

Transportation and Tours for the Traveler	Scope and Sequence
Unit Lesson	Objectives
<b>LINKING TRANSPORTATION AND TOURS TO THE TRAVEL PRODUCT</b>	
Introduction to Transportation and Tours	
	Understand the history of tours and tourist transportation.
	Understand the economic importance of pleasure travel.
	Understand the factors that influence the growth of pleasure travel today.
Project: Case Study: Florida	
What is a Package Tour?	
	Identify different types of tours.
	Identify individual elements in a tour.
	Describe the key players in the tourist industry.
	Discuss the advantages and disadvantages of package travel.
Project: What Tour Would You Take?	
Who Takes a Tour?	
	Describe the package tour customer.
	Understand basic ideas about consumer behavior.
	Discuss the differences between travel products and the benefits received from travel products.
	Describe frequent customer misunderstandings about package tours.
	Explain changing demographics in the package travel market.
	Discuss how to respond to the changing demographics.
Project: Understanding Your Group as a Travel Unit	
Tour Operators	

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		Describe the services that tour operators provide the package tour industry.
		Describe the different types of tour operators..
		Identify different kinds of tours offered by tour operators.
		Identify the principal kinds of tour operation staff and their functions.
		Describe the benefits tour operators provide to customers, DMOs, and suppliers.
		Discuss how suppliers and DMOs can help tour operators.
	Destination Marketing Organizations	
		Define a DMO and explain its functions.
		Identify various types of DMOs.
		Understand how DMOs promote their destination with tour operators and with tourists.
		List examples of the programs DMOs use to educate and create awareness of a destination.
		Discuss ways that tour operators can best use a DMO's materials, programs, and services.
		Explain the challenges that tour operators face when working with DMOs and develop strategies for creating better relationships with them.
		Explain what tour operators and tour suppliers can provide to DMOs in order to improve destination marketing for tourists
	Project: How Is Your Area Represented?	
	Travel Agents	
		Understand the role of travel agents in the package tour industry.
		Explain how travel agencies have changed and are changing.
		Explain how travel agencies can help tour operators.
		Explain what travel agents require from tour operators, suppliers, and DMOs.
		Know how to approach working with travel agencies.

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		Understand ways to improve the relationship between travel agencies and tour operators/suppliers.
	Project: A Visit to a Travel Agency	
	Test	
<b>SUSTAINABLE TOUR PRODUCTS</b>		
	Working with Suppliers	
		Understand the different types of tour suppliers.
		Discuss how tour operators and suppliers can improve their working partnerships.
		Explain what factors tour operators look for in a supplier.
		Explain what suppliers look for from tour operators.
	Working with Suppliers: Attractions & Dining	
		Name and describe the different types of attraction and dining suppliers.
		Understand how tour operators work with attraction and dining suppliers.
		Identify suitable dining suppliers for group tours.
		Identify popular attractions.
	Project: Researching a Tour	
	Working with Suppliers: Accommodations	
		Name and describe the different types of accommodations suppliers.
		Understand how tour operators work with and choose accommodations suppliers.
		Tell which accommodations suppliers are best suited for package tours.
		Describe accommodations in terms of service level and layout.
		Calculate the total cost of a room.
	Project: Writing a Tour Review	

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	On the Road: Motor Coaches, Cars, Trains	<p>Understand why transportation is important to the tourist industry.</p> <p>Name the most important transportation suppliers serving the tourist industry.</p> <p>Describe the various benefits of each key mode of transportation.</p> <p>Understand how the requirements of various transportation suppliers differ.</p> <p>Understand the ideas of yield management, load factor, and breakeven point.</p>
	Project: Evaluating Tours	
	On the Road: Airplanes	<p>Describe the history of air travel.</p> <p>Explain how tour operators find flights and make airline reservations.</p> <p>Know key questions that tour operators should consider when choosing an air carrier.</p> <p>Understand how airlines market themselves to groups.</p>
	Project: Making a Recommendation for an Airline Carrier	
	On the Road: Cruises	<p>Describe the history of cruise tourism.</p> <p>Explain how tour operators book package travel on cruises.</p> <p>Understand the advantages and disadvantages of cruises.</p> <p>Know key questions that tour operators should consider when choosing a cruise.</p> <p>Understand how cruise lines market to groups.</p>
	Test	
<b>RULES OF THE ROAD AND OTHER DETAILS</b>		
	Itineraries: Where Are We Going? What	

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	Are We Doing?	
		Know how to research a tour destination.
		Know the different types of tour itineraries.
		Create a basic itinerary using a map.
	Project: Creating an Itinerary	
	More Issues In Research and Design of Tours	
		Understand the concepts of memories, pacing, balance, and creativity and how they apply to tour planning.
		Understand the concepts of destinations, details, and routes and how they apply to tour planning.
		Understand the concepts of transportation, lodging, meals, and shopping and how they apply to tour planning.
	Tour Logistics	
		Know the kind of itinerary documents a tour operator must write.
		Understand the logistical issues tour operators must consider.
	Project: Write an Itinerary	
	Logistics: Choosing a Motor Coach	
		Know the standard and nonstandard features of a modern motor coach.
		Understand how to determine the mileage for a motor coach tour.
		Know the questions that tour operators ask motor coach operators regarding drivers, coaches, safety, and business practices.
	Project: Motor Coach Tour of Niagara Falls	
	Logistics Managing Negotiations and Reservations	
		Understand the general negotiation process tour operators use with suppliers.

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		Know how to manage the negotiations time line.
		Understand the reservation process and how to manage its time line.
	Logistics: Budgets, Costs, and Pricing	Know how budgets can be helpful to tour operators.
		Understand the difference between fixed and variable costs.
		Understand the different ways tour operators price package travel.
	Project: Consultant for Go Global Tours	
	Test	
<b>SHOW ME THE MONEY</b>		
	Marketing Research	Understand why having reliable marketing information is important.
		Describe the process that goes into doing marketing research.
		Know how to create a research plan.
		Know where to find secondary research.
		Understand the pros and cons of different research methods.
	Project: Market Research on a Tour	
	The Marketing Plan	Understand the importance of marketing plans in the package travel industry.
		Identify the primary elements of a marketing plan.
		Understand what a marketing mix is and how it's important to successful marketing.
	Marketing and Promotions	Describe the primary promotional tools.

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		Understand the key steps to creating an effective promotion.
		Understand the advantages and disadvantages of different types of advertising.
		Describe the benefits and risks of sales promotions and public relations promotions.
	Project: Assessing Marketing Plans	
	Direct Marketing	
		Describe direct marketing.
		Describe different types of direct marketing.
		Understand the advantages of direct marketing.
		Explain what a database is and how it relates to direct marketing.
		Understand how to create a successful direct mailing.
	Marketing: Groups vs. Individuals	
		Find group leaders.
		Understand the preformed group market.
		Understand the differences between semi-professional and professional group leaders.
		Describe ways to identify groups and their preferences.
		Describe promotions that target preformed groups.
		Explain niche marketing.
		Describe how to identify niche markets.
		Understand how niche markets fit into a tour operator's overall marketing plan.
		Understand how tour operators can market to independent travelers.
	Project: Niche Market	
	Marketing: The Tour Brochure	

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		Understand the importance of the tour brochure.
		Identify when tour operators should create their own brochures, as opposed to using partially preprinted shells from suppliers.
		Know what must be included in the tour brochure, including required legal terminology.
		Understand basic brochure design principles.
	Project: Day Itinerary	
	Test	
<b>SEEING IS BELIEVING. THE END IS NEAR!</b>		
	Pre-Tour: Handling Tour Customers	
		Know how tour operators help tour participants prepare for the tour.
		Understand how cancellations and refunds are handled.
		Know how tour operators keep wait-listed customers in a positive frame of mind.
		Understand the importance of travel insurance.
		Know what goes into the informational bulletins that tour participants receive before the tour begins.
	Project: Informational Bulletin	
	Who Makes a Good Tour Director?	
		Identify the qualities that are desirable in a tour director.
		Understand the roles the tour director must perform while the tour is on the road.
		Know what materials and information the tour director needs before the tour begins.
		Write a contract with a tour director.
	Project: Wanted: Tour Director	
	Managing a Tour on the Road	
		Know the general tasks that a tour director does each day.



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		Identify the duties of a tour director at the airport and hotel.
		List the topics that should be covered during an orientation meeting.
		Describe what a tour director does in specific situations on tour, including emergencies.
		Know the documents that a tour director is responsible for managing.
		Understand the actions taken by a tour director who is a good leader.
	After the Tour	
		Know what aspects of the group travel experience tour operators analyze after the trip.
		Create and assess post-tour evaluations.
		Understand relationship marketing and how it is relevant to the post-tour period.
		Describe why happy customers and return customers are important.
		Describe ways to use relationship marketing with customers after a tour ends.
	Project: Tour Questionnaire and Evaluation	
	Current Issues in Transportation and Tours	
		Define sustainable tourism and suggest strategies that tour professionals can use to promote sustainability.
		Explain how 9/11 impacted the travel industry.
		Understand what Travel 2.0 is and its importance to the travel industry.
	Project: Current Issues in Transportation and Tours	
	Careers in Transportation and Tours	
		Know the various career options in the tour industry.
		Understand the educational, training, and experiential requirements of various jobs in the tour industry.
		Understand the differences between associates, bachelors, and masters degree programs in travel and tourism.

**Unit Lesson**

**Objectives**

Test

**COURSE REVIEW AND EXAM**

Review

Exam