



**PAN AFRICA SKILLS  
& CONSULTING LTD**

# **International Diploma in**

## **Tourism & Travel Management**

**This Program is designed to create professionals trained in tourism and travel organisation and management.**



The tourism industry and its earnings are very important to many countries worldwide, and tourism is a major force in the economy of the world - it has become an activity of global importance and significance. However, it has also become an industry sector which, unless it is well managed and controlled, can have harmful effects on the cultures and environments of “host” countries. To benefit from tourism its development must be planned, controlled and “sold” using modern marketing methods, the tourism and travel markets and their products, and the needs and expectations of customers - must be understood and satisfied. This Program covers all these matters and more.

## **Course Contents**

### **Module 1 - The Tourism & Travel Industry and its Products**

Definitions of tourism - problems in precise definition

Motivations for travel:

holidays/vacations

culture and religion

visits to friends and relatives (VFR)

education, training, study

new experiences

sports, activities and recreation

hobbies and special interests

health reasons

business tourism

other reasons for travel

Why a knowledge of travel motivations is essential

Travellers and visitors

Types of visitors:

business travellers, tourists and excursionists

The characteristics of a “trip”

Types of tour organisation:

independent and packaged

Components of the tourism & travel industry:

co-ordinating different business activities

Tourism products for:

holidays/vacations, excursions, business travel

The intangible nature of the tourism product

A tourism product as a collection of services

Features of services which set them apart from other products

Types of tourism products:

independent travel and package tours

Tourist destinations

Attractions:

site, event, natural, man-made, nodal, lateral

Promotion of destinations

Amenities and facilities expected at destinations

The importance of accessibility to, from and within destinations:

visa and immigration procedures on arrival

considering the needs of departing tourists

## **Module 2 - The Importance of Tourism**

Economic importance internationally  
Visible imports and exports:  
effects on a country's balance of trade  
Invisible imports and exports:  
effects on a country's balance of payments  
Economic consequences of tourism nationally:  
outgoings necessary to earn revenue from tourism  
balancing income from and expenditure on tourism  
the spread of income from tourism  
Investment for tourism development  
Importance of forecasting and planning tourism  
The social consequences of tourism:  
employment opportunities:  
positive and negative features  
Effects of "foreign" cultures:  
damage to local culture and values  
Social "costs" of tourism development:  
noise, overcrowding, pollution, etc  
exploitation of local inhabitants  
the issue of photography  
Effects on the environment of tourism development  
Financial costs of tourism development  
Reasons for tourism development in "developing" countries:  
attraction of foreign investment  
employment and training  
income from:  
taxes, customs duties, on earnings and profits  
The accelerator factor  
The tourist income multiplier (TIM):  
direct, indirect and induced income from tourism  
The TIM formula  
Calculating a country's TIM and its uses

## **Module 3 - Measurement of Tourism and Tourism Statistics**

Factors which can influence demand for tourism:  
those which cannot be predetermined or forecast  
cultural, social, financial and technological changes  
Measuring tourism:  
SWOT analysis  
data needed by tourism planners and decision-makers  
Statistics:  
what they are  
quantitative and qualitative data  
facts about which data is gathered  
Tourist expenditure statistics  
Arrival statistics:  
landing or entry cards:  
information commonly required

How tourism statistics provide a country with:  
an indication of the effects on its economy and balance of payments  
comparisons between years or seasons or with other countries  
the ability to identify and forecast trends in tourism demands  
data on which to plan advertising, marketing and promotion  
information on what tourists spend money  
Tourist behavioural patterns  
Market intelligence  
Sampling  
Caution in relying too heavily on tourism statistics

## **Module 4 - Considerations in Developing Tourism**

Framework of tourism; the elements:  
people who want or need to travel  
traveller-generating areas  
tourism destinations  
transit routes  
public and private sector organizations  
The “visitor experience” and the tour  
Tourist area life cycle or resort life cycle:  
factors which can affect life cycles  
Sustainable tourism development:  
what “sustainable” means in relation to tourism  
Carrying capacity of a site, facility or destination:  
factors to be considered in estimations  
Infrastructure of a country:  
transport facilities and utilities  
improvements and investment in infrastructure  
Evaluation of the market:  
the meaning of “market” in tourism and travel  
basing planning on research and forecasts  
Destination tourism superstructure:  
accommodation units  
restaurants and other eating places  
entertainment, sports, recreational and shopping facilities  
development and improvement of superstructure  
The people working in tourism:  
training, willingness to satisfy tourists  
government’s role in avoiding resentment,  
apathy or antagonism towards tourists  
Accessibility:  
a mixture of infrastructure and people  
minimising customs and entry or immigration formalities  
reducing traffic congestion  
providing needed escalators, elevators, ski-lifts, cable-cars, etc  
Research into demand for types and standards of accommodation  
Factors in the selection of sites for hotels, resorts, etc  
Tourism effects on flora and fauna  
Noise pollution  
Positive environmental

## Module 5 - The Tourism & Travel Market

Definitions of tourism and travel and tourism product markets:

different markets for different products

Leisure and activities holiday/vacation markets:

lengths or durations

destinations:

scenic areas, sun-sea-and-sand - beaches

activities dependent on interests:

frequent need for "compromise"

amusement parks and theme parks

types of people who buy these products:

conservative and adventurous

types of tours:

mass market

popular market

individual market

affects of budget airlines

Touring/cruising, sightseeing and culture markets:

lengths or durations

destinations

types of people who buy these products

types of products:

cruise ships and liners

coaches, mini-buses and other road transport

variety combinations:

fly-drive and fly-cruise

Common interest markets

VFR markets

Educational holiday/vacation markets

Exotic and unusual holiday/vacation markets

The business travel market:

how it differs from other tourism markets:

timing of business trips

lower level of price sensitivity

duration of business trips

services required by business travellers

Conference/congress and special events markets

Incentive business travel markets

*Inclusive (IT) or Package Tours*

Common features of ITs:

travel, accommodation, transfers, meals

representatives of tour operators

"all inclusive" packages

Other services which might be included in ITs:

entertainment, sporting activities, health aids

excursions/sightseeing trips, admissions to attractions

couriers and local guides

Special services:

visas, health, travel insurance, foreign exchange

Types of inclusive tours:  
inclusive tours by excursion (ITX)  
inclusive tours by charter (ITC)  
Accommodation offered in ITs  
The attitude of travel agents towards Its

## **Module 6 - Structure & Organisation of the Tourism Industry**

The components of the industry:  
organizations which:  
provide essential elements  
create demand  
fulfil tourists' needs and demands  
provide support services  
interrelationships and interdependence  
Channels of distribution for products:  
the traditional channel  
The producers in the tourism industry:  
carriers, amenity and attraction providers  
accommodation establishments  
Wholesalers in the tourism industry:  
tour operators  
travel brokers  
Retailers in the tourism industry:  
travel agents  
Booking or reservations agencies and websites  
Vertical and horizontal integration in the industry  
Organizations with common interests:  
professional and trade bodies  
Types of tour operators:  
mass market operators  
specialist operators  
domestic operators  
incoming operators:  
handling agents  
conference/convention organisers  
Use of transport and accommodation by tour operators  
Economics of tour operating:  
types of costs incurred:  
direct, selling, administration  
factors which can affect profits  
forecasts of business levels  
Factors involved in setting prices of packages:  
reasons for price variations  
effects of competition  
Other sources of income for tour operators:  
deposits received in advance  
excursions  
transport hire/rental vehicles  
travel insurance  
sales of "duty free" goods  
cancellation charges



Supplements to basic tour prices:

single room occupancy

choice accommodation

full board

all inclusive terms

times/seasons of the year

festive seasons

optional extras

Surcharges to quoted tour prices:

how and why the need for surcharges arises

common factors which affect tour costs and prices

action by tour operators to deal with increases in costs:

no surcharge guarantees

limited surcharge guarantees

pass on all costs to customers

offer to cancel bookings

skills needed for profitable tour operation

## **Module 7 - Transport**

Reliance of tourism on transport and routes

Effects of developments in transport on tourism

Carriers and effects of competition between carriers

### **Air Transport:**

Importance to the economies of countries

Protection of national airlines: subsidies, pooling arrangements

Scheduled air services:

“traditional” airlines

“low fare”, “no frills” budget airlines

competition between the two concepts

Non-scheduled or charter air services

Air taxi services

Regulation of air transport:

international agreements, cabotage routes

the International Air Transport Association (IATA):

aims and organisation, benefits of membership

The effects of deregulation

### **Rail Transport:**

Importance of rail links to some countries

Decline in importance in tourism

Attempts to regain lost markets

### **Road Transport:**

Coach travel:  
scheduled long distance services  
private hire or charter services  
tour operations, excursions, transfers  
qualities of coaches, safety regulations  
Cars/automobiles:  
the rise of motoring tourism  
fly-drive tours  
hire/rental vehicle businesses  
caravanning/RV and camping  
response by the accommodation sector

### **Sea Transport:**

Cruising:  
reasons for increased popularity  
types and standards of cruises and cruise ships, ports of call  
Fly-cruises and 'cruise and stay'

### **Ferry Services:**

why they may be important in tourism  
developments and routes

### **Inland Waterways:**

excursions and tours on lakes, rivers and canals  
reasons for the rise in popularity of river cruising  
vessels, routes, costs, competitive fares

### **Travel Insurance:**

importance to travellers  
what insurance policies might cover  
what insurance policies might exclude  
why tour operators and travel agencies insist tourist have "cover"

## **Module 8 - The Hospitality Industry: Accommodation and Catering**

The sectors of the industry:  
accommodation; food and beverages; clubs and gaming;  
arts, entertainment and recreation; transport; visitor information

### **The Accommodation Sector**

Types of non-commercial accommodation:  
value and importance to the tourism industry  
Commercial accommodation  
Major groups of serviced accommodation units:  
types, styles and sizes of accommodation offered:  
hotels, motels, inns, guest houses, caravan/RV parks, camping sites  
Self-catering accommodation:  
types of accommodation units  
Alternative serviced/self-catering facilities



Large-scale accommodation units:  
hotel/motel chains and consortia, franchising  
Vertical integration involving accommodation units:  
possible advantages  
Location of accommodation:  
preferred locations: availability, popularity  
factors dictating location otherwise  
location to meet requirements of different markets  
Rating of accommodation units:  
categorisation, classification and grading,  
common rating systems  
descriptions of accommodation  
Demand for accommodation:  
problems in forecasting caused by:  
seasonality and periodicity  
deciding whether to remain open or to close  
during the off season  
requirements of customers  
Forecasting and setting tariffs:  
customer compromises between costs and locations  
Changing demands for accommodation:  
response from the sector  
Considerations by tour operators in selecting accommodation units:  
costs, sizes, ownership, management experience, amenities  
satisfying guests with differing needs  
Time-sharing of accommodation

### **The Catering Sector**

Its importance to travel and tourism  
Included meals, optional meals, self-catering  
Priority of catering operations:  
giving value for money  
protecting the health of customers  
Different dietary and other requirements of guests:  
catering for those needs  
Variety of catering establishments and menus offered:  
how they may influence selection of destinations  
or types of accommodation units selected

### **Module 9 - State Promotion of Tourism**

Reasons for State involvement in tourism:  
economic and social considerations  
environmental protection  
Varying degrees of participation by States due to:  
differing governmental/political systems and ideologies  
differing economic systems  
the relative importance of tourism to the national economy  
the stage of development of the industry in a country  
The State's co-ordinating role in tourism development  
Why the State might become involved in running tourism amenities

Advantages and disadvantages of private developers  
Non-commercial reasons for State participation in tourism  
Development of the infrastructure:  
meaning and what might be involved  
Planning for tourism:  
researching and forecasting  
Development of the superstructure:  
meaning and what might be involved  
By-products of improved infrastructure and superstructure  
Providing or arranging finance for tourism development:  
financing of capital projects  
internal and external sources of finance  
forms of financial assistance  
control over type, pace and areas of development  
Determining markets to support  
Safety and security of tourists  
Training manpower for the tourism industry  
Encouraging the correct attitudes towards tourists  
Improving the accessibility of the country or regions of it:  
better transport links, relaxing entry formalities, abolishing visas  
Areas of State supervision and control  
Why and how the State might restrain tourism growth  
avoiding damage to attractions  
protecting the environment  
diverting resources and tourists to other areas  
Control over the outwards flow of tourists  
Roles and activities of:  
national tourist organizations  
regional tourist organizations  
local tourist organizations

## **Module 10 - The Marketing of Tourism and Travel**

Marketing by the public sector:  
its purposes -  
and how they differ from those of the private sector  
Communications devices making up the "promotional mix":  
advertising, personal selling, sales promotion,  
public relations (PR), direct mail marketing, point of sale  
Public sector aids to the private sector's efforts:  
market research, statistics, visits by tour operators/travel agents  
tourist information offices  
Marketing by the private sector:  
definition  
activities involved  
the importance of marketing to business survival  
forecasting and market research:  
what data it typically seeks  
consumer research:  
its purpose  
typical questions needing answers

uncovering and fulfilling market opportunities  
sales planning and forecasting:  
what is involved, their relationship  
advertising and publicity:  
why they are undertaken  
media which might be used  
direct and indirect forms  
factors which influence the extent to which  
advertising and publicity are carried out  
travel supplements and guides  
building customer loyalty:  
passenger/guest clubs  
sales promotion campaigns:  
how they differ from normal advertising and publicity  
reasons why they are carried out  
common special offers:  
price reductions, better value, stopovers,  
travel incentives, loss leaders  
merchandising and point of sale advertising  
public relations (PR) in travel and tourism:  
its aims, techniques and activities  
crisis management

## **Module 11 - Tour Brochures and Websites**

why they are needed and used:  
by tour operators  
by travel agencies  
by prospective travellers and customers  
Types and sizes of publications:  
leaflets: single-sheet, folds, variety of uses  
pamphlets: numbers of pages, possible uses  
booklets: the popular conception of 'brochures'  
pocket-folders  
Categorising tours:  
specialist brochures  
cost and convenience benefits  
Importance of quality of production:  
attracting favourable attention to the brochure  
eye-catching, multicoloured, illustrated front pages/covers  
enhancing the operator's reputation for:  
quality, care and reliability  
dangers of poor presentation, poor paper or poor printing  
Selecting and designing the layout of contents:  
making text visually interesting  
colours, photographs and illustrations  
Providing convenience for readers:  
colour coding of sections  
Booking or reservation instructions:  
avoiding ambiguity

Booking or reservation forms:  
attachment within the brochure, separate sheets  
instructions and guidance on completion  
keeping booking procedures simple  
Importance of the accuracy of information provided  
Range of information needed about each tour featured  
Dangers of inaccurate or incomplete information  
Deciding what really is essential advance information:  
name and contact details of the operator  
names of destinations/resorts  
mode(s) of transport used  
itineraries and durations of tours  
types and locations of accommodation units  
meals  
tour prices: what is and is not included  
supplements and surcharges  
representatives, couriers, guides  
special dietary or other requirements  
limitations and special needs  
additional information  
booking/reservation conditions  
travel insurance requirements  
Sales promotion and special offers in brochures

### **Websites:**

The impact of the Internet on the marketing  
of tourism and travel products  
The increasing importance of websites to the industries  
Advantages of Internet marketing:  
to tourism, travel and hospitality businesses  
to travel agency and tourist information office staff  
to prospective customers  
Personalisation through product categorisation  
Market variations  
Design and construction of websites  
Uses of websites by:  
NTOs, RTOs and LTOs  
carriers: booking, payment, confirmation, online check-in  
tour operators and travel agencies: booking, payment  
hotels and other accommodation units: booking, payment  
Online travel agencies (OTAs)  
Travel websites and comparison websites:  
methods of operation  
Online bookings/reservations and payment methods  
Customer and guest reviews:  
importance in customers' research and reservations  
Special and "last minute" offers  
Accuracy of website information  
Providing adequate but not excessive information

## **Module 12 - Social Media and Viral Marketing**

The advent and rise of social media:

consumer-generated media

effects on the marketing of travel and tourism

types of online forums

Community building and social media:

e-marketing and online marketing

Viral marketing:

definition and reason for its description

encouraging people to “pass along” messages

creating quality “viral” and “seeding”:

appeals to various motivations for passing on messages

online bulletin boards

Marketing opportunities:

social bonding

user communities

business-to-consumer and business-to-business markets

## **A Tourism & Travel Promotional Campaign**

An example of the planning and implementation of a campaign for a fictitious holiday/vacation and convention resort, covering:

campaign planning

business review:

consumer review

competition review

SWOT analysis: strengths, weaknesses, opportunities, threats

campaign strategy:

setting predetermined objectives

audience targeting:

push and pull strategies

marketing communication activities:

importance of the campaign theme

value of logos and slogans

integrated marketing communication

advertising media:

consumer advertising

trade advertising

co-operative advertising

direct response messages

printed literature:

information packs

visitor guide and maps

accommodation guide

attractions guide

visitor information offices

the website:

e-tourism strategy

dynamic information and virtual tours

facility to download and/or email for information pack  
social media and social sharing  
links to other websites  
inter-business relations:  
passing on business “leads”  
consumer promotions  
trade activities:  
trade shows and fairs  
trade missions  
familiarisation trips  
public relations and media relations  
international programmes

