

## Module 7 Summary

### Map work and tour planning

### Summary

#### Chapter 1: The tour itinerary

##### Unit 1: Concepts used in tour planning

- An itinerary is a written plan or schedule for tourists to follow. It includes all the dates, times, accommodation, modes of transport, and places to be visited.
- A tour plan refers to a basic itinerary. It includes all the dates, timing, accommodation, modes of transport and places to be visited.
- Logical tour planning involves drawing up practical day-to-day arrangements of a trip.
- Scheduled tours are tours offered by tour operators that are scheduled to depart regularly on specific days at specific times, regardless of passenger demand.

##### Unit 2: Factors to consider when planning a tour itinerary

- Trip motivator
- Number of participants
- Nationality
- Age
- Language
- Transport needs
- Accommodation needs
- Special needs
- Dates and length of trip
- Particular destinations and attractions
- Budget
- Practical information to be included in the itinerary

##### Unit 3: Types of tour itineraries

A general itinerary is usually written in paragraph form, starting with a new paragraph for each day.

It will also have a title and a tour code. The general itinerary details:

- the route
- days and approximate times
- total tour price
- modes of transport
- accommodation and meals arrangements
- sightseeing and leisure time.

A personal itinerary differs from a general itinerary in that it is prepared for a specific customer at his or her request and strictly according to the choices made by the customer. The personal itinerary is compiled in columns according to the travel agency's format and might differ from agency to agency.

##### Unit 4: Writing a tour itinerary

Pay attention to the:

- logical spread, variety and appropriateness of activities
- language, style and format of the itinerary.

### Revision

- 1 What information would you include if you were writing up a general itinerary for special interest tourists (5)
- 2 What is the difference between a general tour and a personal tour? (2)
- 3 Define the following: (2)
  - 3.1 Inclusive tour (2)
  - 3.2 Escorted inclusive tour (2)
  - 3.3 Inclusive tour charter (2)
  - 3.4 Independent inclusive tour (2)

**Total marks = 15**