

English for Tourism

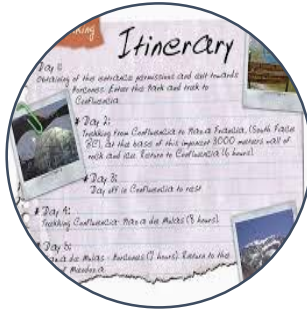
Gartika Pandu B



Learning Material



Package tour



Itinerary



Brochure



Package tour What is it?



Package tour is excursion or holiday which "package" a variety of services together to make a single "combined" trip



Packaged tours include:

- All transfer between airport, stations, and hotels
- Accommodation
- Rental cars
- Entrance fees to attraction/events
- Insurance

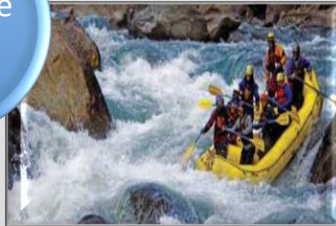


Types of the Tour

Special
interest
tour



Adventure
tour



City/regi
onal tour



Fully-
escorted
tour



Stage of Planning A Tour Package



1 Research destination and market

2 Tour itinerary development

3 Negotiation with tourism vendor/supplier

4 Costing a package tour

5 Market a package tour

Itinerary?

- a. Itinerary is a plan of a journey which includes:
 1. Dates, days, time of the tour
 2. Accommodation (hotel classification, room types, length of stay, etc.)
 3. Places of interest or attractions to visit and short interesting information about them
 4. Supporting Activities (shopping, lunch, break, leisure)
 5. Route of the tour or sightseeing
 6. Additional services: booking airline tickets, reserving train tickets, extra attractions, Entertainment, etc.
- b. The language is consistent, clear, simple and interesting. Consistency refers to the way we write the time, days, dates, and to the usage of words or phrases either verb phrase or noun phrase.
- c. Itineraries can be in the forms of table, list, or narrative.



Study the following example of tour itinerary. Pay close attention to the contents and language, including consistency

a. Bandung Tour Itinerary (an Excursion)

- 07.00. Have breakfast at the Aroma Indonesian Restaurant, Sheraton Hotel
- 08.00. Leave the hotel for Mt. Tangkuban Perahu
Mt. Tangkuban Perahu which is about 1.800 meters above sea level has two big active craters.
- 8.45. Arrive at Mt. Tangkuban Perahu
- 10.30. Visit Sariater
A lot of activities such as swimming in a warm spring water swimming pool, horse-riding, jogging along small path on the hilly area, playing golf, tennis, cycling, can be done here.
- 12.00. Lunch at Sariater Restaurant
- 13.00. Go down to Cihampelas Jean Centre
The biggest jean shops with spectacular exterior designs and complete collections.
- 14.00. Arrive at Cihampelas Jean Centre to do some window-shopping or buying jeans.
- 15.30. Visit Ujo Saung Angklung
This is a place where angklung is made and played. Visitors do not only enjoy the music performance but are also invited to play the instruments
- 16.00. Watch Angklung performance
- 17.00. Go back to Sheraton Hotel

b. Bali Fascinating Tour Itinerary

Tuesday, July 1

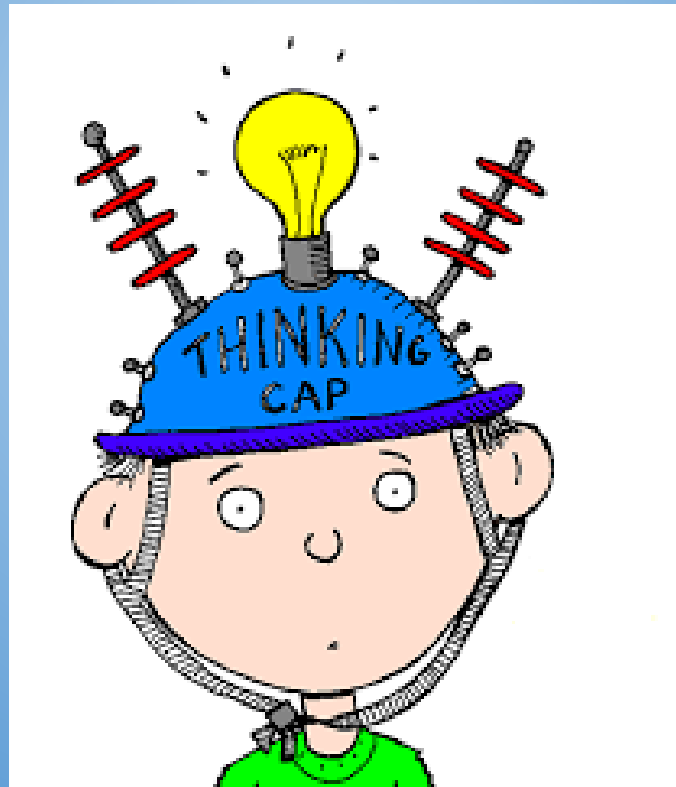
- 10.15. Arriving at Ngurah Rai Airport by GA 878
- 11.15. Leaving the airport for Amanadari Hotel, Ubud.
- 12.30. Check-in
Amandari hotel is sited on an escarpment perched above the Ayung gorge with views of the valley, bush land and spectacular rice fields.
- 12.45. Dining at Amandari Hotel's restaurant.
The restaurant overlooks the swimming pool and the river. It servers Western and local dishes.
- 13.45. Free program to relax before visiting Bali Bird Park.
- 14.45. Departing for Bali Bird Park.
This park has a collection of over 1000 local and foreign birds.
- 17.00. Going back to the hotel
- 17.30. Arriving at the hotel
Having a rest before going to Palliating Village to see the fantastic Keck dance. This dance has been developed since 1930's.
- 18.00. Dinner at the hotel restaurant.
- 19.00. Getting ready to visit Peliatan village.
- 19.30. Arriving at Peliatan Village
- 21.00. Leaving Peliatan Village for the hotel.

How to design
tour itinerary?

BROCHURE



What does a brochure consist of?



Holloway & Plant (1992) lists the information that should be included in a tour operator's brochure.

- Name of tour company responsible for tour;
- Transport mode(s) – carrier name, aircraft type and use of scheduled or charter services;
- Details of destinations, itinerary and travel time;
- Duration of tour – nights and days;
- Description of destinations;
- Type of accommodation and meals;
- Services of ground operators;
- Price;
- Extra charges clearly indicated;
- Details of special arrangements and facilities;
- Full booking conditions including cancellation terms;
- Any optional or compulsory insurance cover;
- Documentation required for travel to the destinations featured; and
- Any health hazards or inoculation recommended.



Things should be considered in making a brochure

- The content should be short and attractive, but still pay attention to the sentence structure
- Highlight the unique selling point of our tour/product
- Use emotive words

<http://englishfortourism.e-monsite.com/pages/categories-of-tourism/adjectives-and-useful-expressions/adjectives-and-useful-expressions.html>



IDR 350.000,- /pax min. 2 pax
Include : car, driver, gasoil, parking,
tour guide, lunch.
Exclude : All of the entrance ticket

5. Dieng Tour

2,5 hours driving from Borobudur,
we can find a wonderful panorama
in Dieng Plateau. Here you are only
get the best view, but also a cold
temperature.

Color lake is one of the destination
that we can visit. A natural lake
where the sulfur mix with the water
has make the lake looks so colorful.
Crater also a spectacular thing to
find here. And the small Arjuna
temple make your tour become
complete.



IDR 350.000,-/pax min. 2 pax
Include : car, driver, gasoil, parking,
tour guide, lunch.
Exclude : All of the entrance ticket

6. Ramayana Ballet

If you want an exotic tour after
lunch, so this program is our
recomendation. Start from
Borobudur at 1 p.m. go to
Prambanan, continue to Ratu Boko
for the sunset, Dinner and continue
with the Ramayana Ballet. The
Javanese Dance with a story
inside. This tour will be finish at 10
p.m. arrive at your hotel at 11 p.m.



IDR 350.000,- / pax min. 2 pax
Include : car, driver, gasoil, parking,
tour guide, dinner.
Exclude : All of the entrance ticket

7. Coffee Tour

Do you like coffee? Do you want to
see the traditional process of making
coffee? This program is an education
tour about coffee in the real coffee
plantation in Menoreh Hill, the hill
near Borobudur. In this tour you can
ask everything about coffee because
our tour guide is a master of coffee in
this area.



IDR 250.000,-/pax
Include : transportation, tour guide,
lunch

For further information please
contact us in the number below :

BOROBUDUR EXOTIC TOUR

Office : Borobudur Bus Station Area
www.borobudurexotictour.com



Borobudur Exotic Tour

Welcome to Borobudur



We have several tour package during your holiday here

1. Sunrise Tour

Start in early morning we are ready to pick you up in your hotel to see the sunrise view of Borobudur. There are 2 choice of the sunrise tour. From inside the temple and from the hill nearby the temple.



IDR 400.000,- in the temple
IDR 150.000,- from the hill
include : transportation, guide, a cup of coffee

2. Cycling Tour

Enjoying the panorama of the nature in around Borobudur Temple is one of the alternative to completely your amazing tour. Bicycle is one of the best transportation to enjoy this tour. In our program we have to stop in the industrial central of the people to see their activity, they are the central of tofu, the central of pottery, the house of brown sugar maker, the batik maker and also visiting 2 beautiful small temple, Mendut and Pawon Temple.



IDR 150.000 / pax
include the bicycle, tour guide, all of ticket, fried banana

3. Selogriyo Tour

One hour driving from Borobudur, a spectacular nature is waiting for us to enjoy this area. With a soft trekking you will see the terrace of the rice plantation and find a small temple on the top.



IDR 500.000,- for one car maximum 5 person.
Include : car, entrance, parking, guide

4. Jogja Tour

Yogyakarta or Jogja is one of the central of Javanese culture. We recommend to take this tour if you are interesting with Javanese Culture. In this tour we will take you to the Sultan Palace, water castle, Merapi, Ullen Sentalu Museum and Prambanan the Hindu Temple.



Thank You
to
everyone
so
much