

Learning subject: Management of tourism companies

Level: 2nd year of Master

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Chapter 4

Management of

excursion

organizations

Introduction

The journey undertaken by any individual or group must be planned and efficiently managed. An itinerary is used to identify the destinations an individual / group wants to see and visit.

1. Concepts

Excursion organization:

It is a company that designs, plans, and sells short-term tourist activities, usually lasting one day, allowing visitors to discover a site, a city, or a specific experience.

An excursion is a dedicated and demonstrative learning process of the surrounding world where prepared objects, theme and itinerary are used and which is done under the supervision of a qualified specialist.

Excursion service:

Excursion services are the illustrative process of people to learn their environment, natural conditions, organization buildings, laboratory, scientific-research institutions, and other objects.

It has importance as a form of cultural-educational works.

Itinerary:

It is designed to identify the origin, destination and all the enroute stopping points along with the transportation, accommodation and other services on a traveler's trip.

Components:

- Starting or departure point
- Days of departure
- Duration of a tour
- Legal requirements
- Features of a destinations
- Optional activities

Interestingly, a tour itinerary is the complete list of tour program designed to cater the needs of tourists.

2. Role in the Tourism Industry

Complements the services of travel agencies and tour operators.

Promotes local natural and cultural resources.

Generates income for local actors (guides, artisans, restaurants, transport providers).

Enhances the overall tourist experience.

3. Management Functions in Excursion Organizations

The classical management functions, planning, organizing, leading, and controlling, apply to excursion companies as well.

1. Planning

Study of tourist demand and customer profiles.

Selection of sites, routes, and activities.

Budget forecasting and resource allocation.

Scheduling according to tourist seasons.

2. Organizing

Distribution of tasks (guides, drivers, logistics).

Coordination with service providers (restaurants, museums, transportation).

Management of bookings, contracts, and permits.

3. Leading (Directing)

Supervision and motivation of staff (guides, tour leaders).

Communication and customer relations.

Problem-solving during the tour (weather, delays, safety).

4. Controlling

Evaluation of customer satisfaction.

Verification of costs and profitability.

Analysis of feedback to improve future excursions.

4. Importance of the guide in an excursion organization:

A tour guide is a professional who accompanies tourists during excursions, providing information, assistance, and coordination throughout the trip.

The guide represents the link between the organization and the clients, ensuring that the excursion runs smoothly, safely, and enjoyably.

Skills

Knowledge: destination, culture, and local customs.

Communication skills: Clear, engaging, and adaptable to different audiences.

Empathy and patience: Understanding tourist needs, psychology and expectations.

Professionalism: Punctuality, honesty, and respect toward clients and local communities.

Intuition