

Introductory Steps to the exciting world of the Tour Operator



Share your city, province and country with visitors; introduce them to new attractions, activities and experiences; offer them insight into new cultures and broaden their horizons.



Introductory Course for Tour Operators

Being a tour operator is a rewarding profession that will challenge your organisational ability, your destination knowledge, your penchant for marketing and your attention to detail.

The Southern Africa Tourism Services Association (SATSA), Southern Africa's leading body of inbound tourism operators, counts some of the region's top tour operators among its members, as well as companies that provide the elements of a tour (transport, accommodation, attractions, adventure options and more).

In the interests of educating future tour operators to a professional standard, SATSA has for many years run an **Introductory Course for Tour Operators**. Over time, the course has been refined to offer a solid grounding in the fundamental skills required to design, develop, market and operate travel packages and tours to a discriminating travel public.

The 5-day course is open to anyone with an interest in tour operation. It is relevant to:

- Those who wish to work with large tour operators supplying tours through travel agents, as well as those already employed in the field.
- SMMEs and those who seek sustainable, self-employment.

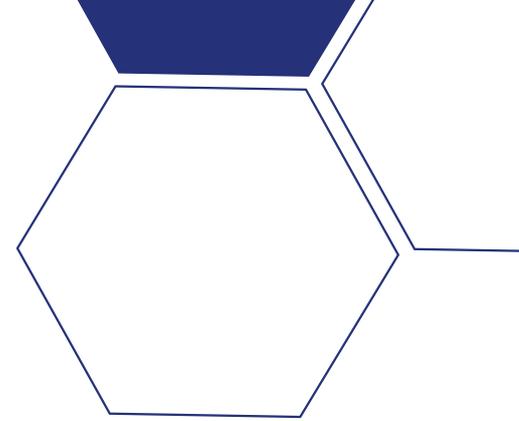
The course facilitator, Lin Smith, has over 20 years of experience in the tourism environment. Her knowledge and passion have been highly commended by past participants.

On completion of the course, all candidates receive a SATSA certificate.

Details

- Duration:** Five (5) days
- Cost:** R4 990,00 per person, excluding VAT.
Includes light lunch and refreshments daily.
- Venue:** SATSA National Office
3rd Floor, Petrob House
343 Surrey Ave, Ferndale, Randburg
- Information:** Lin Smith
Tel: 011 886 9996
E-mail: lins@satsa.co.za

Contact us for training in other provinces.



Course Overview

The course covers a wide scope of subjects relevant to tour operating, including amongst others:

The tourist industry landscape

- Stakeholders in tourism
- Classifying tourists
- Requirements in becoming a tour operator

Tour components

- Accommodation
- Attractions
- Restaurants
- Activities
- Itineraries
- Destinations
- Tourist guides
- Transport

Finances

- Costing out a tour
- Commissions

Company requirements

- Registration
- Insurance

Marketing

- How to source clients
- The media
- Industry networking



Endorsements

"In my life I have attended a lot of courses and seminars, but never have I been to a course that I enjoyed and appreciated as much as your SATSA course. The course material was both informative and vital to any potential tour operator, but nothing comes close to the world of knowledge and experience that you shared with us during the course."

John Gerber, Chartered Accountant and Owner, African Explore

"I would like to thank SATSA for providing such a wonderful course to its members, and for delivering it so well."

Stanley Mufamadi, Vuwa Transport Services

"It was a great course, one of the best I have ever attended here and abroad."

Cobus McCabe, Engineer

"I had little or no knowledge about how to get into tourism but boy-oh-boy when I left SATSA offices I was so determined to get into tourism. The advice was on point."

Cornelius Lloyd

