

# TRAVEL & TOURISM

**THERE ARE TWO BASIC KINDS OF TRAVELERS: BUSINESS OR CORPORATE TRAVELERS AND LEISURE TRAVELERS (TOURISTS).**

**Business travelers travel because they MUST.**



**Leisure travelers, or tourists, WANT to travel.**

These two kinds of travelers may go to the same destination, but they have different requirements.

There are companies that specialize in business travel, also called corporate travel, companies that specialize in tourist travel, and some companies that provide services to both business and leisure travelers.

**Chart 1:** Summarizes the steps a traveler – business or leisure—must take in order to complete a trip;

**Chart 2:** Identifies the types of companies that are involved at each step and what their employees do;

**Chart 3:** Identifies government involvement in the industry.

## 1. STEPS IN THE TRAVEL & TOURISM PROCESS

Identify the Steps Involved in Traveling

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8
<b>WHAT ACTIVITY THE STEP INVOLVES:</b>	<p><b>OBTAIN INFORMATION</b></p> <p>Find brochures, web sites, talk to travel agents, read newspaper articles, travel guides, internet reviews, check social media sites</p>	<p><b>SELECT A DESTINATION</b></p> <p>Decide where to go: country, region, city, rural area</p>	<p><b>MAKE RESERVATIONS</b></p> <p>Connect to the data networks of transportation companies and hotels to reserve a place and get a ticket, rental car, or hotel room</p>	<p><b>USE TRANSPORT</b></p> <p>Use a mode of travel to arrive at the chosen destination: plane, boat, bus, car</p>	<p><b>USE ACCOMMODATIONS</b></p> <p>Stay at a hotel, resort, inn, Bed &amp; Breakfast, friend's or relative's home</p>	<p><b>EAT FOOD</b></p> <p>Eat at a restaurant or buy and prepare own food</p>	<p><b>PARTICIPATE IN ENTERTAINMENT &amp; ACTIVITIES</b></p> <p>Attend a meeting or convention, participate in sports or adventure activity, visit a local attraction, historic site, museum, etc</p>	<p><b>SHARE THE EXPERIENCE</b></p> <p>Tell people what you did and how you feel about the experience</p>



Courtesy Royal Caribbean International





Tree top boardwalk  
Mapungubwe National Park  
[www.parks-sa.co.za/parks/Photo\\_Library/htm](http://www.parks-sa.co.za/parks/Photo_Library/htm)



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## 2. TYPES OF COMPANIES THAT SERVE TRAVELERS & WHAT THEIR EMPLOYEES DO

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8
<b>COMPANY:</b>	<b>OBTAIN INFORMATION</b> Advertising firms, travel magazines, travel agents, internet travel companies, and corporate and leisure travel companies	<b>SELECT A DESTINATION</b> Internet travel companies, corporate and leisure travel companies, travel agents	<b>MAKE RESERVATIONS</b> Travel agents, corporate travel account managers, reservation system operators	<b>USE TRANSPORT</b> Airlines, bus companies, train companies, cruise and ferry lines, car rental companies	<b>USE ACCOMMODATIONS</b> Global hotel companies, local hotels, Bed & Breakfasts, campgrounds	<b>EAT FOOD</b> Restaurants, fast food chains, local groceries, street vendors 	<b>PARTICIPATE IN ENTERTAINMENT &amp; ACTIVITIES</b> Theme parks, museums, heritage sites, adventure tour companies, retail stores, convention centers	<b>SHARE THE EXPERIENCE</b> Internet and Social Media (Facebook, Twitter) Company-initiated surveys
<b>EMPLOYEES:</b>	<small>Courtesy of Royal Caribbean International</small>							
<b>FRONT LINE:</b>	Provide information at kiosks, travel agencies, on the phone	Help traveler make choices in person, or on the phone, develop itineraries	Answer customer questions, suggest routes and fares, plan itineraries	Take tickets at the gate or on the bus, train, or plane; serve meals	Greet customers, carry bags, provide room service, serve meals, answer guest questions	Serve meals, sell food	Lead tours, provide entertainment, sell products and services	Review what the customer said and respond
<b>OPERATIONS:</b>	Design web sites, write and publish brochures 		Process ticket, hotel requests, provide information back to companies about travel costs and patterns	Maintain equipment, fly planes, drive trains, calculate traveler's bills, process baggage	Maintain rooms and buildings, process bills, order supplies	Buy and prepare food, maintain dining area and equipment, maintain records	Prepare bills, maintain records, service equipment	Use IT to capture comments and aid responses



Courtesy Aruba Tourism Authority

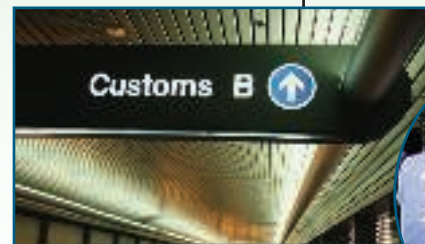


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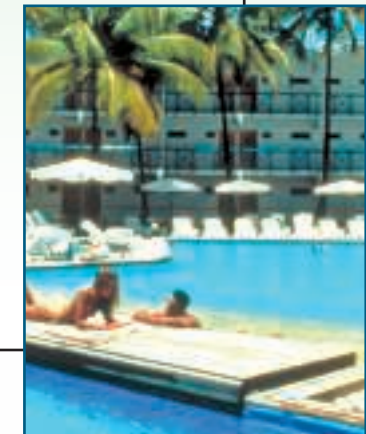


## 3. TYPICAL GOVERNMENT ACTIVITIES

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8
<b>GOVERNMENT:</b>	<p><b>OBTAIN INFORMATION</b></p> <p>Establish web sites with information, operate tourist information centers</p>	<p><b>SELECT A DESTINATION</b></p> <p>Use government policies to encourage development of destinations that will appeal to tourists</p>	<p><b>MAKE RESERVATIONS</b></p> <p>Regulate transportation modes, prices</p>	<p><b>USE TRANSPORT</b></p> <p>Regulate safety. Subsidize national air, rail and ferry companies</p>	<p><b>USE ACCOMMODATIONS</b></p> <p>Establish service standards. Regulate health and safety</p>	<p><b>EAT FOOD</b></p> <p>Regulate health and safety</p>	<p><b>PARTICIPATE IN ENTERTAINMENT &amp; ACTIVITIES</b></p> <p>Regulate prices, health and safety</p>	<p><b>SHARE THE EXPERIENCE</b></p> <p>Respond to complaints about violations</p>



Photograph © 2001 Jim Steinhart



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PASSPORT TO THE WORLD

## 4. NOTES

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8
	<b>OBTAIN INFORMATION</b>	<b>SELECT A DESTINATION</b>	<b>MAKE RESERVATIONS</b>	<b>USE TRANSPORT</b>	<b>USE ACCOMMODATIONS</b>	<b>EAT FOOD</b>	<b>PARTICIPATE IN ENTERTAINMENT &amp; ACTIVITIES</b>	<b>SHARE THE EXPERIENCE</b>