.

1. Define Promotion: _____

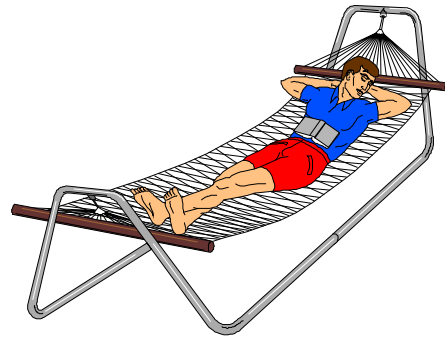
2. Why is it important to use promotion? _____

3. What four things does promotion tell us?
 - A. _____
 - B. _____
 - C. _____
 - D. _____
4. What does promotion consist of?
 - A. _____ C. _____
 - B. _____ D. _____
5. Why is feedback an important element of promotion? _____

6. Name the three forms of promotion feedback.
 - A. _____ C. _____
 - B. _____
7. What are the three major reasons to use promotion in marketing?
 - A. _____ C. _____
 - B. _____



RELAX and RETREAT



ADVERTISING FLYERS

Flyers are advertising tools. They are usually distributed on car windshields or hung on the front door of homes in certain neighborhoods. Sometimes flyers are included in your daily newspaper. The purpose of the flyer is to inform people of products available and persuade them to learn more!

Promotion includes all forms of advertising a product or service. In advertising, you refer to advertisements that are printed as Print advertisements. You've read and looked at many print advertisements in your life. They are everywhere! They are in newspapers, magazines, on flyers, on coupons, on posters, on road signs, etc.

Much time, effort, and money is spent on all forms of advertising. They only have words and pictures to catch a potential customers attention. There are no sounds or smells or surfaces to touch with print advertisements. So it is obviously very, very important that the words and pictures used in print advertisements be chosen very carefully. **POWER WORDS** are needed to get the consumer's attention, interest and the desire to buy. The words must be POWERFUL! **A POWER WORD is that single word or short phrase that immediately grabs attention and maintains interest.** Power words are often typed in a different font, style, size, and/or color to draw attention.

The following page gives several examples of power words and variations in their typed presentation on the printed page.



TRAVEL POWER WORDS

Experience

Enjoy!

FREE GIFT! **Visit!**

EXPLORE!

Pack Your Bags!

SAVE NOW!

**Sign Up Early
and Save!**

**LIFETIME
MEMORIES!**

SAVE!

\$50 OFF TODAY ONLY!

**TRAVEL
ABROAD!**

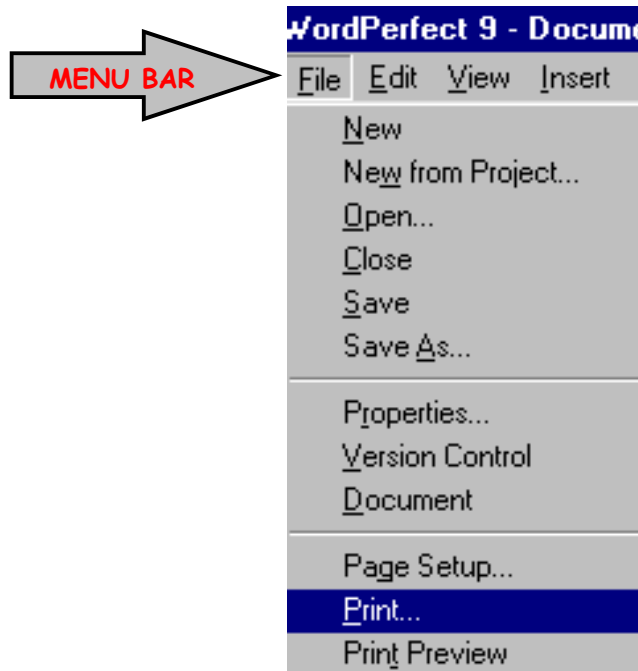
|| **JOIN US!** ||

RELAX **and** RETREAT

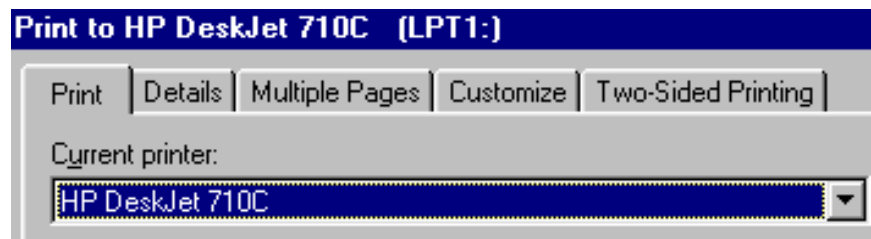
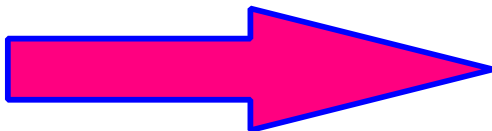
LET'S GO!

HOW TO CHANGE PRINTERS

BEFORE YOU BEGIN CREATING Activity 4 and 5, a travel flyer and newsletter for the Travel Agency, **you must tell the computer which printer to use.** The computer “communicates” with the printer as you work and we want the “talk” to be with the correct printer.



1. From the **Menu Bar**, Click on **File**.
2. Click on **Print**.



3. The Print To Window pops up. In the **Current Printer Window**, Click on the **down arrow**.
4. **Select the DeskJet Printer.**
5. **Click Close.**

Select color printer before you begin.

ACTIVITY 4 - ADVERTISING FLYER



Create an advertising flyer. **You want potential customers** to identify you as a travel agent with *Travel Leisure Company*, and to inform them about your tour and travel dates. Remember to **include all of the required information**. Your picture and full name must also be included.

Your flyer should include the following information:



- Company Name and Logo
- City or City/Country Name
- One large photo downloaded from the Internet or a TLC travel graphics that pictures your destination
- Second photo or clipart required
- Two Power Words or phrases (example: explore, experience, pack your bags. . .)
- Travel Dates
- Travel Agent name, photo, and phone #,
- Company address and web address
- No more than 2 pieces of information in text art** (i.e. Country name and power word or power phrase.)

Complete the student checklist as you create your flyer.
Attach the checklist to the back of your completed flyer.

A sample of a Travel Flyer is on page 22.

How to:

Insert company name and logo:

Click insert, file, get the TLC T: drive in the look in box, double click on the **file** named **Co Name Logo.wpg**

Insert country photo and your own photo:

You have already learned how to save a picture from the internet. You saved it to the H: drive (the drive with your name on it). Click insert, file, get the H: drive in the look in box, double click on the filename of the photo you wish to insert.



How to change letter size and color:

Click on format, font. In this window you can change letter style, size and color.

...THERE IS ONE BIG NO NO WITH TEXTART!

Before you actually get into TextArt: **BE AWARE!** In the TextArt window, there are two tabs and a small check box dealing with 3D. **The 3D mode is designed for business and commercial creations AND USE. It requires huge amounts of resources.** Our computer lab DOES NOT HAVE THE RESOURCES to handle 3D mode.

SOME GUARANTEES! If any of the 3D options are selected:

- Your computer station will crash!
- Your teacher will become a SUPER SNOT!
- You will be fined \$250!
- You **may lose** access to a computer!



Insert Text Art: **

Click insert, graphics, text art. **DO NOT USE 3D MODE.** Your machine will crash and your teacher will become a SUPER SNOT!

- Do NOT USE a pattern
- Remember—no more than 2 pieces of info in TextArt



Print your flyer to the color printer.
Attach checklist to your flyer.



Experience

Join us
as we tour



|| December 1-11, 2003 ||



Sammy Student, Tour Guide
CALL ME!
402-6900

ADVERTISING

150 South 200 West

Farmington, UT 84025

www.tlctravel.com

Travel Agency Page 22

PROMOTION GETS RESULTS!

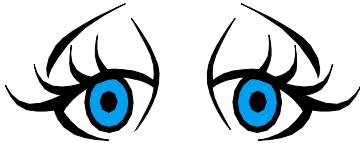
After the advertising flyers have been distributed in selected neighborhoods, and placed on car windshields at the mall, sports' clubs, and gyms, the travel agency begins receiving calls and requests for more information about your dream trip! We now have names, addresses, and phone numbers of interested people.

Our **next promotion** involves giving potential customers more information about the travel tour. Let's create a **Travel Newsletter** and give some more details about our international destination and some of the attractions and activities included on the guided tour.

ACTIVITY 5 - TRAVEL NEWSLETTER

The travel newsletter will describe attractions you identified when you completed the Internet search. Identify the attraction by its complete name and give a brief description of what it is, what the traveler will see, and why they should see it. Use a text box to name each attraction or activity you describe.

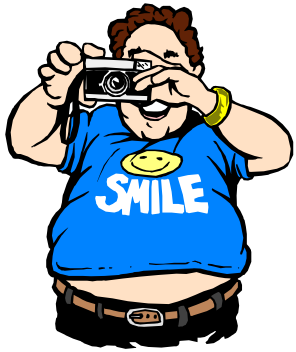
Obviously, the **purpose of the newsletter is to persuade people to join our travel tour**. You want to make it as motivating as you can



The Travel Newsletter must include:

- Destination typed with ALL CAPS in color in title box at top of page
- Requested information inserted in introduction paragraph (Leftover red letters deleted)
- Each attraction/activity identified by full name in a text box: font and color of your choice
- Descriptions with **valid Internet information** of each attraction: tell what the traveler will see, and why they should see it
- A graphic, or clipart, in each column of newsletter from the Internet or from TLC graphics folder (Column 3 has a graphic already. You may change it, if you wish.)
- Include expected weather conditions (temperatures and rain) for time period of tour and offer packing suggestions
- Include your full name, photo, and phone number





Load the Newsletter template file to complete this activity.

Complete the student checklist as you create your newsletter. Attach the checklist to the back of your completed newsletter.

- Text boxes have been created for you to identify the most important attractions. Double click on each text box to get to the edit box. **Delete** the **reminder** and type in attraction name. **You choose** font and text color for Attraction text boxes.
- Delete the text box reminder in Column 1 to insert graphic before putting in clipart
- Minimum five attraction descriptions required for time period of the tour
- Insert your name and photo as travel agent, telephone, and web address
- All information **MUST FIT** on one page
- IMPORTANT NOTE: USE TYPEOVER MODE ONLY!!!!**

TO ADJUST TEXT BOX POSITIONS ON NEWSLETTER:

- Right click** on top of the text box
- Menu pops up, click on **Select Box**
- Cursor must show as **4-prong arrow** to move box

IMPORTANT NOTE: The text boxes and graphics will move positions. You cannot prevent that from happening. Don't Panic!

- Complete Column 1 first**, ignore columns 2 and 3, **Save!**
- Before continuing adjust** and move text **boxes** and graphic in columns 2 and 3 back to correct position.
- Move to Column 2** and complete information in stages stopping to adjust position of boxes as you go. **Save Often!**
- Before continuing to column 3, adjust position of graphics and boxes again.

A copy of the newsletter is on the next page.





DESTINATION

COUNTRY INVITATION

Experience **(insert city/country)** with *Travel Leisure Company* and your tour guide, **(insert your name)**. Spend 10 days with us as we hear, see, smell, touch, and experience activities and attractions in **(insert city)**.

Travel with a sense of security knowing all your travel needs and details are done for you. Meet people, make new friends, and create memories to last a lifetime!

Travel Leisure Company does the planning. You do the packing! Come and Enjoy!

Make reservations soon! Travel with us between **(insert dates)**.

TYPE ATTRACTION NAME IN THIS BOX

TYPE ATTRACTION NAME IN THIS BOX

TYPE ATTRACTION NAME IN THIS BOX

TYPE ATTRACTION NAME IN THIS BOX

TYPE ATTRACTION NAME IN THIS BOX

WEATHER AND PACKING SUGGESTIONS



TYPE ATTRACTION NAME IN THIS BOX

TOUR GUIDE AND CONTACT INFORMATION

Travel Agent:
Phone #:
Cell Phone:
Web Address:
Remember to insert photo!

Insert Internet graphic or clipart here

Delete box first.



ACTIVITY 6 - SLIDE SHOW

The advertising flyer and newsletter have had great results! We have a long list of interested travelers. They want to travel without the normal hassles of having to plan everything! The *Travel Leisure Company* will take care of all the details and they can have fun, fun, fun!

Let's invite those interested travelers to an Open House at the travel agency. We'll introduce ourselves, have a light buffet dinner, present a slide show detailing some of the activities we have planned, and be able to personally answer their questions.



Your slide show should include the following:

- Introductory slides indicating the destination including related graphics and (a) the company name and logo; (b) your name/picture as tour guide for the company; (c) power word or phrases
- One slide for each attraction/activity** you identified on the Internet search
- Each **slide must have a related graphic** or piece of clip art
- Slide indicating **travel dates, expected weather conditions, packing suggestions**, and other tidbits of information as necessary (Separate the information on different slides)
- Total cost of tour, deposits required, and due dates (TOTAL tour price must be paid before the departure date!)**
- Concluding slide with **"invitation to join the fun"** including company name, logo, your name as tour guide, your photo, phone number

Use the student checklist as you create your slide show. **DO NOT CHECK OFF** directions until you have actually completed each item listed!

Before you begin, read through the information on the following page very carefully.



POINTS TO REMEMBER:

- Save your slide show to C: drive** only DO NOT SAVE IN YOUR H: drive
- File Name:** Your Name travel show (Example: Sally Student Travel Show)
- Use strong contrast in font and background colors
- Thin line fonts and extra heavy fonts do not project clearly
- Keep it simple! **Remember: The Message is King!** Slide show features should support the information. Never allow the “glitz” to be the attraction!
- Work on information first!**
- Second,** insert **graphics** and clipart
- Third,** double check spelling, sentence structure, valid information, etc.
- Finally, and **only after all required information and graphics are included** should you work on other stuff such as transitions, animations, etc..

There is a slide show presentation in your directory which illustrates how to change fonts, colors, slide transitions, animation, etc. There are also hard copies of this slide show available for your review.

To watch the FEATURES OF PRESENTATIONS slide show:

- Click on Open File from File Menu
- Select the T: drive
- Select TLC OTHER
- File name is Presentations Slide Show

IT'S TIME TO GET STARTED ON YOUR TRAVEL SHOW!

From the T: drive, load the SLIDE SHOW TEMPLATE file.

Save the template file **now to the C: drive**

File name: **Your name travel show** (Sally Student travel show)

Be creative, use your time wisely,
and make people want to travel!

A copy of the student checklist is on the following page. Be sure to follow each step carefully. **Do not mark off any specific step until you have done it!**





STUDENT CHECKLIST

TRAVEL AGENCY--SLIDE SHOW

Slide 1:

- TITLE typed in ALL CAPS, and **bolded**
- Strong color contrast between font and background
- Company name and logo included
- At least one related graphic

Slide 2:

- TITLE typed in ALL CAPS, and **bolded**
- Strong color contrast between font and background
- Destination city and/or city/ country name included
- Power word or words used
- At least one related graphic

Slide 3:

- TITLE typed in ALL CAPS, and **bolded**
- Strong color contrast between font and background
- Information filled in
- Graphic of Travel Agent included

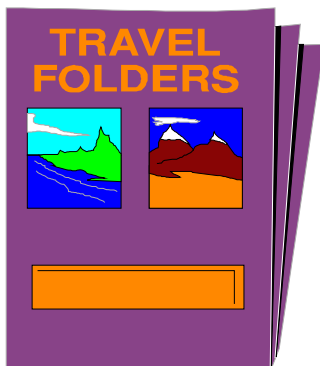


Attraction Slides:

Attraction #	1	2	3	4	5	6	7	8	9	10	11	12
Full attraction name typed as the title in ALL CAPS, and bolded												
Used complete sentences for description												
Description answers What is it?, Why should I visit? and What will I see? Obvious valid Internet information used.												
At least one related graphic												
TOTALS												

Final Slides:

- Slide TITLE typed in ALL CAPS, and bolded
- Strong color contrast between font and background
- Includes invitation to join the fun
- Includes company name and logo
- Expected weather conditions and packing suggestions
- Includes tour costs and deposit dates
- Includes travel agent name, phone #, web address, and photo
- Includes travel dates
- Includes tour costs and deposit dates



It's time to change hats!

So far you've been working for the travelers and making them aware of the many activities and attractions they can enjoy if they travel with *Travel Leisure Company*. You have *surfed the Internet* and have a lot of information and a good variety of activities for your travelers. But, the travel agency doesn't know how much any of those activities and attractions will cost. The *Travel Leisure Company*, your employer, needs to know the exact cost of everything before a final price for the tour can be determined. The traveler will want to know the cost, too, before he/she can decide to sign up!

It's extremely important to have all costs accurately recorded. The travel agency needs to make a profit if it is to stay in business. It's your responsibility as an employee of *Travel Leisure Company* to make a list of everything on the tour and then *surf the Internet* to find the exact cost for airfares, hotels, busses and trains, and all attractions and activities planned.

BEFORE YOU BEGIN, read through the entire Travel Agent's Fact Sheet. You do not necessarily need to complete the fact sheet in the order the information is requested. Some of the information you've already recorded as you completed the attractions search. Do you want to repeat your efforts? Of course not!

Look over the attraction searches you've completed. Fill in any information on the fact sheet you've already gathered. As you complete the fact sheet, you may come across required information on different parts of the fact sheet. Do jump around the sheet until you've finished. You most likely will not find the information in the order listed on the paper!

The airfare and flight information should be completed last. Finish the other requested information first as most of it you've already gathered.

The other information can generally be found on one or two web sites. The airfare and flight information may take a bit longer!



A copy of Activity 7 Worksheet is on the following page.



Complete
Activity 7—Travel Agent Fact Sheet
Now!

Activity 7—Travel Agent Fact Sheet

City/Country: _____

Travel Dates: _____

Flight Information: www.travelocity.com OR www.cheaptickets.com

Airline Name: _____ Flight #: _____

Departure:

From:(city)_____ (day and time): _____

To:(city)_____ (day and time): _____

LAYOVER

Airline Name: _____ Flight #: _____

Departure:

From:(city)_____ (day and time): _____

To:(city)_____ (day and time): _____

Attraction Information: Refer to Activity 2 for this information.

Attraction Name	Admission Prices	Hours and/or Phone Number
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Hotel Information: www.travelocity.com OR www.fodors.com

Hotel Name: <hr/> Address: <hr/> <hr/> <hr/> Phone/Fax: <hr/>	Total cost of hotel stay in country currency: <div style="text-align: center;"> <input style="width: 100px; height: 20px;" type="text" value="\$"/> </div> Cost in US Dollars: <div style="text-align: center;"> <input style="width: 100px; height: 20px;" type="text" value="\$"/> </div>	Description of hotel: Is breakfast served?
--	---	---

Meals Information:

Are there any dining differences? If so, please identify them.

Average Cost of Moderately-priced meal:

Additional Information: www.tripprep.com OR www.trip.com

Embassy Phone Number: _____

Embassy Address: _____

Identify Crime concerns of the destination. What, if any, special precautions should be taken?

Required Immunizations:

Health/Safety Precautions: _____

Average temperature and **weather conditions during** month you plan to **visit:** _____

Average rainfall during month you plan to visit: _____

Other important information, if any, that relates to your destination:

ACTIVITY 8 - TRAVEL ITINERARY

It's time for some real fun: Let's plan out each day's activities!



One of the main reasons people decide to travel with tour groups is they want everything done for them including the “what” and “when” of each activity. However, they also want the freedom to make choices. Keep that in mind as you plan the itinerary.

A **Travel Itinerary** is the **traveler's schedule** for each day. A broad outline of the travel itinerary has already been completed. Your job is to **plan the daily activities**. Some days may be filled with several attractions and activities while another day may have only one or two activities.

Remember the target market! In other words, plan the itinerary for the common characteristics of the tour group. Your travel group is active older teenagers and young adults, ages 18-25. Night life might be considered. What are the “in” places and “in” things to do? Adventure or unique activities might be considered. Adventure or recreational activities might include:

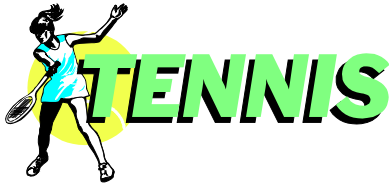
- bicycle sight-seeing or walking tours
- local sporting events
- hiking, scuba diving, snorkeling, etc.
- backpacking, canoeing, sailing, etc.



A full day of physical activity should be followed by a much less active day. Keep in mind that vacations, too, can be tiring if physical activity isn't balanced. Obviously, the travel agent has to consider the time required to visit or participate in each activity when planning. Keep these points in mind as you plan the travel itinerary:

- Attractions that are in the same general area should be scheduled together.
- **Activities or attractions** that require a great deal of walking or standing **should be balanced**, if possible, with other attractions enjoyed without a lot of walking.
 - A palace or castle tour most likely will involve a great deal of walking while a bus tour of country estates would not.
 - A museum tour requires a lot of standing while a luncheon river cruise does not.

- Avoid scheduling too many activities in short periods—allow the traveler to enjoy the activities and attractions without feeling rushed.
- Schedule “rest” or snack times during the day.
- Most importantly, provide **VARIETY!** Few people would want to visit a museum five straight days!



Remember, also, travelers need flexible time. Allow them to make choices. Some examples: deep-sea fishing or a day at the beach; an afternoon of golf, tennis, or shopping; a cultural event such as a play, opera, symphony, or simply free time.

Some free time has been included in the itinerary. You will want to include more but may wish to offer other options for those high-energy and active young people. You do not and should not schedule every minute of the day.

👉 Notice: **Day 5** of the Travel Itinerary indicates a **Day Tour**. A day tour generally means the travel group will visit a well-known nearby city or town and explore its landmarks or activities. Transportation is usually by bus, train, or other local options but at times may involve an air flight. Day tours usually begin quite early in the day and extend into the evening hours with meals provided and included in the tour price. As you begin to think about the Day Tour explore the surrounding areas through the Internet or by examining your attraction descriptions. Remember to **keep your Target Market**—older teenagers and young adults—**in mind**. Day tours might include such activities as:

- a hike in the Alps if you visit Switzerland
- a visit to a World War II concentration camp if you were in Germany
- a visit to the birth and/or death place of a famous person in history
- a river or ocean cruise highlighting new landmarks and attractions
- a visit to a bordering country or a ride on the Orient Express



**Explore the possibilities and
create a full day of fun and
adventure!**

Complete Activity 8, Travel Itinerary, following the suggestions given above.

ACTIVITY 8 - BASIC TRAVEL ITINERARY

Destination: _____

Group Tour Dates: _____ through _____

Tour Guide: _____

Your Name

	Morning (7 a.m. to noon)	Afternoon (1 p.m. to 5 p.m.)	Evening (7 p.m. to midnight)
Day 1 _____	Travel		
Day 2 _____	Arrival	Unpack Rest	Group Dinner and Orientation
Day 3 _____			
Day 4 _____	Individual Free time:		
Day 5 _____	Day Tour		
Day 6 _____			
Day 7 _____			Individual Free time:
Day 8 _____			
Day 9 _____			Farewell Dinner & Dance
Day 10 _____	Pack and Departure		