

Unit 4: International Travel and Tourism Destinations

Learning Aim C

Sources of Information for planning a holiday

- Websites
- Guidebooks
- Atlases
- Holiday Brochures
- Tourist Information Centres
- Tourist Leaflets



Types of Visitors, their needs and characteristics Top Tips

- Find out exactly where your customer wants to go.
- Your customers will have different needs and requirements- make sure you cater to them.
- Try to keep within budget



PLANNING INTERNATIONAL TRAVEL



Itinerary must include...

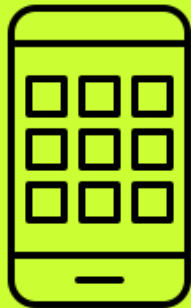
1. Dates and times of travel
2. Mode of travel
3. Departure and destination location
4. Accommodation and board basis
5. Specific features

TOP TIP: PUT IT IN CHRONOLOGICAL ORDER



Recommended Holiday Planning Apps

- Airbnb
- Skyscanner
- TripAdvisor
- Lonely Planet Guides
- Google Maps
- Expedia



Holiday Planning Questions to consider

- Visitor Requirements- how many are travelling?, are there any children? What is their preferred duration?
- Travel requirements- Do they have a preference of travelling by air, train, cruise or any other method?, if flying would they like to travel from their local airport? What class of travel would they want?
- Accommodation requirements- what type of accommodation are they looking for? What standard? what board basis- e.g. half board, full board, all inclusive
- Motivation- what is the purpose of the holiday?
- Features- what are the most important features for them e.g. safe beaches, family attractions, cultural attractions, nightlife etc.
- Budget- do they have a maximum budget per person

