Travel Itinerary Project

Principles of Hospitality and Tourism

As a student interested in the Hospitality and Tourism industry, it is important to understand many different components of the industry. One component that is especially important is marketing and planning. In this project you are taking on the role of "travel agent." You will be conducting an interview where you will identify specific traveler needs and a budget. You must then create a travel plan catering to the needs of your customer while staying under the budget provided. You will be giving a FORMAL presentation selling your idea to the customer. The following parts must be completed for this project.

1. You will be broken into groups of two to complete this project.
2. You and your partner are now officially travel agents, you must create a name for your agency.
3. You will conduct an interview and must create the following components to present to your client. Your client is an employee of Boswell and will actually be in class to hear your presentation. I want you to impress them with your knowledge, creativity, and personality…just like an actual travel agent☺

Presentation Board: *(This board will be used during your presentation. You will need to research the information requested and find pictures to draw the interest of your client. BE CREATIVE AND NEAT!! Information needs to fit on one side of the board—the presentation board will be a regular sized poster board.)*

Component 1	***Name of Destination***: Include the name of the destination your client selected.
Component 2	***Picture of the Destination***: Include a picture of the destination.
Component 3	***Destination Information***: Include the following information: population, language spoken, currency, and a summary of why the destination is a GREAT place to travel!
Component 4	***Basic Travel Etiquette***: What does a traveler need to know about etiquette or customs of the culture before they travel? (*Example: In Japan the standard form of greeting is a bow from the waist.*) What documents do you need in order to travel to the destination (if out of the US)?
Component 5	***Selected Attractions with Descriptions***: Include pictures of the attractions you chose for your client which are located near the destination they selected. Also, write a brief description of the attraction…What is it? Where is it located? Cost? Historical Significance?
Component 6	***Selected Restaurants with Descriptions***: Include a picture or logo from the restaurants you selected for your client. Write a brief description of the restaurant. Location? Type of food? Other interesting information/history?

Itemized Receipt: *(Using the form provided, list all components of the trip that you planned as well as the price of each component. This is a sheet that you will hand to your client letting them know how their money is being spent.)*

Brochure with Trip Itinerary: *(You will need to create a brochure that includes all of the following information. This will be the basis for your presentation and what your client will actually use when traveling. Be creative and informative☺)*

Side 1	***Title/Project Information***: Include the following information: Destination name with picture, date of trip, your client's name, travel agency name, your group member's names , Principles of Hospitality and Tourism, and class period.
Side 2	***Destination Name:*** Restate the name of the destination and the travel dates. ***Package Price***: Include the total price of the trip that you planned. Also, explain the budget that you were given. ***Transportation:*** Explain how your client is traveling to and from the destination they selected. (Explain details!) ***Travel Documents:*** Explain needed documents your client must have to be able to travel to their destination. ***Hotel Information:*** List the name and address and telephone # of the hotel/hotels you selected for your client. Also, list the amenities available at the hotel.
Side 3	***Attractions:*** List each attraction that you planned for your client to visit while on their trip. Describe each attraction and include a picture. I am not going to give you a set number of attractions to find for your client, however, you need to consider their wishes while staying within their budget. At least, you need to plan one trip to an attraction per day of the trip.
Side 4	***Restaurants***: Plan at least three meals for your client while they are visiting their chosen destination. Include the name and description of the restaurants on this part of the brochure. Include a picture of each as well.
Side 5	***Itinerary***: Create an itinerary, by day, for your client. You need to have times of departure and arrival when traveling, and the check-in/check-out time of the hotel. All other times need to be excluded to allow for flexibility. Tell your client what day they will be visiting specific attractions and what hotels they are to stay in on that day. *(If you are planning a trip for a person staying in one location, you don't have to list the hotel everyday.)*
Side 6	***Itinerary***