

CGG30 Unit 1: What is Travel and Tourism?

Activity 8: Interconnections in the Travel and Tourism Industry

Overview

This activity enables you to examine how the components of the travel and tourism industry are interconnected by analyzing the details travelers must consider when planning a vacation.

Lesson

Have you ever wondered what it is like to plan a vacation? Can you make a list of all the people, organizations and companies that are involved in your vacation planning? If you do then see if your ideas are similar to the vacationer's outline below.

Vacationer's Planning Story

I am single, 28 years old, a graphic artist and live in an apartment in Toronto with my dog Samson. I have been working hard at my job and I finally have been given an opportunity to go on a 4-day weekend vacation. I know I want to lie down on a beach in Florida just to relax and soak in the sun. Now the difficult part – to get organized and plan that vacation!

I must call a travel agent, or even better, go on-line and book everything myself. I need to book a return flight, reserve a hotel room and buy some sunscreen lotion.

Wow that was easy, going on-line has saved me a lot of money! I got a return flight out of Pearson International Airport to Miami, reserved a suite at the South Beach Manor Resort and I'll pick up lotion at the duty-free shop at the airport. Now I just have to sit back and dream of the ocean waves, sun drenched beach, beautiful sunsets and trendy nightclubs.

This story sounds perfect! But is there something missing-- can you figure out what the vacationer forgot?

Planning a Successful Vacation

Planning a successful vacation for a weekend or a month takes more planning than is indicated in the story above.

To plan a vacation one usually breaks down the vacation process into three steps:

1. Pre trip considerations
2. During the trip considerations
3. Post trip considerations

If we look back at the story, the vacationer ignored many parts of the planning process.

The planning process involves these 6 important considerations:

1. **Budget**, which includes anticipating, costs for transportation, accommodations, food, souvenirs, clothes, photo processing, etc.
2. **Mode of transportation**, which involves not just booking the airplane flight but possibly taxi, bus, rental car or overnight car parking.
3. **Accommodations**, which may deal with the type of accommodations (i.e. hostel, hotel, motel, resort, camping, friends or relatives). Also, distance from the beach, ocean view or not, meals included, cleanliness, crime and safety concerns and so on.
4. **Trip location and timeline**, which includes weather and climate conditions (i.e. hurricane season), length of trip, type of trip, again crime and safety concerns.
5. **Contacts** with friends, family, travel agent, Internet, work, bank, Credit Card Company, etc.
6. **Other considerations** such as, travel insurance, travel visa and/or passport, economic or political situation of destination, or even who will take care of your pet(s) when you are gone.

The following are key concepts you should understand when planning a trip:
Travel Planning Process – involves all the important steps the vacationer should consider for the pre trip, during trip and post trip parts of the vacation.
Travel Product – includes the travel services and destinations.

Assignment

1. What is the difference between the Travel Planning Process and the Travel Product?
2. The travel planning process can be broken down into 3 steps. What are they?
3. Re-write the **Vacationer’s Planning Story** and include the important information that was missed. Be sure to identify and explain the 6 important considerations of the travel planning process and include a specific example for each in your updated version.