
Travel Agents Tour Operators

EJ2

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package holiday

what type of holidays are advertised?
why do people choose a package holiday?



package holiday/package tour is a holiday offered for a fixed price that includes the cost of transportation, accommodation, meals and some activities

tour operators



Professionals who bring parts of package holiday together are tour operators. They buy in advance and in bulk the services from the principals: carriers (airlines, shipping lines, railways...) and hoteliers. Then the tour operator combines these services into separate package holidays, also known as inclusive tours as different services are included in the price. They also create the marketing campaign, e.g. brochures and web site, and train holiday reps (representatives). Tour operators sell the tours through travel agents or directly to customers.

tour operators



Not all tour operators offer the same type of holiday. The big tour operators are targeting the mass markets and they produce low-cost holidays for summer holiday destinations at the coast of Spain, Greece and Turkey. Smaller tour operators are oriented towards the niche markets with specific interests. They sell adventure holidays, culinary tours, history routes, etc. Domestic tour operators are focused on tourists who want to travel around their own country, while incoming tour operators provide package holidays to tourist coming from other countries.

tour operators

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- what are the elements of a package holiday?
 - why is it called inclusive tour?
 - who are principals?
 - what does 'in advance' mean?
 - what does 'in bulk' mean?
 - what do tour operators do after buying the elements of the package holiday?
 - what types of tour operators are there?

travel agents



Travel agency is where customers go when they want to book a holiday. Travel agent can help them decide on the destination, according to their wishes and budget. Travel agent will give them advice regarding different options on offer. Booking a package holiday, sending confirmation, assisting with visa procedure, offering travel insurance and additional services like car hire are tasks for a travel agent. They need to keep a client history file which will help them when the client comes again to book a holiday.

travel agents



Sometimes a customer does not need a holiday but a business trip. Travel agents can arrange flights and hotels for them as well. The needs of a business traveller are different from tourists. They usually need reservations at short notice, a selection of airlines and hotels because of the frequent flyers/priority club memberships, corporate rates and extended credit to settle the account, express check-in and check-out...

travel agents

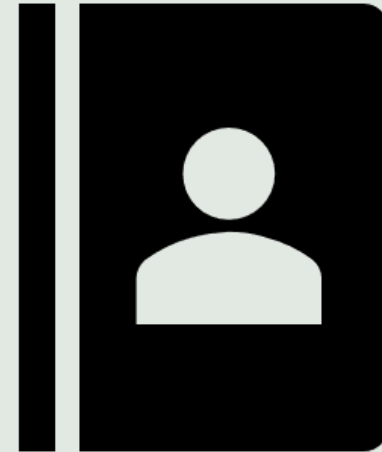
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- how can a travel agent help a customer who wants to go on a holiday?
 - what additional services does a travel agent offer?
 - what is 'client history file'?
 - who is a business traveller?
 - in what ways is a corporate traveller different from a tourist?

travel agent or tour operator

- sells transportation tickets
- designs a brochure, web page
- gives advice on destinations and resorts
- orders stock of brochures
- negotiates bulk purchase of airline seats, hotel rooms
- confirms reservations
- sends rooming lists to hotels
- recruits and trains reps and guides
- offers car rental
- sells inclusive tours
- sends invoices to customers
- charters aircrafts
- issues tickets and vouchers
- sends flight manifest to airlines
- provides travel insurance
- signs contracts with principals
- plans itinerary
- arranges corporate travel
- researches new markets
- plans advertising strategy
- organizes inclusive tours

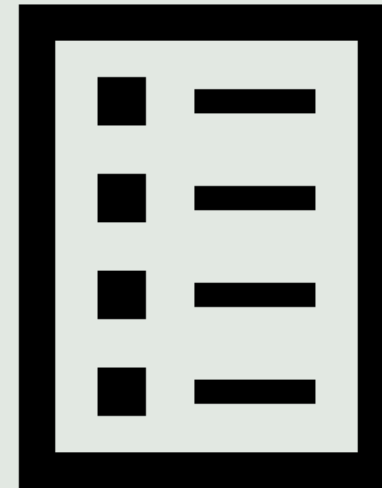
rooming list

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- the names of guests in a hotel and their room numbers



flight manifest

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- the names of passengers on a plane and their seat numbers



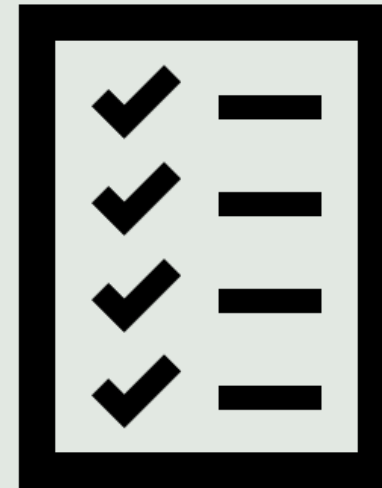
invoice

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- list of goods/services (to be) paid



voucher

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- paper showing that goods/services are paid and can be used later



brochure

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- booklet about a destination, containing photos, descriptions (with dates and prices of inclusive tours)



itinerary

- list of places to be visited on a journey

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