

## TOUR PLANNING

### 12.3.3

**Access information and develop a tour plan to match different tourist profiles.**

#### Setting up a Tourist profile

The tourist profile is the start of any organised tour as it contains lots of information on the needs of the tourist. The format and requirements differs from agency to agency. The tourist profile will assist the agent to set up a tour according to the requirements of the customer and in so doing ensure customer satisfaction.

#### EXAMPLE OF A TOURIST PROFILE

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**2000**  
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PASTE  
 PICTURE  
 HERE

|   |           |          |                  |                |  |
|---|-----------|----------|------------------|----------------|--|
| Surname   |           |          |                  |                |  |
| Name  |           |          |                  |                |  |
| Nationality   |           |          |                  |                |  |
| Age   |           |          |                  |                |  |
| Residential Address   |           |          |                  |                |  |
| Contact details   |           |          |                  |                |  |
| Tel Work:   | Fax:      | Office:  | Cell:            | e-mail:        |  |
| Language  |           |          |                  |                |  |
| Occupation  |           |          |                  |                |  |
| Duration, departure date & destination                        |           |          |                  |                |  |
| Budget  | < R10 000 |          | R10 001- R20 000 | > R20 001      |  |
| Drivers licence   |           |          |                  |                |  |
| Special interests/ Hobbies                                    |           |          |                  |                |  |
| Needs and preferences:<br>Modes of transport<br>Accommodation |           |          |                  |                |  |
| Specific Dietary requirements                                 |           |          |                  |                |  |
| Allergies   |           |          |                  |                |  |
| Religion  |           |          |                  |                |  |
| Next of kin:  |           |          |                  |                |  |
| Name  |           | Relation |                  | Contact number |  |
| Name  |           | Relation |                  | Contact number |  |

## **Planning the tour**

Based on the requirements of the tourist profile, the actual planning of the tour can begin. Learners can now source relevant information on attractions/ destinations/ activities etc. for the tourist. The attractions/ activities have to match the interest of the tourist e.g. if the tourist is an adventure seeking tourist the activities must be adventurous activities etc.

The research should include information on the following:

- Accommodation
- Transport ( Road/ Air/ Sea)
- Attractions
- Activities

## **Compiling a day to day itinerary**

There are two basic types of itineraries, namely the general itinerary (written as a narrative with general references to time) or the timed itinerary (the whole day is set out clearly indicating the times that everything will take place. The learners are required to set up a timed itinerary, indicating activities next to specific times.

## **Guidelines to set up a good itinerary**

- Be realistic.
- Have an interesting and/or relevant heading for everyday
- Take time and distances into consideration ( Use the 100km/ph rule)
- Use the 24 hr clock
- Each day is set out separately
- Indicate all activities that have been arranged next to the time allocated
- Ensure that your activities are indicated according to real time
- Don't be longwinded, but use adjectives to give short descriptions of the attractions/ destinations if required.
- Draw attention to the main attractions
- Be careful not to include too many activities per day
- Use language creatively to paint a mental picture for the client, write clearly and concisely.
- Never make promises e.g. "08:00 Wake up to a beautiful sunny day". You cannot guarantee the weather.
- Include sufficient "down"/ leisure time, but provide suitable options

## **Requirements of the day by day itinerary**

- Each day set out on separate page,
- Numbered, and dated: Day 1 Monday 28 April 2008
- Heading : Depart for Mauritius
- Format: Timed itinerary,
- Specify all meals e.g.
  - Breakfast (B) – included
  - Lunch (L) - optional

- Supper (S) - included
- Leisure time must be indicated, provide alternative options e.g. shopping
- Must be logical
- Transport modes and times: SAA flight 601 Depart 13:10
- Distances traveled for the day ( only consider road travel, not sea/air travel)
- Accommodation: Protea Hotel - Reunion
- The general appearance must be easy to read and uncluttered

### EXAMPLE OF A TIMED ITINERARY

|  |  |   |                           |
|--|--|---|---------------------------|
| <b>DAY: 1</b>  |  | <b>DAY OF THE WEEK:<br/>MONDAY</b>  | <b>DATE: 11 JUNE 2008</b> |
| <b>DESTINATION FOR THE DAY: JOHANNESBURG TO DURBAN</b> |  |   |                           |
| <b>TIME</b>  | <b>ACTIVITY</b>  | <b>ADDITIONAL INFORMATION</b>   |                           |
| 07:15  | Depart from O R Tambo International Airport for Durban   | SA Express Flight number SA 1102 (light breakfast will be served on the aircraft)   |                           |
| 08:30  | Arrive at Durban International airport   | Hotel shuttle available @ R25 pp ( not included in tour price)  |                           |
| 09:00  | Check in at Protea Hotel North Beach   | Rate includes only DBB  |                           |
| 09:00<br>–<br>10:30                                    | Unpack and explore beach area around hotel   |   |                           |
| 10:30<br>–<br>13:00                                    | Guided tour to Indian Market. You will be met by the guide in the hotel lobby. Transport will be provided. Shopping opportunity. | <ul style="list-style-type: none"> <li>• Included in the tour price</li> <li>• Operator: Indian Tours Inc.</li> <li>• Wear walking shoes</li> </ul> |                           |
| 13:00  | Lunch at Ocean Basket (1234 Esplanade Rd)  | <ul style="list-style-type: none"> <li>• Included in tour price</li> <li>• No alcohol is served or allowed</li> <li>• A la carte menu</li> </ul>    |                           |
| 14:30<br>–<br>17:30                                    | Guided tour to uShaka Marine World & leisure time ( water activities) / shopping   | Entrance fees included.   |                           |
| 17:30<br>–<br>19:00                                    | Leisure time and relaxation - explore area around hotel  |   |                           |
| 19:00<br>- late  | Supper - hotel restaurant. Live band and dancing on terrace  | <ul style="list-style-type: none"> <li>• Included in tour price</li> <li>• Semi-formal (no jeans/short pants)</li> </ul>                            |                           |

### Additional requirements of the tour plan

- Accommodation lists/ reservations/ confirmations/ pictures
- Transport reservations/bookings/confirmations
- Attraction lists/ pictures
- Maps detailing attractions, accommodations, routes etc
- Travel documents
- Information on health , safety, what to pack etc
- General information on countries e.g. language, culture etc
- Car rental
- Forex arrangements
- Insurance arrangements
- Time changes

### Tour budgets

The tour budget of the tour is a very detailed costing sheet that will include all cost of the tour. It is advisable to determine the individual cost of the subsections first before combining the final budget. E.g.

### Accommodation budget

- Always determined per nights spend, not days e.g. 14 days translate into 13 nights etc.

|                 | <b>Calculations</b> | <b>Total</b>    |
|-----------------|---------------------|-----------------|
| Accommodation 1 | R335 x 4 nights     | R1340.00        |
| Accommodation 2 | R 507 x 2 nights    | R2028.00        |
| Accommodation 3 | R 422 x 1 night     | R422.00         |
| <b>TOTAL</b>    |                     | <b>R3790.00</b> |

### Travel budget

Will include all transport used during the tour e.g. Flights, bus, car rental, shuttles etc.

| <b>Flights</b>  | <b>Calculations</b>       | <b>Total</b>          |
|---|---------------------------|-----------------------|
| Return flight from Johannesburg to Cape town  | R1244 x 2 = R2288         | R2288.00              |
| Return flight from Johannesburg to Mauritius  | R 2340 x 2 =<br>R2265 x 2 | R4680.00<br>R 4530.00 |
| <ul style="list-style-type: none"><li>• Car rental</li><li>• Km charge</li><li>• Insurance</li></ul> PAI, CDW, TLW etc<br>Other ( e.g. additional | R 455 x 5                 | R2275.00              |
|   | Included                  |                       |
|   | Included                  |                       |
|   | Included                  |                       |

|   |  |                  |
|---|--|------------------|
| driver, contract fees,<br>tourism levy etc) |  |                  |
| Bus tour of city                            |  | R500.00          |
| <b>TOTAL</b>                                |  | <b>R14273.00</b> |

| <b>OTHER</b>     | <b>Calculations</b>   | <b>Total</b> |
|------------------|---|--------------|
| Gifts            | R200x 5   | R1000.00     |
| Entertainment    | R 200 x 10 days   | R2000.00     |
| Entrance fees    | Attraction 1 R100<br>Attraction 2 R80<br>Attraction 4 R130<br>Attraction 5 R120 | R430.00      |
| Incidentals      |   | R2000.00     |
| Tips/ Taxi fares |   | R1000.00     |
| Drinks           | R 50 x 10 days  | R 500.00     |
| Food             | R 100 x 10 days   | R 1000.00    |
| <b>TOTAL</b>     |   | <b>R7930</b> |

#### **FINAL TOUR BUDGET**

| <b>ITEM</b>   | <b>TOTAL</b>     |
|---------------|------------------|
| Accommodation | R 3790.00        |
| Transport     | R14273.00        |
| Other         | R 7930.00        |
| <b>TOTAL</b>  | <b>R25993.00</b> |