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REPUBLIQUE ALGERIENNE DEMOCRATIQUE ET POPULAIRE
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المركز الوطني للتعليم المهني عن بعد (م.و.ت.م.ب)

ANGLAIS

SERIE 4

PLAN DU COURS

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I- TOURIST PROMOTION :

Tourism attracts three categories of people healthy and well educated people who live in urban centers and want a change for a period of time, office workers and industrial ones salary is large enough to pay for a holiday and those who travel during the hot season of the year.

Winter tourism has been developed with the increase in facilities for winter sports. Ski resorts attract a large number of winter tourists. People who have to face a very cold northern winter prefer travelling to any-country where they would combine both attractions, the winter sunshine and the ski resorts on the high mountains – Algeria and Morocco are good examples of this combination.

Countries are creating many facilities and encouraging tourism for what it can represent as a source of income.

Publicity and advertising play an important role in the promotion of tourism. Publicity of all what we may read in newspapers and magazines about travel, accommodations, restaurants and all what is related to the tourist industry – there are newspapers and magazine which have professional travel writers who report on the facilities and amenities that are available here and there in the resorts they visit. There are even magazines which are specialized in food. These place a special emphasis on the food that a traveler will find in one place or another.

News events also play an important role in the development of tourism through apparently they seen not to. They provide an indirect publicity for the industry, for example, all what we can read or hear about the Olympic Games gives birth to a desire to see the games. The same news events may play a negative role especially when we hear of à problem which happened in a given resort or hotel.

People in the industry of tourism, who are offered, free trips to tourist destination. Will be able to answer questions from their own

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experience. This is what is qualified by familiarization; this is also a good way to promote this industry.

The emphasis in advertising is given to those regions and cities which attract the most tourists. For example here in Algeria, it is concentrated on Algiers, Oran and Tamanrasset.

The role of print media (newspapers and magazines) and broadcast media (radio and television) is great in the field of tourism, but the role of television is greater because reaches a larger group of people of different social and income groups. TV time in more expensive, this is why it is principally used by transportation companies and government tourist agencies for institutional advertising, showing the name of the company or region without giving specific details about services. Radio does not have the same impact because its audience is limited ; it lacks the beautiful pictures and colors of television. One thing is better with radio; it can reach people while they are driving their automobiles.

Or the print media, newspapers have a greater impact on people ; in fact they represent a completion for what people may see on television on particular tours and particular resorts. A newspaper can provide specific details about accommodations, tours and prices.

Magazine nowadays are specialized in particular fields and carry advertising directed to the group who read the magazines. Art magazine advertise for archeological tours or guided tours to the great museums. Other magazines intended for music lovers advertise for tours that are built around opera performances. Wealthy people with good education prefer reading magazines advertising for tours they have never heard about.

The brochure is another form of advertising. It provides beautiful color photographs and details. They are usually distributed to travel agencies or sent by direct mailing to selected lists of customers who names and addresses are gathered from those who been on previous tours.

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What is stressed now is the destination rather than the services offered on the way. The tourist does not make a difference between one airline and another or the meal service offered by one company or another, what is important now for the public is what they find once they arrive.

To conclude, we can say that the best advertisement a resort can have is what people can report about it, if they are satisfied, they will recommend it for the people they know and if they are not, they will do the opposite.

Exercise 1

Answer the following questions:

1- Why is Algeria a good destination for foreign tourists?
2- What is the role or publicity and advertising in the tourist promotion.
3- In what way is broadcast media more advantageous in tourism than print media?

II- TOUR OPERATORS:

Tour operators are considered as the wholesalers of the tourist industry. They offer their services to the public in order to satisfy them and make them enjoy what they are offered their product is the packaged tours, the inclusive tour (IT) usually on the scheduled airlines, and the charter inclusive tour (CIT) usually on chartered, non scheduled airlines. The least packaged tours can offer is transportation, hotel accommodations and transfer to and from the airport. The price is of course lower than if the tourist tries to make all the arrangements on his own. In addition to what we have mentioned, the tour package may offer meals, entertainment, sightseeing, a rental car and many other extras.

Nowadays, the airlines are among the major tour operators or packagers. Many of them have entered the hotel business so they can

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offer both airplane seats and hotel rooms for their own tours. Shipping companies are also tour operators. Cruises are a form of tour with the ship used as a hotel for the purpose of accommodations.

Tourism increased in Europe during the 1960's with the berth of a number of firms whose chief business was packaging and operating tours. Lowers fares were offered on both scheduled and nonscheduled airlines.

These low prices encouraged a lot of people who had never travelled to try a trip abroad. For this reason, both tourism and operating companies expanded very rapidly.

This rapid expansion brought about many changes in the organization of the firms in the business. Those who wanted to continue business had to have a strong and solid financial base. The others were either absorbed by conglomerates, the huge modern corporations that engage in many different kinds of business or they have close ties with particular charter airlines or hotel chains.

There are others types of tours organized by clubs and organizations. Their purpose is not always travel. They offer special activities or special destinations.

Corporations also offer tours for their employees either as a reward or for improving performance. This type is not open for everybody, but it is accepted and welcomed by airlines and by hotel operators in the resorts which are specialized in this kind or business and with this kind of public.

It is possible to distinguish between two general types of tours, guided ones and "free" or non guided ones the first type offers sightseeing and other activities as part of the tour and is meant for educational purpose and the second type offers only the hotel and some activities included in the hotel itself.

The person who leads guided tours is the tour guide. He speaks many languages. He is faced to the various problems that can occur during a trip. He is travel expert and a psychologist too.

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The most obvious advantage of packaged tours is the price. When airplanes seats and hotel rooms are reserved in blocks by the tour operators, considerable saving are made for the customers. These saving gave birth to a great increase in tourism in the last few years. Many tourists would not be able to travel without the price inducements offered by the packaged tours.

Another advantage is the chance the customer has to make all the necessary arrangements of the trip at once and in one place; individuals who do not travel with groups have many problems while preparing for a trip.

A third advantage is accessibility. Tours make it possible to visit many places which independent travelers would never be able to visit either because they are very difficult to reach or very dangerous. Governments, local airlines and tour operators have made it possible to rich and visit such places.

Exercise 02 :

Answer the following questions:

1- What are the qualities of a tour guide? Why?
2- What are the advantages of packaged tours?

- Do the exercise then refer to the correction at the end of the unit

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CORRECTION

EXERCISE 1

1- Algeria is a good destination for foreigner students because of the various resorts high possesses. The tourists can find almost all what the can dream of the sun, the sea, the mountains and the dessert.

2- Publicity and advertising make resorts and all what is included in the tourist industry familiar and known to the public.

3- Broadcast media is more advantageous than print media in the way that it has a larger audience.

EXERCISE 2

1- A tour guide must be multilingual to speak to people from different origins. He must be a travel expert to inform his customers and must be a psychologist to solve the interpersonal problems that may occur during a trip. He must also be a dedicated person because his job is quite difficult.

2- The advantages of packaged tours are the low prices the offer for their customers, the short time it takes the tourists to make all the arrangements for a trip and the various difficult and dangerous places they can visit with no risks since they organized by tours.

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