

2 nd year of Master Tourism and Hospitality Marketing	Reading worksheet Dr. GOURI Meriem
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The Do's and Don'ts of itinerary preparation

➤ **The Do's**

- Research other tours in the marketplace: Get an idea of what is already in the marketplace..
- Name your tour Package / holiday.
- Map out the duration, frequency and departure details
- List the main locations and highlights that visitors are going to experience.
- List the main topics you wish to include in your commentary, such as flora, fauna, history, culture, activities, attractions, entrance fees and inclusions.
- Organize suppliers for meals-you will need to ensure. You may also need to seek food handling approval from your local council and meet health department regulations.
- Organize accommodation approvals, it is imperative you obtain permission in writing from the property owner prior to accessing any private property.
- Prepare a table that shows start, stop and duration times for each location, attraction or activity, with timing.
- Invite people who have some knowledge of the industry and are prepared to give you constructive comments.
- Do a bit of quick research on a destination first, such as local laws and safety issues.
- Look for inspiration everywhere—the movies, and travel apps etc.
- Check “best of” lists and apps on travel sites, and book both hotels and resorts with good location
- Spend a bit of time on your flight getting acquainted with your destination.
- Keep Route Instructions (indication Sheets) and Route Map:
 - Pre-Trip Preparation Guide which will Provide in-depth coverage of a variety of topics including- Tips for preparing physically, mentally & spiritually for your tour ; Tips for packing, including a packing checklist; Information regarding French language and culture; On the road cycling tips and safety guidelines and Details regarding transportation.
 - Quick Reference Guide. This handy booklet fits in your handlebar bag for ease of access while on the road, providing information at a glance.
 - Sights Overview: Brief descriptions of notable sights along your route, complete with hours of operation (where applicable.)
 - Consider Travel Documents- Passport, VISA, Air ticket, Travel insurance and Foreign Currency.
- The client must want to travel immediately when they read your itinerary, Give them just enough information.
- If your itinerary is for five days or more, you can include one day at leisure but be sure to suggest a variety of things to do on that day, that would match the clients profile.
- Prepare Travel Checklist - Trip Preparation, Personal Items, First Aid, food.
- Create unique itineraries, including destinations that involve experiences the guests don't have access to on their own. - Prepare a realistic day by day travel itinerary and avoid a rigid hourly schedule to get the maximum pleasure.

➤ The Don'ts

- Do not avoid or overlook a particular destination.
- Do not overlook regional laws and customs, local briefs and folklore etc.
- Don't put so much pressure on tourists.
- Don't leave booking the hotel to the last minute.
- Don't simply just trust your guidebook, Printed guidebooks and published guides.
- Do not ignore the Culture. The last thing you want to do in a foreign country is be ignorant to cultural norms and end up offending someone you don't understand.
- Never make promises in your description that you may not be able to keep, (e.g. don't say, "You will enjoy a glorious sunny day at the beach", it could pour with rain on that day). To avoid this, provide the Client with alternative that they could pursue if the plans have to change.
- Don't be too quick to click when making travel reservations online.
- Do not need to show more than two rooms on a property- Taking the guests through seven different room types especially when they are essentially the same is a complete waste of time and not necessary.
- Do not give out a bunch of promo items unless they are unique.
- Don't overlook your unique attractions- If your location is known for a special feature such as an amazing sunset, make sure your guests are not sitting on a bus going in the opposite direction at that time.
- Do not schedule back-to-back site visits- If programs run over due to circumstances beyond the planner's control, the next group may have to sit around and wait.