



Developing the destination excursion programme to contribute to local economic development and poverty reduction.

Jo Baddeley
Sustainable Destinations Manager
The Thomas Cook Group



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Firstly, we need to understand the possible component parts of putting together and selling an excursion:

Ground Agent	-	Tour Operators don't have a licence to sell their own excursions
Transport	-	What sort of transport is needed? Boat, coach, truck, jeep. How many people fit – we may not have enough to fill a 2 nd mode of transport
Suppliers	-	How many make up the excursion? Can be up to 5 direct suppliers
Guides	-	Who guides it? Agency, tour op, local guide
Reps	-	Who sells it and where? Reps at welcome meeting / transfer
Time	-	Is it a full day, half day? Does it clash with airport days, welcome meetings, reps days off?



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What must a tour operator consider before contracting an excursion?

Market / Audience	-	Are the tour operators customers the correct target market for the excursion?
Product Differentiation	-	Is there anything similar already on the booking form? What is the unique selling point of the product?
Price	-	What is the minimum price we have to charge before making a profit and ensuring a fair commission structure? What is the minimum number of guests required?
H&S / Quality / Risk	-	Do any components pose a risk of accident / illness? Will the information / guide / food etc be of good quality? Are there any animal welfare issues to consider?
Reps	-	Reps must be confident in selling the excursion – it is best that they are invited to experience it as this gives them first hand knowledge. Think about the timing for this. Don't treat them differently to guests.
Value for Money	-	With all the components priced in, will the customer perceive this to be value for money and purchase the excursion? Would you pay that price to go on it?



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Excursion Prices Broken Down:

For an excursion that costs 30€		
20% to agent for handling fee	=	6.00€
5% to reps for commission	=	1.50€
2% retained by tour operator	=	0.60€
Transport costs per head	=	1.50€ (54 pax)
Food / drink costs per head	=	8.20€
Profit	=	12.20€



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What additional issues must a Ground Agent consider before contracting an excursion?

Reservation system	-	Communication means to ensure bookings are received and places not exceeded
Reliability	-	Is the supplier reliable / consistent? What about indirect suppliers (food / drinks)?
Training	-	Do guides have sufficient information to lead the excursion and ensure they keep the customers interested and happy?
Public Liability Insurance	-	Do the suppliers have adequate insurance in the event of a compensation claim? Package Travel Regulations 1992 mean responsibility falls upon the agent / supplier Different suppliers would probably need different levels of cover depending on the 'risk' of the excursion. Personal injury compensation (slips, trips, falls, broken bones, illness) are the most common claims.



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An example of reserves for personal injury claims*

*(www.lawtel.com)

Whiplash	£8,750 - £16,000	Shoulder Dislocation	£8,100 - £12,250
Fractured Arm	£4,250 - £12,250	Fractured Wrist	£2,250 - £ 3,000
Fractured Index Finger	£5,850 - £7,750	Fractured Leg	£5,750 - £9,000
Dislocated Knee	£9,500 - £17,000	Fractured toe	Up to £3,500
Minor Food Poisoning	£600 - £2,500	Serious Food Poisoning	£2,500 - £6,150



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What kind of challenges are there to developing new excursion?

Package Travel Regulations 1992	If the excursion is not 'pre-booked' in the UK as part of the package, then the tour operator is not necessarily held liable. This can therefore put the onus on the ground operator or directly on the supplier.
Quality	Content, Food, Guide / Rep service, Accurate and Interesting Interpretation, Language Barrier, Timing, Comfort
H&S	Hygiene, Fire Safety, Transport Safety, Operating Licences, Insurance, Gas & Electrical Safety, First Aid Provision, Security, Accurate and up to date records
Risk Assessment	Taking all of the above into consideration and assessing the risk to customers. Where do we draw the line?



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How can we overcome H&S issues?

Example:

Cooking locally and eating communally

- Ensure any chopping with sharp knives is done by hosts. Guests can mix things, stir things etc
- If using an open stove ensure that there is an in date fire extinguisher and guests are advised to keep a certain distance
- Ensure that there are hand washing facilities / hand gel available
- Instead of eating from a communal bowl with hands – use individual bowls and serving spoons and sit around with the family

This won't take away from the experience, in fact, most guests will not even realise the issues



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How can we try to get it right from the start?

- Evaluate what is already for sale on the market and ensure your product is complimentary
- Identify gaps in the market – cooking, walking, cycling, music, arts, culture
- Are there local people in resort that can offer these experiences? Will they become reliant on tourism? What will happen if the excursion is not successful?
- Approach the tour operator at the very beginning with the concept of the excursion
- In particular, speak to the resort manager and the person responsible for H&S
- Ask for a copy of the Preferred Codes of Practice for excursion safety – available from members of the Federation of Tour Operators (FTO)
- Each destination is different but all of them will have experienced tour operating or agency staff – use them



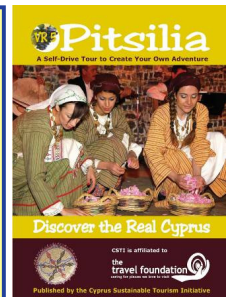
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Examples where it's worked well



Cyprus Self Drive Routes 1 – 5

Discover the 'real Cyprus' and take a drive into beautiful scenery in the heart of the island. Visit vineyards and museums, stroll around traditional villages, enjoy the breathtaking views from mountain tops and sample gorgeous local food. There are 5 different routes available, each offering their own experience of traditional Cyprus, allowing you to experience the ancient customs and wonderful hospitality of places unchanged for generations. Your guide book will give you everything you need to know from local eateries to where to buy specialist crafts, as well as festivals and events. The routes can be completed in a day, or can be broken into sections to suit your needs.



90 local communities and 118 businesses now benefit from tourism



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Examples where it's worked well



Farmers in the Caribbean and the Gambia

Subsistence farmers have been trained in crop rotation, diversification and irrigation. They now generate excess stock that can be sold to local hotels. By working together they can ensure their supply meets the demand. Hoteliers benefit from lower prices, the economy benefits from less leakage, guest benefit from fresh local produce.

In the Gambia the demonstration farm is visited by guests during a day trip therefore benefiting from a commercial opportunity



440 farmers are now earning up to 300% more than previously by supplying the hotel sector.



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Consider opportunities other than excursions

Hotel Entertainment Programmes

Many hotel entertainment programmes would benefit from a revamp, people are looking for more meaningful experiences and these can be gained within the hotel:

- Craft Market / Jewellery stall** Eg: Riu Mambo, Merengue, Bachata, *Dominican Republic*
- Cookery lessons** Eg: Ramada Inn Caravela, *Goa*
- Art exhibitions** Eg: Neptuno Hotel, *Gran Canaria*
Le Meridien Hotel, *Dahab, Egypt*
- Story telling** Eg: Kombo Beach, *The Gambia*



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To summarise:

- *Identify complimentary products to that which are already on offer*
- *Identify successful projects in other destinations – can the concept be replicated?*
- *Consult with tour operators with regards to H&S, Risk Assessment, Quality, Price*
- *Ensure all suppliers involved have adequate insurance cover*
- *Remember, you don't always need to take the customers to the product, it may be able to come to them.*

