
Leisure Travel

ninth edition

*Education Systems
Travel Career Performance
Training*

About The Authors

Acknowledgements

Martha Barry, The Mark Travel Corporation
Milwaukee, Wisconsin

John Crossley, University of Utah
Salt Lake City, Utah

Gerald Fuller, Travel Advice
Ogden, Utah

Bob Relitz, Carnival Cruise Line
Salt Lake City, Utah

Cruise Lines International Association (CLIA)

Authors: Rae L. Dreith, CTC
Lisa Wade, B.S.

Editor: Rita Watts, B.A.

Managing Editor: Sharon Scott, CTC

Copyright © 2011 by Education Systems, Sandy, Utah, 800-288-3987. Printed in the United States of America.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of Education Systems. Changes are systematically made to this document. Updates, inaccuracies and typographical errors will be corrected in subsequent editions.

If you have purchased this book unbound and not shrink wrapped, it may have been illegally duplicated. It is copyrighted information and neither the author nor the publisher has received any payment for this book. Please report suspect situations to Education Systems 800 288 3987.

ISBN: 978-1-930102-38-5

Ms. Dreith is an instructor, course developer and author who has been involved in training and travel for over thirty years. A variety of operational, supervision, management and training positions with United Airlines, Western Airlines and Education Systems has provided Rae with opportunities that have developed her expertise in instructional technology, performance technology, instructional design and training for performance in the travel industry.

The development of TravelCampus (www.travelcampus.com), putting travel and tourism courses on the Internet was Rae's recent project and Rae pioneered the design and development of these courses.

Ms. Wade is an instructor and curriculum developer who has been involved in travel and training for more than twenty years. She has a Bachelor's degree in Psychology from Brigham Young University. She has managed a proprietary travel school and taught travel courses at both a proprietary and college level. Lisa has developed coordinated instructional materials including instructor guides, examinations and textbooks. She has contributed to several of Education Systems' student handbooks. She is currently the Curriculum Specialist for TravelCampus, an Internet-delivered travel education program.

Education Systems owns and operates TravelCampus, an Internet-delivered travel education program that allows you to study at your convenience 24/7. See www.travelcampus.com for a course list. In addition, Education Systems also administers travel and tourism programs in colleges. Our industry-driven student handbook series, detailed instructor guides and criterion-referenced examinations are utilized by additional colleges and travel organizations.

Student Handbooks

Taking Off In Travel

This introduction of the basics of a travel career gives a fun, realistic presentation of employment opportunities and skills necessary for these segments of the industry: air travel, car rentals, hotel accommodations, rail travel, tours, cruises and computer reservations systems. Group travel, incentive travel, meetings and conventions and in-bound tourism are also presented. A sample RTS© disk is available to provide hands-on experience making airline, hotel and car reservations.

Travel Reservations

Travel Counseling skills, including sales and customer service are brought up to date for today's travel professional. Product knowledge of air travel, hotel accommodations, car rental and rail travel is presented in great detail. Application exercises provide practice using the major industry reference materials for all reservations procedures. Sales techniques are included with booking procedures.

Fares and Tickets (Canadian or U.S. version)

Domestic and international airfare construction and application, transportation taxes, currency, ticketing procedures and refunds and exchanges are presented in detail using ARC and IATA guidelines. Practice is an integral part of each concept, with reviews and multiple application exercises that simulate work place situations.

Leisure Travel

Current trends and tourism research in the leisure travel market take this text beyond the basics of travel reservations. The components include the leisure traveler, top leisure destinations, current cruise trends, the present and future trends in tours, including adventure tours and ecotourism. Leisure services such as groups, incentives and travel insurance are discussed.

Destination Geography - Eastern Hemisphere, Western Hemisphere

Two volumes of travel geography focus on the major tourism destinations of the world and a **work-book** provides map practice and destination studies. The text presentation is easy to use as a study text as well as an excellent reference.

Corporate Travel Management

In this one volume is everything students need to know about the field of corporate travel management. Every aspect of the industry is covered, including automation, cost cutting and professionalism.

Computer Reservations Systems

Choose Apollo®, Sabre® or Worldspan®. These tutorials provide all the guidance necessary for hands-on training using any of the three major systems in the United States. The skills covered include creating PNRs, maintaining PNRs, air space, quoting fares and pricing itineraries, rental cars and hotel accommodations. The reviews and practices contribute to a high proficiency level.

Simulated Software

RTS - Reservations Training System©, presents a realistic, on-line functionality allowing the learner work place application of the basic functions of the live CRS including PNRs, faring, pricing, ticketing, car rentals and hotel accommodations. As tours and cruises become more widely used in the CRSs, the simulated program will be so enhanced.

Instructor Guides

Instructor guides are available, online, with the purchase of a student handbook. These comprehensive guides include:

- › **lesson plans**
- › **examinations**

Lesson plans include materials checklists, advance preparation, recommended agendas and times, learning activities and active lecture suggestions.

Objectives

The overall objective of Education Systems' TRAVEL CAREER PERFORMANCE TRAINING is to furnish the prospective travel professional with:

- › **Sales and Customer Service Skills**
- › **Product Knowledge**
- › **Computer Proficiency**
- › **Destination Awareness**

This knowledge and these skills are required to succeed as a travel professional whether with the airlines, cruise lines, hotels, car rental companies, travel agencies, tour agencies, as well as the newer entrepreneurial activities utilizing such technologies as the Internet and GDS/CRS home/business versions.

The objective of this particular text, *LEISURE TRAVEL*, is to provide you with current information and trends within the leisure market, including:

- › **identifying the leisure traveler**
- › **identifying current hot destinations**
- › **tours and vacation packages**
- › **cruises**
- › **exploring new and tested leisure products**

For more basic product information on Air Travel, Car Rentals, Accommodations and Rail Travel, see the Education Systems text entitled *Travel Reservations*.

Preface

According to the Travel Industry Association of America, Travel and Tourism:

- Represents 6% of U.S. gross domestic product
- Is the third-largest retail industry in the U.S.
- Is the second-largest employer in the U.S.
- Has faster growth in hourly earnings during the past 10 years than any other industry except for finance, insurance and real estate
- Leisure travel accounts for approximately 37% of the total travel market

This text brings you current on products and services of the leisure industry. We have utilized current research, published studies and up-to-date information from multiple trade references.

Leisure travel is defined as travel for pleasure, outdoor recreation and entertainments as well as visiting friends and relatives. You will study who uses leisure travel, why they travel, how they travel, where they travel, how they get there and what they do when they arrive. Product and services include groups, charters, tours and cruises.

For Training Purposes Only

The advertisements, rates, taxes, displays, etc., presented in this student handbook are for training purposes only. You must always use current information in the work place.

Contents

Chapter 1 - Leisure Travel Sales

Leisure Travel Sales	2
Sales and Service	3
Sales Attitude Assessment	4
Sales Attitude Assessment Answer Key	5
Telephone Manners	6
Other Communication Skills	7
Effective Listening Quiz	9
Sales Process: Step 1 - Initial Meeting	10
Sales Process: Step 2 - Getting to Know You	11
Sales Process: Step 3 - Making a Recommendation	12
Sales Process: Step 4 - Making the Sale	13
Make the Reservation.	14
Follow Up After the Sale	15
Key Concepts.	16
Study	17
Application	18

Chapter 2 - Leisure Travelers 19

Leisure Travelers	20
Travel Personality Types	21
Why People Travel	25
Demographic Groups	27
Preferred Transportation	28
Travel Planning and Booking Trends	29
Targeting The Traveler	31
Key Concepts.	32
Study	34
Application	35

Chapter 3 - Leisure Destinations 37

Leisure Destinations	38
Why Go There?	39
Vacation Activities	40
Favorite Destinations	41
Top Destinations	43
Matching The Client To The Destination	44
Destination Cycles	45
Key Concepts.	47
Study	48
Application	50

Chapter 4 - The Cruise Market	51
The Cruise Market	52
The Cruise Vacation	53
Benefits of Cruising	57
Types of Cruises	58
Popular Cruise Destinations	61
Cruise Lines	66
Study	67
Cruise References/Resources	69
Cruise Brochures	76
Sell the Cruise	88
Key Concepts	91
Study	92
Application	94

Chapter 5 - Vacation Packages and Tours	103
Vacation Packages and Tours	104
Vacation Package/Tour Benefits	105
Vacation Package/Tour Brochures	106
Tour References and Resources	107
Vacation Package/Tour Components	108
Vacation Package/Tour Pricing	109
Vacation Package/Tour Development	111
Tour Associations and Regulators	112
Vacation Package/Types Of Tours	113
Sample Escorted Tour	115
Sample Hosted Tour	119
Sample Independent Tours	121
Sample Fly/Drive	123
Niche Tours	124
Sample Niche Tours	125
Study	129
Vacation Package/Tour Destinations	131
Vacation Package/Tour Sales	132
Brochures as Sales Tools	134
After the Reservation	145
Key Concepts	146
Study	148
Application	150

Chapter 6 - More Leisure Products and Services	151
Leisure Products and Services	152
Group Travel Possibilities	153
Corporate Group Travel	156
Group Charters	158
Ecotourism	159
Adventure Travel	161
Adventure Travel and Ecotourism Trends	163
In-Bound Tourism	164
Travel Insurance	165
Key Concepts	168
Study	169
Application	170
GLOSSARY	G-1

Leisure Travel Sales



What is the business of a travel counselor? You may answer, “Selling travel.” Others may say, “Providing service to clients in meeting travel needs.” Do you go to work to sell travel or to service clients? Which is correct? In truth, both are. Until you sell something, you have no client to service. But if you do not provide service to meet your client’s needs, you may not sell anything. Even if you do get a sale, without good customer service, the client will not return and repeat business is of great importance to travel companies. A travel counselor can both sell and service clients.

The travel and tourism industry is becoming highly competitive. Clients can go to multiple sources for travel information and booking capabilities. Clients can call an airline, tour company, car rental company or hotel to obtain information or make a reservation. These same clients can call or visit nearly any agency in town to get the same information or reservation. The travel professional that is skilled at determining the client’s needs and meeting them by making a sale is the one who will get the client’s business.

Now, to complicate the process even more, the Internet has put travel information and the ability to make reservations right into the homes of potential clients. Consumers spent \$115.6 billion in 2009 on U.S. travel sites, which accounted for 36% of all of spending by online consumers. But for the general population, many travelers still prefer to get their travel information and reservations from agents, and consider service to be the most important thing about agents. Thus, your ability to both sell and service your client effectively is becoming increasingly important.

OBJECTIVES - Upon completion of this chapter you should be able to:

- Understand the need for and importance of sales and customer service skills in the workplace
- Ascertain your personal sales attitude
- Name and explain the four phases of the sales process
- List different and similar interpersonal skills used in telephone, face-to-face and electronic customer contacts
- Demonstrate ability to communicate politely by telephone
- List and utilize tips for improving listening skills
- Define open and closed questions and specify the need for each
- Recognize and define “choice close” and “assumptive close”
- List effective follow-up methods and explain the importance of follow up

Key Concepts

Vacation and leisure travel accounts for approximately 37% of the travel in North America. Vacations are important to all Americans including: high-income individuals, seniors, families and retired couples. Some **reasons people travel for pleasure** are: to escape, to fulfill a dream, to add interest and excitement, to add a sense of self-discovery, to pursue special interests and/or to fulfill special needs.

Maslow's Hierarchy of needs suggests vacation and leisure travelers are motivated by the desire to satisfy needs. Travel can meet the needs for esteem, respect and self-actualization.

CLIA's client cruiser profiles include: **Ship Buffs** — seniors who are highly educated, median income of \$78,000, **Luxury Seekers** — highest income, cost not an issue, **Explorers** — highest education enticed by interesting destinations, **Consummate Shoppers** — bargain hunters that want fun, comfort, relaxation, fine dining and pampering, **Restless Boomers** — are not committed to cruising, want family-oriented vacations, **Enthusiastic Boomers** — convinced and excited about cruising, tending to be active and spend more money.

The **three psychographic types** as used by Plog Research Inc. are **Venturer, Centric** and **Dependable**.

The five **traveling styles** include: **Extreme** — travels on the edge, **Adventuresome** — seeks out unique and exotic destinations, **Adaptable** — can adapt to many different travel situations, **Traditional** — likes well-known destinations but avoid large groups, **Familiar** — avoids risks and seeks out familiar in travel.

The **major demographic groups** are: **Age, Family Status and Income Level.** You can use the knowledge of spending habits to target your marketing and sales efforts. Retired seniors have more time and money for leisure travel. People without children spend more than families with children. Affluent families are potential leisure travel clients.

For all types, cars are the most popular **modes of transportation** in the U.S. and air travel is the mode of travel used by 22% of the leisure travelers in North America.

Successful **marketing strategies** consider demographics as well as psychographics. When targeting the **Extreme and Adventuresome**, appeal to the young, independent, strong, adventuresome and educated image. Avoid celebrity endorsements. Be selective with TV advertising. For your **Traditional and Familiar** market, show the crowds, use the celebrity endorsements, these people are sure that if it is popular it must be worth seeing or doing. Emphasize the familiarity, easy arrangements and use TV advertising. To target the **Adaptable**, you will further segment this large population using demographics—especially age and income. For the more affluent, focus on the luxury. For the younger market, focus on the activities.

North Americans get their **travel and vacation information** from: Internet, reservation centers, travel agencies, brochures, magazines, newspapers, auto clubs, tourism offices, etc. They then book through various reservation centers, travel agencies and on the Internet.

Key Terms

Adaptable

Adventuresome

Centrics

**Computer Reservation
System (CRS)**

Consummate Shoppers

Demographic

Dependables

Enthusiastic Boomers

Explorers

Extreme

Familiar

**Global Distribution System
(GDS)**

Luxury Seekers

Maslow's Hierarchy

Psychographic

Plog Continuum

Restless Boomers

Ship Buffs

Traditional

Venturers

Study

1. Answer a few of the most frequently asked cruising questions:
 - a. Is cruising affordable and a good vacation value?
 - b. Are all ships and cruises fairly similar?
 - c. How do I book a cruise?
 - d. Do cruise lines welcome families with kids?
 - e. What are meal sittings?
 - f. Isn't motion discomfort a problem?
2. Define/Describe these types of cruises:
 - a. Transatlantic Cruises
 - b. Length of Cruise
 - c. River Cruises
 - d. Special Interest Cruises
3. Describe these popular cruise destinations, including embarkation points and ports of call:
 - a. Eastern Caribbean
 - b. Bermuda
 - c. Alaska
 - d. Mexico

Use the Brochure

To take advantage of the brochures as a sales tool you will go over the information with your client. You will not just hand her a brochure to take home. You will want to emphasize how the product features meet her expectations as you determined during the qualifying process. You will want to be certain each client understands all the terminology, rates, and terms and conditions. In most brochures you will generally find this information:

- Form of Transportation included, if any.
This can be to the destination and, at the destination(s).
- Length of Tour
Various options may be offered.
- Type of Tour
Independent, Hosted, Escorted, or F.I.T.
- Tour Itinerary and possibly a map or two.
- Destination Photographs or Illustrations.
- Tour Features and Options.
- Prices - prices will be based on length of tour, hotels and optional tour features.
- Validity Dates of the offering.
- General Information/Terms and Conditions.
See page 106 again regarding the importance of this information.

Making the Reservation

Once you have determined your client's needs, researched the various tours and recommended the options, you and your client would then select the best choice. You are now ready to book the tour. The booking procedures vary depending on the tour company, your company and the GDS/CRS available but the following job aid will outline the information you need to give and receive when making a reservation.

TOUR RESERVATIONS Job Aid		
Data Needed for Tour Reservations	Your Name and that of your Agency	The Tour Name and IT or Tour Number
	The Departure Date and Number of Days	Hotel and/or Car Options including Category/Class
	Number and Names of Clients, Ages of Children	
Needed from the Tour Operator	Reservation Number (Make Note of Date)	Name of Tour Operator Agent
	Verify Per Person Rate and Total Rate	Verify Deposit Requirements, Amount, Due Date and Form of Payment
	Verify Final Payment Requirements, Commission, Due Date and Form of Payment	Verify Cancellation Policy
Put This Information in Writing for Your Client	Itinerary, including Dates, Features, Bonuses and all Inclusions and Exclusions	Price, Deposit Amount and Due Date, Final Payment and Due Date
	Cancellation Policy, Travel Insurance	Liability Limitations of Travel Agency. The agency is the retailer and is not liable for the problems encountered with a vendor.
	Liability Limitations of Tour Operator as found in approved tour brochure	

Application

1. Your cousin Suzie phones you from Phoenix. She found out you are involved in travel. She is secretary/treasurer of the Astronomers of Phoenix, a group of seventy-five avid star gazers. They would like to view the next lunar eclipse from Lake Tahoe. It takes place a year from now. Help Suzie plan this trip for the Astronomers of Phoenix.

a. What component(s) are you likely to offer. Explain each in detail (not just transportation, but KINDS of transportation and from where to where.)

b. What extra value items will you include specifically for this group?

2. You are scheduled to address a group of bicycle enthusiasts in your area who are also environmentalists. They are interested in going on some sort of exotic bicycle tour. Select a bicycle tour and answer the following:

a. List several features of the tour. _____

b. Describe how these features will benefit or appeal to the group. _____

c. How does this tour fit the definition of ecotourism. _____

d. Sell that to the group. _____
