



**INFORMATION
SHEET 1**

**LO1- Research general information on Ethiopian tourism
heritages**

1.1. Identify a range of current and accurate information sources appropriate to the information to be sourced.

There are endless sources of information that can be collected, analyzed and used by a travel and tourism organization for the benefit of the organization itself or to assist customers with potential travel plans.

This section will explore:

- The sources of information
- Identify types of product and services information.

Sources of information

Internal business sources

- Databases
- Reservation systems - either manual or computerized.

Travel suppliers

- Airlines
- Cruise operators
- Railway operators
- Bus lines
- Car rental businesses
- Limousine hire
- Taxis.



Suppliers and providers of support and ancillary services

- Travel insurance providers
- Finance providers
- Currency exchange
- Conference and similar venues
- Interpreters

Accommodation

- Hotels and motels
- Guest houses
- Bed and breakfasts
- Caravan parks and camping grounds
- Resorts
- Time share properties
- Apartments, villas and cottages
- Conference and exhibition centers.

Attractions and Theme Parks

- Museums and galleries
- National parks, wildlife parks and gardens
- Theme parks
- Heritage sites and centers
- Sport and activity centers
- Aquarium and zoos.

Tour Operators

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A tour operator typically organizes sightseeing tours and accommodation in a particular destination or region. They act as a middle person between the Wholesaler and the Principal or Supplier of the product.

Inbound Tour Wholesaler

An Inbound Tour Wholesaler packages products to form a trip for an overseas market travelling to a specific country.

Outbound Tour Wholesaler

An Outbound Tour Wholesaler negotiates product from International Suppliers for clients in a specific travelling to an international destination. They approach airlines, hotel, local tour operators, cruise companies, car rental companies and rail companies to obtain wholesale rates which are then on-sold to the public via the Retail Travel Agents.

Retail Travel Agents

A Retail Travel agent is the go-between between the client and the Wholesaler. It is the Retail agent who obtains all the relevant details from a client to enable them to make a booking through a Wholesaler. All this information is then finalized and paid for to the Wholesaler. Both the Retail agent and the Wholesaler make commission from the booking.

Local, regional and national information services

These information services exist to assist the public and Travel agents in obtaining information on a particular region from the experts. This can be at a local, regional or national level. These bureaus can be independent bodies or come under the support and direction of the respective Ministries of Tourism, which will be identified later.

These bureaus take calls from Travel agents as well as the public to help in promoting their region. They have wholesale divisions and all staff are experts in their area.

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All these locally based Tourist bureaus usually have good websites with plenty of information and products to extend one's knowledge.

At a regional level there may be Information Centers, which provide a local booking service for accommodation in the area. They also provide pamphlets on local attractions which inform visitors of points of interest in the area.

Ministries of Tourism

Almost all countries within the ASEAN region have dedicated government ministry specifically focused on the tourism industry. Their role is to regulate and manage the industry.

A Ministry of Tourism is normally responsible for the formulation of national policies and programmers and for the co-ordination of activities of various governments and the private Sector for the development and promotion of tourism in the country.

The Ministry may co-ordinate special initiatives including:

- Selecting and managing heritage sites
- Dedication and allocation of government funding to tourism initiatives
- Providing information on news laws and regulations
- Establishing service excellence awards
- Publishing and managing tenders for tourism projects

Tourism Boards

- Coordinate the efforts of hotels, airlines and travel agents to develop the tourism industry of the country
- Initiate new marketing ideas to promote image aboard
- Provide travel agent licensing and tourist guide training
- Promote the development of infrastructure and tourist attractions

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- Organize events to attract visitors.

Industry Authorities

Authorities are established, either by a government or working closely with government to provide services relating to the tourism industry.

One such example is the ‘Tourism Authority of Thailand’ - <http://www.tourismthailand.org/about-thailand/>

It is the official travel information website for tourists visiting Thailand and contains all information to ensure visitors have all the necessary information to help them plan and enjoy their travel experience.

Industry Associations

Industry associations are bodies that all businesses can elect to join that serve specific and over-arching industry sectors. These bodies provide businesses with a variety of services which can include:

- Representing the industry – this means they act as an industry spokesperson to unions, the media and government
- Legal advice – about industrial relations issues, Occupational safety and health
- Training – to management and operational staff
- Industry standards and benchmarks – which member bodies can elect to implement as their standard practice
- Cost savings – by virtue of establishing for their members a range of discount rates for products and services from industry suppliers.

Literature

This can include:

- Reference books

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- General media
- Trade publications
- Brochures
- Marketing materials

1.2. Access a range of information sources and assess for relevance and applicability.

Destination information

Destination information is vital for any travel or tourism organization. This can include destinations in your country, region or worldwide.

- General destination information
- Statistical information
- Currency
- Maps
- Travel guides
- Events
- Languages
- Safety
- Government information
- Time zones
- Communications.

Local community information

- Local attractions
- Shopping and retail areas
- Events and festivals

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- Eateries
- Supermarkets
- Local transport
- Activities
- Places of worship

Tours

- Company name, name of tour and duration
- Departure date, time and location address
- Types of tours
- Costs of tours
- End date, time and location address
- Type of accommodation e.g. single, twin-share
- Tour company specific baggage labels
- Hotel list – names, address and telephone numbers for hotels used on tour
- Tour information booklet
- Included services – arrival and departure transfers.

Attractions

Probably the most important single feature is that a destination must have an attraction. Attractions can range from a notable historic site, to a scenic location, or a place where some special event is taking place.

Attractions have value in themselves, but they are also evaluated by the traveler from several viewpoints. One aspect of importance is the positive ‘distance-pull’ of an attraction. In simple terms, this means that an attraction must have enough appeal to make it worthwhile for the traveler to make the journey.

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Each attraction has a different ‘distance-pull’ and each individual traveler has his or her own set of values that influences how they evaluate the distance-pull of the attractions. Every country can claim to have some attractions that might be of interest to a customer. It is important to remember that tourist attractions can be:

- Natural
- Man-made.

History

Many people are interested in history, and therefore information on the history of a destination can be important to customers. History adds color and life to a destination. Knowing what has happened in the past will give an insight into the destination as it is today.

Geographical features

Geographical features include:

- Mountain ranges
- Lakes
- Rivers
- Caves
- Waterfalls
- Rock formations
- Beaches
- National parks.

Your customers may want information on the geography of a destination because it contributes to the reason why they want to travel to this destination.

Local customs and culture

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Every destination will have customs that are specific to that place and that particular culture. These will most likely be of interest to your customers. Each destination is unique and may have language and customs which are quite different from your own.

Although this may be the major reason for the country's attraction, it is also important that these differences are respected.

Climate

It is important that you understand the weather conditions and patterns of the destination.

Your customer will need to know what the weather is like so that they know what they need to take with them and whether they will cope in these climatic conditions

Accommodation

As previously mentioned there are a wide range of accommodation options, ranging from five-star hotels to budget accommodation.

Information that needs to be sought in relation to accommodation includes, but is not limited to:

- Room types
- Tariffs
- Products and services
- Room facilities
- Location and distance to attractions
- Packages
- Blocked dates
- Seasons and times
- Minimum purchase
- Booking and stay requirements



- Property name and address
- Room type and category
- Number of nights
- Check-in and check-out dates
- Check-in and check-out times
- Day use or late check-out if applicable
- Inclusions e.g. full buffet breakfast, arrival drinks, fruit basket
- Extra charges payable direct e.g. rollaway bed
- Special requests e.g. cot, double bed
- Special promotions e.g. hotel meal credit per room per stay.

Amenities and services

Amenities and services refer to the provision of basic services for travelers including:

- Toilet blocks
- Water
- Electricity
- Food and beverage including restaurants, cafes, bistros
- Medical services
- Banks and post offices
- General safety facilities including fire, police emergency services
- Entertainment, sports and shopping.

Airlines

- Airline or combination of airlines
- Airport codes
- Airline codes
- City codes

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- Flight numbers
- Schedules / timetables
- Destinations
- Routing
- Origin and destination
- Code share flights
- Normal fares
- Discounted fares, including infants, children, students, pensioners and groups
- Fares for unaccompanied children
- Promotional fares and packages
- Taxes, including domestic head tax, noise tax, Goods and Services Tax (GST) and other relevant taxes and government charges applicable to the host country, including regional requirements, where applicable
- General air travel rules and restrictions of the host country, including regional requirements, where applicable
- Class of travel
- Stopovers
- Mileage restrictions allowed
- Minimum and maximum stays
- Ticketing time limit
- Payment conditions.

Car hire

- Company, category, type
- Pick-up and drop-off depots, the depot addresses and opening/closing times
- Pick-up and drop-off dates and times
- Inclusions and exclusions e.g. unlimited kilometers, insurance and taxes

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- Special requests e.g. baby seat, ski rack, GPS
- Notes e.g. a valid international driver's license is required

Cruises

- Name of the ship and voyage number
- Embarkation date, time and port address
- Disembarkation date, time and port address
- Grade/category and cabin type and number
- Passenger dining preference
- Pre-booked special requirements e.g. gluten free diet, wheelchair.

Transfers

- Name of company providing the transfer
- Local address and local telephone contact number of company providing the transfer
- Type of transfer e.g. private car, seat in coach, airport shuttle
- Pick-up date, time and location including address or terminal number
- Drop-off date, location e.g. Park Royal Hotel, Singapore
- Special instructions in relation to transfer.

Rail

- Name of Pass
- Duration and type of pass e.g. 3 Day Adult or 4 Day Flexi
- Validity dates

1.3. Obtain information within designated timelines.

Whilst it is impractical to communicate all information on a daily basis, thought must be given as to when it is essential for staff to obtain necessary information. Naturally the urgency and importance of the information will dictate how quickly it will be communicated to staff. For

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example if new visa or travel advisories or restrictions are introduced, this information will need to be communicated immediately to all staff and also clients who have either booked or are considering travel to affected locations.

When deciding on the timelines to source and present information considerations that must be identified include:

- Resources required to source and present information
- When to conduct research and collect information
- When to analyses and review the information
- Who needs the information
- What is the best way to pass on information on to otherstakeholders at one time
- Informs stakeholders of the key aspects of theinformation
- Provide advice how this information can be used to thebenefit of the organization and potential or existingcustomers

Timelines for the collection, management and communication of information may be:

- Immediately - taking into account all tasks prioritized as urgent
- As soon as possible
- Within a designated timeframe, which specifies a number of hours, days, weeks or months, including tasks to be completed before the set deadline.

Regular cyclical events in accordance with designated enterprise policies which, for example, may include:

- The need to review supplier wholesale prices every month
- The need to update customer data every three months
- The need to gather destination, supplier and carrier information for new or revised packages every season.

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SELF-CHECK 1

Activity Test

Name: _____

Date: _____

Choose the best answer from the following alternatives

1. Why is it important for a tourism organization to collect and use information?

- A. To demonstrate professionalism.
- B. To answer routine questions.
- C. Providing information to customers.
- D. Provide specific product advice.
- E. All of the above.

2. What are examples of text-based information?

- A. Brochures, flyers and pamphlets.
- B. Industry publications, advices and notices.
- C. Travel literature.
- D. Travel guides.
- E. All of the above.

3. What are examples of image-based materials?

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- A. Photographs.
- B. Videos.
- C. Posters.
- D. Atlases and maps.
- E. All of the above.

4. What are examples of 'destination information' you may gather?

- A. General Destination information.
- B. Statistical information.
- C. Currency.
- D. Maps.
- E. All of the above.

5. What are the three formats of presentations that can be made?

- A. Verbal presentation.
- B. Hard-copy presentation.
- C. Electronic presentation.
- D. All of the above.

Note: Satisfactory rating -10 points Unsatisfactory – below 10 points.

You can ask your teacher for the copy of answer keys.



**INFORMATION
SHEET 2**

LO2- Share general information on Ethiopian tourism heritages with customers.

2.1. Review information and select content to suit the specific need.

Once you have identified types of information you wish to gather from different sources, it is now time to contact them and request information to be sent to your organization. In most cases, especially those relating to tourism businesses, they will be more than happy to provide information about their businesses as it will hopefully lead to greater awareness and sales of their products.

Whilst it may seem like a simple activity, there are a number of objectives that must be achieved when touching base with sources when arranging to receive information. Where possible, try to make the formats selected the most 'user friendly' and cost effective for both the supplying organization and yourself. That said, two of the most commonly requested formats of information is through the use of brochures or electronic files.

There are a number of objectives associated with contacting organizations when seeking information. These include:

- Making contact with organizations
- Introducing your business to the organization
- Identify the purpose of the information being sought
- Gain an introductory understanding of the information being sought
- Understand any background or supplementary information that may be useful
- Request information.

Naturally there will be a number of suitable ways in which to make contact with organizations

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When seeking information. Given that most organizations may not be in your immediate geographical location, personal face to face contact is not possible. Methods of contacting businesses include:

- Telephoning targeted organizations
- Making face-to-face requests of staff that visit their office
- Making e-mail requests
- Registering to receive information, newsletters and up-dates.
- Paying to receive material
- Asking organizations to forward information.

When seeing information from within the country, often the process will be easier. Information may be sought from:

- Head Office
- Other businesses within the chain
- Management
- Colleagues
- Customers.

Quite simply requesting information may include:

- Asking internal colleagues to provide existing information through:
 - Statistical and written reports
 - Surveys
 - Checklists & Flowcharts
 - Meetings
 - Discussions
 - Emails
 - Training sessions
- Requesting colleagues to manipulate existing data in order to generate new data
- Collecting information from a centralized 'share' drive

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- Looking at the company 'intranet' site.

Understanding customers and their preferences is a very important aspect of a business. Therefore being able to collect information is very important to understand what your business is doing well to meet their needs and to identify where improvements can be made. There are a number of formal and non-formal feedback methods can be used.

- Asking customers for feedback:
- Verbal or written
- Individual or focus groups
- Structured or unstructured formats.

2.2.Draft text if required, including all appropriate information.

When a draft version of an information report has been prepared, it is now time to submit it for feedback and comment. It is important that any relevant stakeholders have the opportunity to provide feedback, suggestions or general comments. The reason certain stakeholders have been selected to receive a draft version of an information report is because they have something important to contribute. Therefore it is essential that each selected person has the right and given appropriate time to contribute. In fact, there feedback should be welcomed.

Present draft material for stakeholder feedback

Activities associated with presenting material for stakeholder feedback may include:

- Distributing drafts in accordance with identified internal end-user need
 - Recording details of draft distribution
 - Identifying timelines and procedures for feedback
 - Ensuring the draft is identified as a draft copy
 - Protecting the confidentiality of materials
- Obtaining confirmation that drafts have been received his step asks you to prepare a written draft 'script' for the presentation, setting out what you will cover, what you will say, how you will say it, what you will use during the presentation, and where the various activities and presentation strategies will fit

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in. Preparing a script is vital because it will help ensure you cover all the points that need addressing. Without a script to guide you, you run the very real risk of forgetting one or more very important points.

To prepare the written draft, it will be necessary to go back and look at the structure you developed for your presentation and remain focused on the identified objectives.

2.3. Present information according to organization guidelines and in a format appropriate to the circumstances.

Once you have identified types of information you wish to gather from different sources, it is now time to contact them and request information to be sent to your organisation.

In most cases, especially those relating to tourism businesses, they will be more than happy to provide information about their businesses as it will hopefully lead to greater awareness and sales of their products. Whilst it may seem like a simple activity, there are a number of objectives that must be achieved when touching base with sources when arranging to receive information. Where possible, try to make the formats selected the most 'user friendly' and cost effective for both the supplying organisation and yourself. That said, two of the most commonly requested formats of information is through the use of brochures or electronic files.

Objectives when contacting organizations for information

There are a number of objectives associated with contacting organizations when seeking information. These include:

- Making contact with organizations
- Introducing your business to the organisation
- Identify the purpose of the information being sought
- Gain an introductory understanding of the information
- being sought
- Understand any background or supplementary information
- that may be useful
- Request information.

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Arrange to receive external information

Naturally there will be a number of suitable ways in which to make contact with organizations when seeking information. Given that most organizations may not be in your immediate geographical location, personal face to face contact is not possible. Methods of contacting businesses include:

- Telephoning targeted organizations
- Making face-to-face requests of staff that visit their office
- Making e-mail requests
- Registering to receive information, newsletters and up-dates.
- Paying to receive material
- Asking organizations to forward information.
- Arrange to receive internal information

When seeing information from within the country, often the process will be easier. Information may be sought from:

- Head Office
- Other businesses within the chain
- Management
- Colleagues
- Customers.

Quite simply requesting information may include:

- Asking internal colleagues to provide existing information through:
 - Statistical and written reports
 - Surveys
 - Checklists & Flowcharts
 - Meetings
 - Discussions
 - Emails

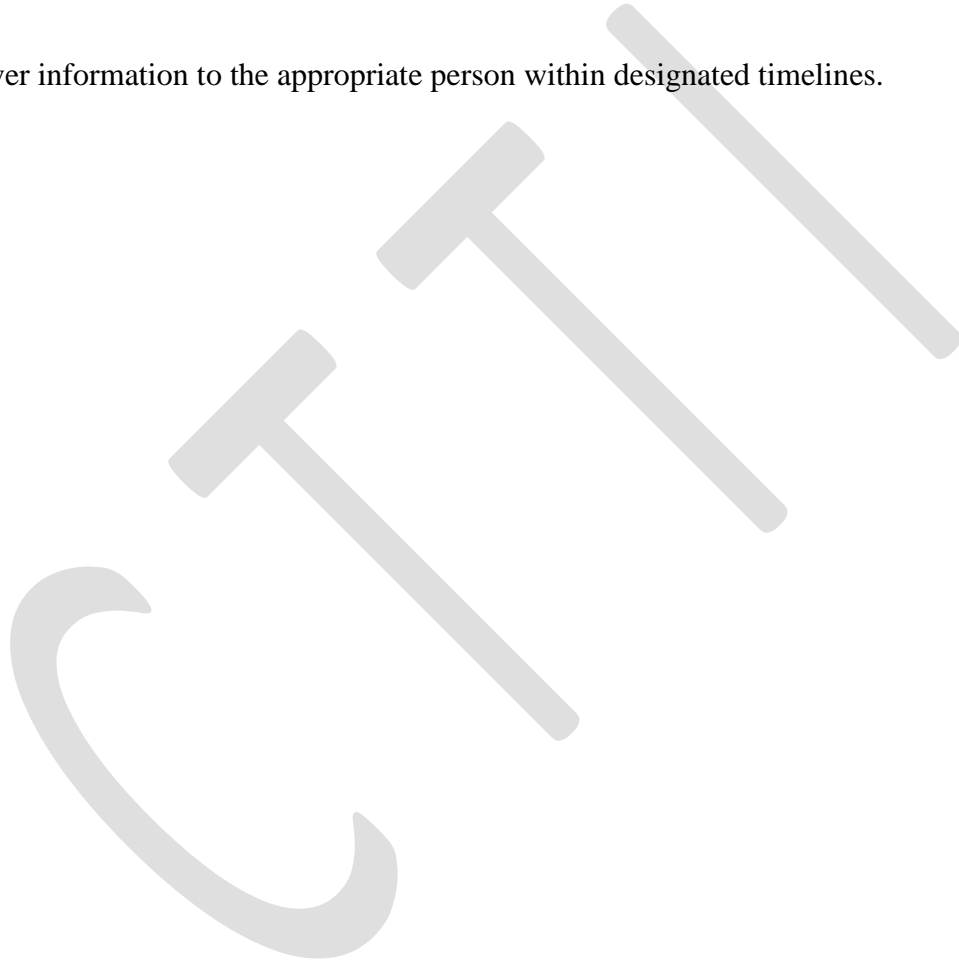


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- Training sessions
- Requesting colleagues to manipulate existing data in order to generate new data
- Collecting information from a centralized 'share' drive
- Looking at the company 'intranet' site.

2.4. Deliver information to the appropriate person within designated timelines.



SELF-CHECK 2	Activity Test
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Name: _____

Date: _____

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Choose the best answer from the following alternatives

1. What are considerations when identifying timelines for passing on information to others?

- A. Resources required to source and present information.
- B. When to conduct research and collect information.
- C. When to analyses and review the information.
- D. Who needs the information?
- E. What is the best way to pass on information on to other stakeholders at one time?
- F. All of the above.

2. What are considerations when establishing a budget to research and source information?

- A. Time allocation to undertake research
- B. Staff to undertake research or assist in the analysis, preparation and
- C. Funds to enable the undertaking of primary market research
- D. Materials, registrations, subscriptions and other activities necessary to register to receive
- or to purchase identified information.
- E. All of the above.

3. What are examples of information you can gather from personal observations?

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- A. Personal notes.
- B. Report and findings.
- C. Log books.
- D. Records of interviews.
- E. Notes of first-hand meetings.
- F. All of the above.

4. How can you gather information from customers?

- A. Customer comment cards.
- B. Interviews and follow up calls.
- C. General discussion.
- D. Observations.
- E. All of the above.

Note: Satisfactory rating -8 points Unsatisfactory – below 8 points.

You can ask your teacher for the copy of answer keys.

LAP TEST	DEMONSTRATION
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True or False Items.

Say true if the sentence is valid and false if the sentence is invalid.

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1. One of the methods used to search identified sources for visitor information is subscribing to publications.
2. Filing documents in a logical order could help to identify information after the visitor have collected it.
3. Computerized system can be used for storing information you have collected.
4. Global Distribution System is one of the best sources of online visitor information.
5. Meeting the key company personnel is one of the strategy which could be used to visiting identified sources of visitor information.