

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Unit Title	11 The guided tour	Unit Code	G730	Session		Year	2	0	0	9
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Centre Name	Centre Number
Candidate Name	Candidate Number

Evidence: You need to investigate the range of guided tours available and devise and deliver a guided tour.

Criteria		Teacher Comment	Page No.
<p><b>AO1.1:</b> You demonstrate some knowledge and understanding when you provide a brief account of the range of guided tours available that uses only one or two examples to illustrate the four main types of guided tour; you provide an outline of your guided tour that covers only the main points and may be unrealistic and not identify potential problems or ways of solving these; either or both of these have some omissions;</p> <p>[0 1 2 3 4]</p>	<p><b>AO1.2:</b> you provide an account of the range of guided tours available that considers variations within the types of guided tour and uses a number of relevant examples, demonstrating knowledge and understanding; you provide a plan of the guided tour that covers the main points necessary to run it to planned timings, with procedures/actions to be followed should problems arise; both your account and your plan show some evidence of your knowledge, skills and understanding;</p> <p>[5 6 7]</p>	<p>A comprehensive account given of different guided tours. £ sub-divisions identified. A detailed comprehensive plan given for guided tour with £ good risk assessment &amp; contingency plan.</p>	<p>2-15 31-36 55-56 73-76 81-82, 83</p>
<p><b>AO2.1:</b> You apply knowledge and understanding in the evidence of your delivery of a short guided tour; however the tour lacks detail and has some omissions; its purpose is not clear and it is not of the most appropriate type; you have made little attempt to produce appropriate supporting participants' documents; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;</p> <p>[0 1 2 3 4]</p>	<p><b>AO2.2:</b> you apply knowledge and understanding when producing guided tour which is detailed but has minor omissions; its purpose is clearly explained, the type of tour chosen is appropriate and there is appropriate evidence of handouts/support material for participants; you present materials suitably, with appropriate use of some terminology, and your understanding is conveyed through use of appropriate language;</p> <p>[5 6 7 8]</p>	<p>A well delivered &amp; structured guided tour. Purpose is clearly identified. Support materials supplied with feedback and in depth speech.</p>	<p>20-27 29-30 37-47 49-54 57-58 72, 77, 78 78-80 80-85</p>
	<p><b>AO1.3:</b> you provide a comprehensive account of the range of guided tours available that investigates sub-divisions of the main types of guided tour, with sufficient appropriate examples, showing full knowledge and understanding; you provide a comprehensive plan of the guided tour that can be used to run it successfully, with details of any procedures to be followed or actions should problems arise; both your account and your plan demonstrate thorough knowledge, skills and understanding;</p> <p>[8 9 10]</p>	<p>Mark 10</p>	
	<p><b>AO2.3:</b> you provide evidence of your delivery of a well-structured guided tour which is well-delivered, detailed and contains no omissions; its purpose is clearly explained, it is of the most appropriate type and there is extensive evidence of good-quality, appropriate and informative support materials provided for participants which show full application of knowledge and understanding; you present your work logically, showing use of appropriate terminology, and your meaning is clear and accurately conveyed;</p> <p>[9 10 11 12]</p>	<p>Mark 11</p>	

Criteria			Teacher Comment	Page No.
<p><b>AO3.1:</b> You provide some research from limited sources when investigating the range of guided tours available and/or when researching your own guided tour; you compare the different types of guided tour available, briefly using few examples, covering only the main types and identifying only one or two advantages and disadvantages for each; your research is not always relevant and you do not always use the findings of your research effectively.</p> <p>[0 1 2 3 4 5]</p>	<p><b>AO3.2:</b> You provide research from a variety of sources when investigating the range of guided tours available and/or when researching your own guided tour; you analyse, compare and contrast the different types of guided tour, considering variations within them and using a number of examples, and you identify a range of advantages and disadvantages for each; your research is mostly relevant and you use most of the findings of your research to inform both your analysis of the different types of guided tour and/or your own guided tour.</p> <p>[6 7 8 9]</p>	<p><b>AO3.3:</b> you provide independent and comprehensive research, using a broad range of sources, when investigating the range of guided tours available and when researching your own guided tour; you provide a comprehensive analysis, comparing and contrasting critically the relative merits and deficiencies of different types of guided tour and sub-divisions within them, using a range of relevant examples; your research is relevant and you use the findings of your research to inform both your analysis of the different types of guided tour and your own guided tour.</p> <p>[10 11 12 13]</p>	<p>Independent &amp; comprehensive research conducted. A wide variety of guided tours considered. Good analysis conducted, especially of own guided tour.</p> <p>59-65 66 68-71 86-88 97-100</p>	
<p><b>AO4.1:</b> You evaluate your guided tour briefly, using only one or two methods, which may be inappropriately applied, and you attempt to make recommendations for improvement, some of which may be unrealistic;</p> <p>[0 1 2 3 4 5]</p>	<p><b>AO4.2:</b> you evaluate your guided tour, drawing supported conclusions and using at least two appropriate methods, and you make reasoned judgments and use these to make limited but realistic recommendations for improvement;</p> <p>[6 7 8 9 10]</p>	<p><b>AO4.3:</b> You provide a critical and comprehensive evaluation of your guided tour, which uses more than two appropriate methods to substantiate your findings, and you make well-reasoned judgments and use these to make valid and substantiated recommendations for improvement.</p>	<p>excellent evaluations which are all critical &amp; comprehensive. A wide number of sources used. Excellent valid recommendations used.</p> <p>90-91 92-96 101-118</p>	
<p>Total/50</p>			<p>15</p>	
<p>if this work is a re-sit, please tick</p>			<p>48</p>	
<p>Session and Year of previous submission</p>			<p>2 0 0</p>	
<p>Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (<a href="http://www.ocr.org.uk">www.ocr.org.uk</a>). A completed Centre Authentication form CCS160 must accompany the MS1 when it is sent to the moderator.</p>				

Please tick to indicate this work has been standardised internally

### Guidance on Completion of this Form

- One sheet should be used for each candidate.
- Please ensure that the appropriate boxes at the top of the form are completed.
- Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

# Travel and Tourism

## Unit 11

# The Guided

# Tour

Candidate No: 2183  
Centre No: 71319

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# Task

1

## Introduction

In unit 11 as part of our assignment we have to look at different types of tours, explain what they are and all the different types of tours which you can get. As part of our assignment we will have to conduct our own guided tour, we will focus on one specific area and do research on this area finding out as much history and information on that area as possible. We will have to research all different types of tours and do research on them to gain a fuller understanding of guided tours in general.

There are many different types of tours and they all take different forms. The different types of tours which can be conducted are given below:

- **Walking tour with a person-** this is when someone will guide you around the certain area on your tour and will point out all the attractions.
- **Written tour using a book-** this when you will get a book and all the information which you need to know about your tour will be in that book and there will be a map to guide you where to go.
- **Written tour using a leaflet-** this is a tour with a leaflet and you usually will have a tour guide with these tours and the leaflet will give you in depth information about certain attractions on your tour.
- **Written tour using a map-** this is when you get a map and you will be expected to follow this map to get you around the tour, there will be a set route to follow.
- **An audio tour on site-** an audio tour is something you listen to and it will give you a lot of detail. Each downloaded audio tour comes with multiple mp3 files and a map for each city or tourist destination. Maps are numbered with stopping points that correspond to each audio track.
- **An audio tour of more than one site-** this is a tour you will listen to. You will be given a set of head phones. This will be based in more than one place.
- **A virtual tour-** you will see a virtual tour on the internet. It is a tour on the Internet, for example a virtual tour of the zoo. You can see in detail one actual place and can move around the location.

✓  
AOL

✓  
AOL

As you can see there are many different tours which you can go and you get many different forms; an audio tour, virtual tour or a tour with a guide. A guided tour is good because you get to see a lot of different areas and you will find a lot out from them. All tours will not have a tour guide to show you all the attractions many tours will be you using a map and going on your own. The disadvantage of this would be the fact that you don't get someone explaining every thing to you.

✓  
Ac 1

There are two purposes of a guided tour and they are explicit and implicit. Explicit is giving information about an attraction and in general sightseeing and implicit is to encourage the tourist's interests, share aims and objectives and raise tourist awareness of culture and ethical issues.

✓  
Ac 1

All guided tours are different because many of them use different ways to show the information about each attraction, for example a tour with a book uses a book but a tour with a tour guide will be the one which explains the information about the attractions. All tours have their advantages and disadvantages a tour with a person is good because they know all about the tour and they know key attractions inside out and they can take large groups. But the only thing is you must follow your tour guide and when he wants to move onto the next attraction you must go with him and they only run these tours at certain times. A tour with a book has everything you need to know in the book and the same with a leaflet and you can take this book home and always have it. However some people might prefer someone to explain it to them and show them exactly what it is like. An audio is good because you can listen to the information in great detail. However you might miss some of the information and if there was technical hitch you might not get to hear it. Virtual tours are also good because before you go to a place you can see it and you can see if you like it. However this might be a bad idea because they could put many people of going.

✓  
Ac 1

Every tour can differ hugely when it comes to quality, length, professionalism and value for money. Throughout this assignment we will analysis which of these qualities is most important.

✓  
Ac 1

In-depth understanding of  
guided tours.

Type of tour	Example selected	Purpose: Topic/theme	Target market	Time (s)	Price (s)
Written tour using a map	Animal Kingdom	This tour will give people the chance to tour around Animal Kingdom by themselves	Families	9am-5pm	1 day tickets \$84.88
Walking tour with a person	London walking tours	The tour will give people the chance to see around south London and it will help increase their knowledge of the area	All ages	1.00pm Monday-Friday bookings only Saturday and Sunday one to one personal tours	£12.50 per person
Written tour using a leaflet	A guide to the plants at Harewood	The purpose of this tour is to help you locate key plants in the gardens	People who are interested in plants	The time the tour takes will depend on how much you want to see it does not give an exact time.	Free garden tours every Thursday
Audio tour on site	The Beatles story experience	The purpose of the tour is that so many people can see how successful the Beatles really were and it helps to illustrate the career of the Beatles	Younger generation	Adult-£12.50 Concession-£8.50 Child-£6.50 Under 5years-free Family saver 1-£37.00 (2 adults and 3 children) Family saver 2-£32.00 (2 adults and 2 children) Family saver 3-£26.00 (1 adult and 3 children) Family saver 4-£21.00 (1 adult and 2 children)	Excellent group rates available for parties of 10 or more

✓ AS

Virtual tour	Belfast Zoo virtual tours	The purpose of this is tour is so that people can view the 360° tours which allow you to view and explore the different parts of Belfast Zoo	All generations but mostly families and teenagers	one minute each	Free
Written tour using a book	City of Lisburn	This tour will give tourists the chance to tour around the city of Lisburn and all they need to know will be in the book which they have	All ages	As long as you make it last	Free
Audio tour of more than one site	Old Amsterdam	This tour will take you to the historic heart of the city therefore increasing your knowledge of the city of Amsterdam	All ages but mostly those who are interested in the history of Amsterdam	90 minutes	£7.50

✓ A03

A clear understanding of different guided tours

## Comparing different tours

### WRITTEN TOUR USING A MAP

**Name of the tour:**

Animal Kingdom

**Tour Operator:**

Disney

**Purpose of tour:**

This tour will give people the chance to tour around Animal Kingdom by themselves and give them the chance to see all the exciting sites therefore this tour is explicit as it gives the customers the chance to sightsee. It means that they do not have to depend on a tour guide to take them around because they have their own map so they can go to all the different sites at their own leisure. The map is also there so that they do not get lost.

**Type of tour:**

Written tour using a map. So customers can enjoy the freedom of walking around the site at their own leisure.

**Availability of the tour:**

Animal Kingdom regular hours are 9am-5pm

During peak times which are June, July and August, the park may open earlier and close later. Each day, one of the 4 Walt Disney World Theme Parks opens one hour early or remains open up to 3 hours after regular Park closing time. Additionally, Disney Water Parks offer Extra Magic Hours during select times of year.

**Time tour takes:**

You can tour around Animal Kingdom at any time of the day as long as it is between opening hours of 9am to 5pm

**Cost of tour:**

1 day tickets £45.70

**The extent to which the tour meets the interests of its targeted customers:**

✓ A1

✓ A23

They have many activities to do and many sites to see which are suitable for all ages therefore there are interests for all ages to enjoy one of the biggest interests are all the different types of rides which are available. There is also a Safari in Animal Kingdom and this gives you the chance to go around and see all the animals in the Park. However, it would be more suitable for families it would not really suit elderly couple however they still do go.

**How well it meets the needs of different types of customer:**

The Animal Kingdom has all different rides for all age groups. It has scary rides and nice rides for small children and then the elderly people would just walk around and or they can sit and enjoy all that is going on around them. Or you can go on the Safari around the Animal Kingdom. They also have a range of different eating places which you can go and some of them are given below:

- Rainforest Cafe
- Dino Diner
- Pizzafari
- Tusker House

✓ A02

Animal Kingdom meets the needs of families because they have a range of different rides for all ages of children and they have a number of different eating places.

**Any procedures in place to identify and solve problems which arise during the tours operation:**

The Animal Kingdom Theme Park has to do a risk assessment for each ride and if anything goes wrong they will have to record it in an accident book or report it. They do a risk assessment so that they can reduce the risk of anything bad from happening. Also if there is thunder and lighting or rain they have to shut all the rides down because it is not safe them to be going and for people to be on them. Also if there is a ride not working properly they have to make sure that no one goes near it and they have to shut it down immediately. Everyone under the age of 18 must have an adult with them or else they will not get into the park. When you are in the Park all parents are responsible for their children and have to look after them.

A02



## WALKING TOUR WITH A PERSON

**Name of the tour:**

London walking tours

**Tour Operator:**

Brixton Tours

**Purpose of tour:**

The tour will give people the chance to see around South London and it will help increase their knowledge of the area therefore this tour is explicit. It will awaken their sight to a unique experience that Brixton has to offer. Today's tourists want to know more about London and they want to see what it is like for themselves. Many people only know about one side of London and that is the glitz and glamour of London but this tour will give you a real life expression of London. By the end of this tour you will have seen many different sights in London so therefore the people who take this tour will have increased their knowledge on these places and the history behind them.

✓ A21

**Type of tour:**

Walking tour with a person. This means that you are took everywhere and you are told everything about that attraction. It also means that you will not get lost when on the tour.

**Availability of the tour:**

1.00pm Monday-Friday bookings only

Saturday and Sunday one to one personal tours

The availability of this is quite good as it is available Monday-Friday but they only have it at 1.00pm and this may not suit everyone and this could affect a number of tourists.

**Time tour takes:**

The tour will last for 1 hour and it does not stop for lunch and it will not pick up people on route.

✓ A23

The tour is not that long as it is only 1 hour and this will be ideal for a number of tourists, for example, senior cisterns. It will suit them because it is not long therefore they will be able to go on them without getting tired.

**Cost of tour:**

Tour costs £12.50 per person for group tours and individual guides so there is no difference if you were in a group. The price includes food and fruit tastings long the way.

**The extent to which the tour meets the interests of its targeted customers:**

This tour group will cater for everyone whether it is large or small groups or whether you want to go on an individual tour. This tour will mostly cater for middle aged people and onwards however, it does not mean that young people can not go on them. The Brixton tours promise that they will show you a real life expression of London and they go to a number of different places, which will ensure this promise. They also allow food and fruit tastings along the way, which will interest a number of people.

**How well it meets the needs of different types of customer:**

This tour takes you to see a range of different places, which will interest all age groups and by the end of the tour the people will have got to see all the sights that they went on the tour to see. If you had a disability which affected your walking this tour would not really be suitable as it is a walking tour therefore that person would struggle to go on the tour so it could meet the needs of those who have a disability better. As this is a short tour it gives an overall insight but it also leaves time for people to explore in more detail different attractions.

**Any procedures in place to identify and solve problems which arise during the tours operation:**

There is a complaints procedure in place so that if customers feel unsatisfied with any aspect of their tour they can contact the group in charge of the tour directly using a phone number and email address given on the web page for ease of communication on the customers part. You also are not allowed to leave the tour at any time while it is on and if you do you must tell the tour operator or the tour guide.



Good.  
Knows target  
audience &  
how tour meets  
needs

## WRITTEN TOUR USING A LEAFLET

### **Name of tour:**

A guide to the plants at Harewood

### **Tour Operator:**

Harewood

### **Purpose of tour:**

The purpose of this tour is to help you locate key plants in the gardens therefore this tour is implicit. It will also give you a lot of information on how to plant flowers and what flowers you should put with each other. It also will give you information on what plants you can use at different seasons. After this tour you will have seen many different areas and your knowledge of all these areas will be increased and you will have a better understanding on plants.

### **Type of tour:**

Written tour using a leaflet. The leaflet will give information on each flower and it will give information on what facilities are available. The leaflet which you get you will be able to keep it so that you can refer back to it if you need to know any information.

✓ A01

### **Availability of the tour:**

Every Thursday there is a tour at 2pm and a chance to talk to gardeners.

Himalayan Garden and Walked Garden walk open May-October

### **Time tour takes:**

The time the tour takes will depend on how much you want to see it does not give an exact time.

Himalayan Garden and Walked Garden walk last approximately 1 hour

### **Cost of tour:**

Free garden tours every Thursday. However the other days you will have to pay £5.00 for a tour of the garden.

✓ A02

**The extent to which the tour meets the interests of its targeted customers:**

The tour will cater for all different types of customers and will ensure that all customers are happy. They have many different types of plants to show to the customers and on the leaflet there is a lot of information regarding all the different types of plants. As you go around the gardens they have certain talks which you can enjoy if you are interested in a particular plant. You can get a free sample copy of their magazine which is called Dalesman and you get it if you request it.

**How well it meets the needs of different types of customer:**

They provide a lot of information for all their customers and they go into a lot of detail in all the plants. They have special tours and talks to meet the needs of everyone who is interested in plants. This type of tour would appeal more to the older generation and those who are interested in gardening. It would appeal both to male and female as a lot of men are interested in gardening.

**Any procedures in place to identify and solve problems which arise during the tours operation:**

If there is a fire they have to get the people out as quickly as possible and they have to follow the fire exit arrows and before they tour starts they will explain this to them. If there is bad weather the tours will not take place.

✓  
203



## AUDIO TOUR ON SITE

### **Name of the tour:**

The Beatles story experience

### **Tour operator:**

Albert Dock Liverpool England

### **Purpose of tour:**

The purpose of the tour is that people can see how successful the Beatles really were and it helps to illustrate the career of the Beatles therefore this tour is implicit. It let's those who were not around at the time of the Beatles know what they were really like and what songs they sang and what were special about them. It gives visitors a personal insight to the Beatles lives and what it was like to be them. This type of tour gives lots of information so everything you need to know about the Beatles you will find it out on this audio tour.

### **Type of tour:**

Audio tour on site. This is when there is a tour on site and you will listen to it either through earphones or someone or someone will speak to you.

✓ ASD

### **Availability of the tour:**

The Beatles story is open 7 days a week, all year round excluding 25 and 26 December

Last admission at 5.00pm and is located in Britannia Pavilion

Visit the gift shop as a non-paying customer until 7.00pm

### **Time tour takes:**

Approximately 2 hours

### **Cost of tour:**

Excellent group rates available for parties of 10 or more. A free educational resource pack available for all educational visits.

Adult-£12.50

Concession-£8.50

Child-£6.50

Under 5years-free

Family saver 1-£37.00 (2 adults and 3 children)

Family saver 2-£32.00 (2 adults and 2 children)

Family saver 3-£26.00 (1 adult and 3 children)

✓

Family saver 4-£21.00 (1 adult and 2 children)

**The extent to which the tour meets the interests of its targeted customers:**

In this audio tour it includes everything that you need to or want to know about the Beatles therefore the visitors who go to this tour will not be disappointed as all information will be included.

**How well it meets the needs of different types of customer:**

It meets the needs of different types of customers because the guide will offer a consistently high level of interpretative information and you do not need to book this service so this means that you can come at any time within the opening hours. This will meet the needs of many different customers as they can come when they want and when it suits them. The Beatles story is fully wheelchair accessible and those who have a hearing impairment the "Living History" audio guide is available on a hearing loop and it is also available for those who are blind so it will suit the needs of all customers.

**Any procedures in place to identify and solve problems which arise during the tours operation:**

If anything is wrong with the audio tour there will be a guide available who will sort it out.

Ac3



Excellent  
independ knowledge  
of tour.

## VIRTUAL TOUR

### **Name of the tour:**

Belfast Zoo virtual tours

### **Tour operator:**

Ispyni.com

### **Purpose of tour:**

The purpose of this tour is so that people can view the 360° tours which allow you to view and explore the different parts of Belfast Zoo therefore this tour is explicit. It will give them an indication to what they can see at the zoo and the type of animals which are there. It means that they will not have to go to the zoo to see what it is like they can go on the internet and view it for themselves.

### **Type of tour:**

Virtual tour. A virtual tour is something which can be viewed on the internet and it will give the customers viewing it an inside of what a certain area is like.

✓ A01

### **Availability of the tour:**

This tour is available all year round as you have to go on the internet to see the virtual tour and it is found on the iSpy NI website

### **Time tour takes:**

The virtual tours, which are available via the iSpy NI website, last around one minute each and will begin automatically when you visit the iSpy website.

### **Cost of tour:**

Free

### **The extent to which the tour meets the interests of its targeted customers:**

On the virtual tour of Belfast Zoo you can view three different tours and they are the Bird Park, giraffe enclosure and lake side, all these tours are there so that the person viewing the virtual tour can see all that the zoo has to offer.

**How well it meets the needs of different types of customer:**

The tour is committed to making sure that the information on the website is easily accessible to all but it is not accessible to those with visual impairments therefore they would have to see if they could get something in place for people with visual impairments.

**Any procedures in place to identify and solve problems which arise during the tours operation:**

As it is on the internet if any problems arise it would not be the zoo's fault it could just be a fault with the computer. However if there is something wrong with the virtual tour itself then there is a number which you can contact to find out what is wrong.

*✓ A23*

*Very in-depth  
clear knowledge*



## WRITTEN TOUR USING A BOOK

**Name of the tour:**

City of Lisburn

**Tour operator:**

Lisburn City Council

**Purpose of tour:**

This tour will give tourists the chance to tour around the city of Lisburn and all they need to know will be in the book which they have this type of tour is implicit. It will give the names of all the places and will show them where there is to stay and what restaurants they can eat in. It also has a map to show them where to go and what direction they should be going in. The book will give them all the information they need to know about Lisburn and at the end of the tour they will know a little of the history of Lisburn.

**Type of tour:**

Written tour using a book. This is when you will tour an area with a book to guide you and the book will contain all the information about that attraction on area which you are touring.

**Availability of the tour:**

Any time of the year

**Time tour takes:**

As long as you make it last

**Cost of tour:**

Free

**The extent to which the tour meets the interests of its targeted customers:**

This tour has something for everyone to enjoy as Lisburn has many different sites for people to see. For example, Hillsborough Fort, The Courthouse, Castle Gardens, Wallace Park and Lisburn swimming pool.

**How well it meets the needs of different types of customer:**

The book tour gives the tourists all they need to know therefore it should meet their needs

Any procedures in place to identify and solve problems which arise during the tours operation:

The book has a contact number at the back and if there are any problems you can contact it or you can visit the visitor information centre.

✓ A03



Excellent knowledge & written tar.

## AUDIO TOUR OF MORE THAN ONE SITE

### **Name of the tour:**

Old Amsterdam

### **Tour operator:**

Audio City Tours

### **Purpose of tour:**

This tour will take you to the historic heart of the city therefore increasing your knowledge of the city of Amsterdam it also will take you to all the different places in the city therefore you are getting see more than one site. This type of tour is explicit. You'll find out for yourself why the city is so popular and the work that they have put in to get it like this. The narrator is trying to convince you to extend your visit to Amsterdam.

### **Type of tour:**

Audio tour of more than one site. This will be a tour which you will listen to but it will be about a number of different attractions or different areas.

✓ A01

### **Availability of the tour:**

The best time to visit the tour is from 10.00 to 17.00

### **Time tour takes:**

90 minutes

### **Cost of tour:**

£7.50

### **The extent to which the tour meets the interests of its targeted customers:**

It explains all the historic information of the city and explains to the tourists about the art gallery, medieval convent and the old city defences. It also explains what the city has to offer therefore it will make people want to go and see it for themselves.

✓ A03

### **How well it meets the needs of different types of customer:**

It does not mention anything about it being suitable for someone with a disability so they would need to meet the needs of these types of customers.

**Any procedures in place to identify and solve problems which arise during the tours operation:**

If there is a technical hitch there will be someone there who will fix the problem or there will be someone who will talk through the rest of the tour so that the tour does not have to be stopped.

✓ A23



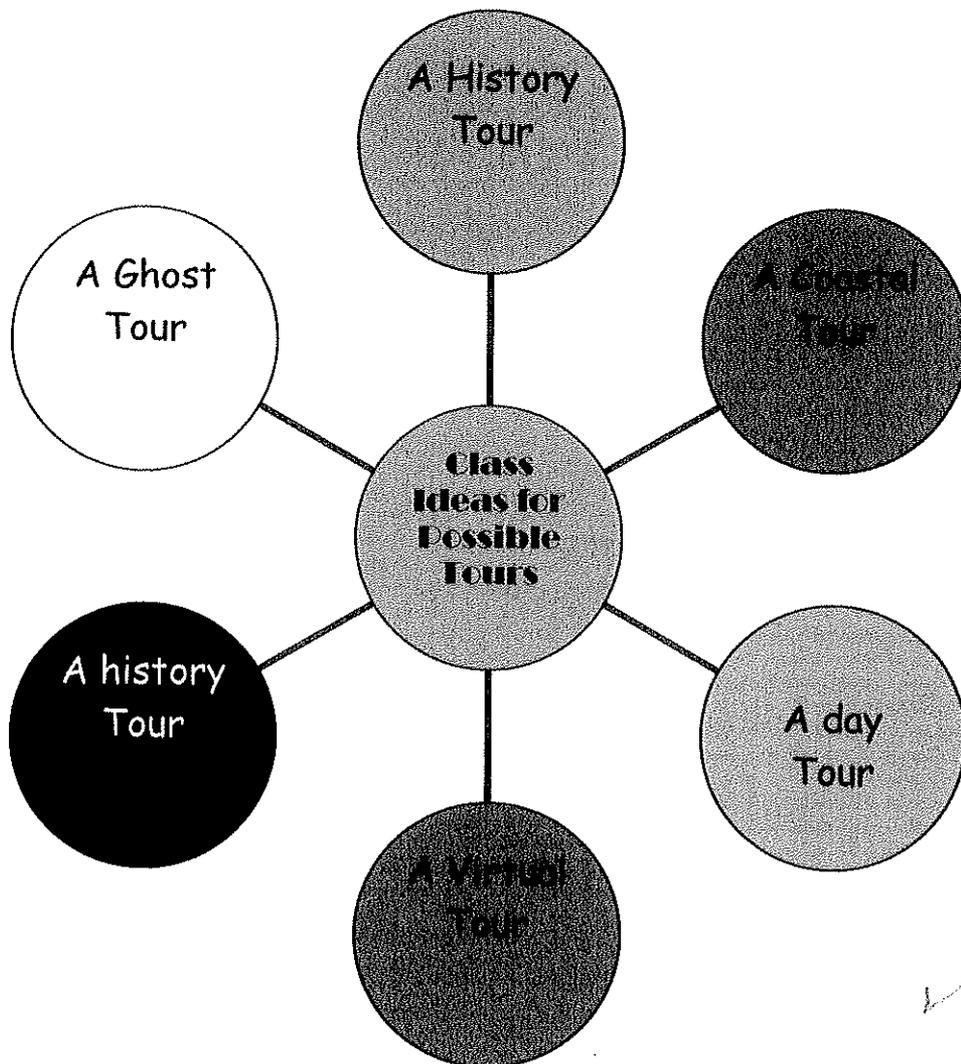
In depth understanding  
shown of audio  
tours

## The Initial Decision Making Process

### Introduction

In this unit we have to conduct a guided tour, therefore as a class we had to decide which type of tour we would like to do and then pick a tour which we would be able to conduct. We had to go through a decision making process on order to come with the final tour which we would like to conduct.

We brainstormed ideas as a class to see which type of tour would be best suited and we came up with a number of different tours. All of the tours which we came up with had their own merits and deficiencies. There were a number of tours which we wanted to do as a class but we came to conclusion that it was not realistic.

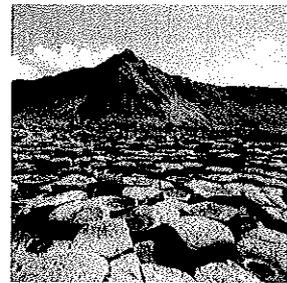


✓  
Ade

## Information that was contributed by the class on each tour

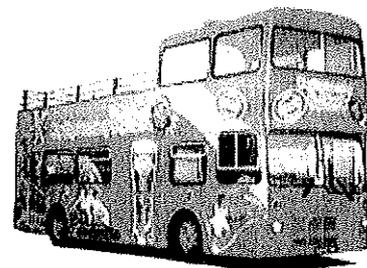
### Coastal Tour

As a class, we decided that we would pick the Giant's Causeway in County Antrim for our coastal tour. This tour would have been aimed at the third year students, as they would have found it very interesting to find out the history behind the Giants Causeway. They also would have found it very beneficial because many people talk about the Giants Causeway and they might not know much about it and they would never really think of going on there own. The advantages of this tour would be that there are many sights to see and it is very interesting as you are outside for most of it so it would keep the year 10 pupils occupied. It is simple to get information on this type tour and all the different sights, which you can visit. There are many sights to see so there would not be a lot of talking to listen to. The disadvantages of this tour would be that it is outside for most of it so if it was to rain it would not be very appropriate to make them walk around in the rain. It also would be dangerous to take year 10 pupils to the Giants Causeway, as there are certain areas, which are very high up. It would have been very difficult to have a risk assessment passed for this tour as many things could happen.



### Day Trip

For a day trip we decided as a class that the Belfast City Sightseeing bus would be a good day trip. This tour would have been aimed at the 5<sup>th</sup> year students in Dunclug College as they would find it very interesting to know more about there local city. The purpose of this tour would be to see all the different attractions in Belfast not only the recent ones but the older ones as well, which the pupils would not know as much about. It would increase their history and they would get to visit places, which interest them and they will appreciate the history of the city and they will get to see how certain things came about. The advantages of this tour are that there are many sights to see and it will be an exciting experience to go on an open top bus around Belfast. It is also safe to take the pupils on the bus as you could be vigilant the whole time to ensure that pupils are behaving in an appropriate manner. It is cheap and if you want you can rent the bus for a large group of people so no one else will be on the bus. The disadvantages of this tour would be



the weather conditions because if it rained you would not be able to sit on the top as it is an opened topped bus and everyone might not fit down below. You also cannot hop on or off the bus.

### Virtual Tour

As a class, for our virtual tour, we all agreed on the Belfast zoo. We decided that we would aim this tour to the first year students at Dunclug College, as they would get a lot of enjoyment out of it. It would be educational for them and it would increase their knowledge regarding the animals. They would get the chance to see all the different types of animals and if they had never been to the zoo they would get the chance to see what it looks like. The advantages of this tour would be that it would be an educational advantage of using the computer and the Internet. They would get to see that you could do a virtual tour on the computer because many of them would not even know what that is. There would be no weather worries with this tour and you would not have to hire a bus to take them as you can do it in school therefore there would be no risk with this tour. You also would not have to worry about finding teachers to go therefore they would not need to get cover teachers. It is also free of charge. The disadvantages of this tour would be that it is intangibility therefore they cannot touch. It could tell lies because it is on the Internet so they could be making things up to make it look and sound better. It will not show the students what the zoo is really like and therefore it might not meet expectations. It could be very boring for them to watch and they could lose their concentration easily. Also if the Internet connection were to fail they would not get the chance to see it.



### Ghost Tour

As a class, for our ghost tour, we decided to go to Springhill which is in Londonderry. We would aim this tour at the year 9 students as they would find it interesting and worthwhile. This tour will give them the chance to tour around Springhill and find out the history which is behind the house and why it has got the name of being hunted. It will give them the chance to experience something which they have probably never done before. The advantages of this tour are that the students would find it fun and enjoyable and they should find it very interesting. The disadvantages of this tour are that it would be expensive to take the whole of year 9 to Moneymore and to hire a bus to take them. It also

would not be appropriate to take them at certain times of the year because it would not be as exciting for them to go in the summer months. It also would not be very educational for them to go as they are learning anything to do with their subjects so the school may not allow it.

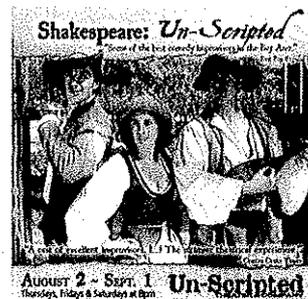


### History Tour

As a class, for our history tour, we decided on Carrickfergus Castle. We decided to aim this tour at the first year students in Dunclug College, as it would help them with their history project. This tour would have been very educational for them to go and would increase their knowledge on the history of the castle and all that took place in it. It also would give them the chance to take pictures for their history project so that they could show that they had been there and seen what it is like. The advantages of this tour would be that it would help them with their history project and they would get to see what it is like for themselves. It is cheap and safe for them to go on as they can all stay together in the castle. The pupils could take down the information that would be provided during this tour as notes. There is also a shop there, which they can visit. The disadvantages of this tour would be the weather and it is a long journey on a bus for first years.

### Literature Tour

As a class, for our literature tour, we decided on the Shakespeare tour in London, which is called the Globe in London. We would aim this tour at the GCSE English students, as it would help them with their course work. This tour would be educational for them and they would get to see the Shakespeare play acted on Stage which will them to imagine what it was really like. The advantages of this tour would be that you would get to go to London and while you would be there you would be able to see all the great sights which would be very educational. The play would be very interesting and enjoyable to watch and it would make the course work more enjoyable for the 5<sup>th</sup> year students to do. It would also be exciting to go to London. The disadvantage of this tour is that it would be very expensive to go to London and most of the students would not be able to afford to go. There would be a very high security risk therefore it would be dangerous.



Ad

Good understanding of different tours

## Proposals for the type of tour we will be completing

### Introduction

As a class we discussed a number of different tours and put down the advantages and disadvantages of each tour. From those tours which we discussed and then wrote about them we identified the two tours which we thought we could conduct as a class. There were a number of tours which we thought we could do so we put them to the side and the ones which would be impossible we ruled them out completely.

We finally decided on the two which we would be able to conduct as a class and the ones which would be realistic. Most of the tours would have been hard for us to do as a class because there was not enough information on them. Therefore we decided on the Giants Causeway and the Belfast City Sightseeing bus as these were realistic tours. For each of these tours we compiled two proposals which I am going to talk about below.

### Proposal A - The Giants Causeway

The explicit purpose of the Giants Causeway coastal tour would be to find out the history of the Giants Causeway and to find out all about the interesting sights and to see what they are like. It would also increase the knowledge of the visitors, which go on the Giants Causeway tour. The main aim of the tour would be to find out as much information about the Giants Causeway as possible and to have an enjoyable experience.

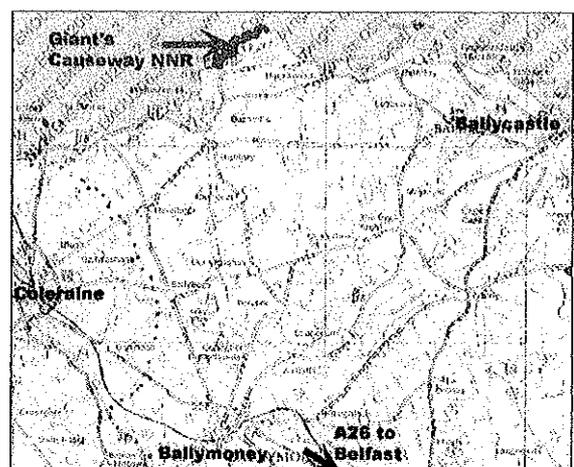
The implicit purpose of going on the Giants Causeway tour would be that it would promote tourism for the area and make the visitors more aware of the areas history. If someone goes on the tour and enjoys it they will tell others and then they will want to come. The person on tour may find out something, which they never knew before, for example, there is a restaurant so they may want to come back and have a meal in it and bring others with them.

### Location of the tour

3.2km north of Bushmills on B146.

### Advantages of the Location

- It's an area of outstanding natural beauty and it is a privilege to go and visit this beauty



- It is not far to travel from the school to get to it

#### **Disadvantages of the Location**

- There is a Health and Safety risk as it is near the sea and some of the areas are not properly boarded off and if we take a large group to the Giants Causeway there is a high risk that something could happen them.
- Some of the areas are high up and they look over the sea and some of the students could be scared of heights and they would not be able to complete the tour so someone would need to stay with them so this would require more staff.



#### **Target Market**

We would target this tour at the third year students, as they would find it very interesting to find out about the history of the Giants Causeway. They also would find it very beneficial because the information, which they find out, will be very useful because the Giants Causeway is quite close to the Ballymena area therefore it is good to know the history behind it.

#### **Potential costs**

If we decided to go on the Giants Causeway Coastal tour the cost would be:

- Bus hire (24 seater) - £160 (£6.00 each)
- Entry costs - 50p for children and 80p for adults
- Lunch - £5.00
- Spending money - £5.00

Total price per person would be £16.50

As you can see if we were to go on this trip it would be quite expensive to expect the students to pay all this money and many of them may not pay it.

✓ A03

✓ A02

clearly identified plan of  
each proposal with  
advantages & disadvantages

### Proposal B - The Belfast City Sightseeing Bus

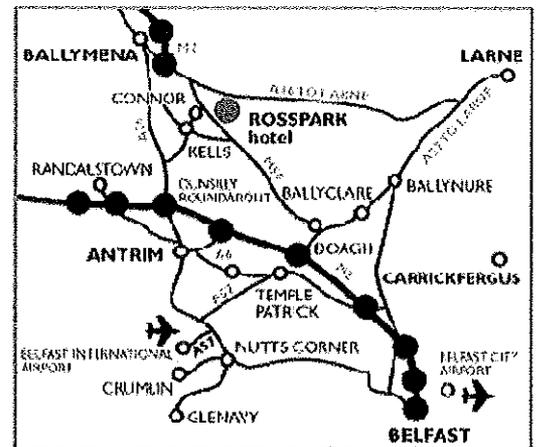
The explicit purpose of the Belfast City Sightseeing Bus would be to find out and to see all the different attractions, which Belfast has to offer. Many of the attractions will be recent so many of the visitors who go on this tour will not know anything about them so it will be good for them to find out. It would give them the chance to find out about the history behind them and they would get to visit places that will interest them and they will appreciate the History of their local City.

The implicit purpose of going on the Belfast City Sightseeing tour would be that it would promote tourism in the City of Belfast because tourists will get to see what Belfast has to offer. Many people will get to see all the attractions and from this tour they will want to go and try them for themselves. It will also make the people on the tour more aware of the history of each individual area in Belfast and before the tour they would not have known this.

### Location of the Tour

This tour is located in Belfast and the sightseeing Bus will visit many different areas in Belfast and they are:

1. Castle Place
2. Queen's Road
3. Parliament Building (Stormont)
4. Oxford Street
5. Donegall Street
6. Crumlin Road
7. Shankill Road-Spectrum Tourist Information Centre and wall murals
8. Shankill Road-Memorial Park, wall murals and shops
9. Shankill Road-Lower Shankill, wall murals and shops
10. Falls Road-St. Peter's Cathedral
11. Falls Road-Dunville Park
12. Falls Road-wall murals and The Royal Hospitals
13. Eglantine Avenue
14. Malone Road
15. University Road
16. Shaftsbury Square
17. GT. Victoria Street
18. Fisherwick Place



## 19. Donegall Square North

### Advantages of the Location

- It is not far to travel on a bus to Belfast
- There are many attractions to see in Belfast and it is interesting

### Disadvantages of the location

- Belfast is not far therefore many people will have been before and will have seen a lot of the attractions before
- Some of the areas which the bus goes to could be dangerous. When you are on the tour there is an area with low branches so you have to watch out for these branches so that you can avoid them

### Target Market

This tour would be aimed at the 5<sup>th</sup> year students in Dunclug College as they would find it very interesting and they would appreciate the history of their local City.

### Potential Costs

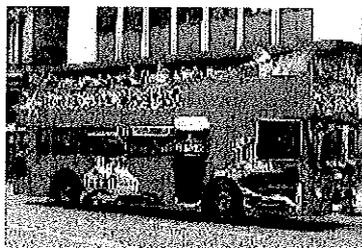
If we decided to go on The Belfast City Sightseeing tour the cost would be:

- Bus Hire £160 24 seater (£6 each)
- Cost to take the tour of Belfast for a child £6.00 and adults £12.50 however students get it for £10.50 however if we go as a group we would get it cheaper
- Lunch - £5.00

Total price per person would be -

The total expense of this tour is quite reasonable and if the school helps to fund the bus then this will bring the total price down and if the students all brought a packed lunch this would reduce the price as well.

After we had completed our proposals as a class we decided that we would conduct the City Sightseeing tour in Belfast. As part of this unit we must conduct a Guided tour and we decided to do this tour because it was a realistic one to do because it is not far from Ballymena and many of us already know Belfast well. It is also not going to work out at an expensive rate. It also will be interesting for us and we all should enjoy doing it as a class.



Conclusion made from proposals

✓ A02  
very clear structure to read for each task. in-depth content & Adv low

✓ A04

# Task

## 2

## Aims and Objectives

### Aim

- **To provide a professional bus guided tour of Belfast**

We want everyone to feel that that are on a real tour and that it is being conducted by professional tour guides

### Objectives

- **Educate our target audience on the history of Belfast**

We want to provide relevant information on the history of Belfast so that they gain a greater understanding.

- **For the guided tour to be an enjoyable experience**

We want everyone to enjoy the tour and we don't want them to be bored during the tour. We also want them to tell others of how good it was.

- **To gain experience in conducting a professional tour as a guide**

It is important that we have the chance to be a tour guide in order to complete our coursework. It will also give us the chance to listen to the other people in our class and how good they are at being a tour guide. It will also give us good experience if we want to do something like this after we leave school.

- **For travel and tourism lower sixth students to gain knowledge of conducting a guided tour while gaining experience of tourism in Belfast**

We want our target market to experience what it will be like to take a guided tour so that they will know what to expect when they have to do it next year. We also want them to experience what it is like to be on tour and they have to approach it when it is their turn.

- **Develop teamwork skills in organising a tour**

When conducting our tour it is important that we work together as a team to make the tour a success. If someone does not pull their weight then this will affect the tour. It is important that we all support each other and that everyone knows their role.

- **Enhance research skills in order to conduct informative tours**

Before we conducted the tour we had to carry out research on our area and it is important that we did not use one source of information as we

wanted to get as much accurate information as we could. So when we were researching we used the internet, leaflets and books.

✓ A2

clear, well explained aim

### Action Plan

<b>Task</b>	<b>Action to be taken</b>	<b>People involved</b>
Understand what a guided tour was including the explicit and implicit purposes and find out what was involved in each different type of tour in order to know how each different tour was conducted	We researched using the internet, textbooks, leaflets and going to the tourist information centre to get the information we needed	All the class
Discuss all the different types of tours and come up with possible tours which we could use as a class	We had to pick the tours which we thought we could do and then we evaluated them by doing the advantages and disadvantages	All the class
Propose your ideas as a class and tell them which one you thought would be good for the class to do as our tour	We made two final decisions from the advantages and disadvantages which were done in the above discussion of the two tours we thought that we would be able to do as a class	All the class
Finalised the type of tour which we would be conducting as a class	Out of the two final tours we selected the most appropriate type of tour	All the class
Make a trip proposal form	Propose the tour to the principle of our school explaining everything which will take place in order to get permission from her to go ahead with it	All the class/teacher

*Handwritten signature*

Research into all the tours which are available in Belfast	Each class member went off and used the internet to find out general information on the Belfast tours	All the class
Research all the different ways which we could get to Belfast and which one would be most suitable	Used the internet to research all the different travel routes and the most suitable one was chosen	All the class
Research all the different stops which the Belfast city sightseeing bus will make when we are on the tour	Using the internet, books and leaflets we researched individually the area of the tour which we would be conducting	All the class
Carry out the familiarisation tour of Belfast	We had to conduct a trip to Belfast and go on the Belfast City sightseeing bus, take pictures, follow the route which was planned out and time how long it lasts. Trial run	All the class
Carry out a risk assessment for the tour we will be conducting	Risk assessment has to be carried out on transport to the tour, the tour route, bad weather and worse case scenarios so that each hazard as been identified and we know how to resolve it	All the class
Book the transport which we will be taking to Belfast	Book a bus and a driver from the local bus company to take us to Belfast	Teacher

4/12

Get information in the form of leaflets from the Belfast tour company to get more information on the tour	Ring the Belfast tour company to get them to post out the leaflets to the school regarding the different tours	Teacher
Make letters of permission to give out to all the pupils who are going on the tour	Design, print and give the letters out to all the pupils who are going on the trip and get them to get permission of their parent or carer to say that they are allowed to go	Teacher
Design a feedback sheet to hand out to the pupils who went on the tour and also design witness statements	Make a questionnaire to give to the pupils and get them to analyse their experience and produce witness statement forms	All the class
Conduct the actual Belfast city sightseeing tour	Each member of our class has to take part in the tour and when it comes to their part of the tour they have to get up and explain the area which they have chosen to do	All the class
Give out the customer feedback sheets and the witness statements which we designed	Give out at the end of the tour and get the pupils to fill it in to find out how satisfied they were with the experience and if they enjoyed the tour	All the class
Analyse the results which the pupils filled in on the feedback sheet	Bring all the results together and evaluate the tour and see what changes we could make	All the class

*Ar*

	with the suggestions which were made on the feedback sheet in order to improve the tour the next time we would conduct it	
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✓  
aa.  
In-depth plan for  
organising tour.

### Contingency Plan

<b>Problem</b>	<b>Proposed Solution</b>
<b>Someone gets injured</b>	If someone gets hurt during the tour there will be a first aid box on site and there will also be a first aider which will be able to treat any injuries
<b>Someone becomes ill</b>	Before we go on the trip we will have to get everyone's medical conditions so that we know if any one has any conditions so that we are aware of how to treat them. There will also have to be a qualified person who is able to administer first aid
<b>Someone gets lost</b>	Before we go on the tour we will have to get everyone's contact number so that if they get lost we can ring them. We will also allocate a place where we will all meet to get the bus and everyone will be shown where this place is. We will also make sure that everyone stays in a group and at least one person in that group knows there way around Belfast
<b>Traffic is very busy</b>	Just in case the traffic is very busy we will leave the school 15 minutes earlier to leave time for bad traffic. Also if the traffic is busy and we are going to be late we will have the contact number of the Belfast city sightseeing bus to ring them and tell them that we will be late

✓ A02

<b>Money gets lost/stolen</b>	Pupils will be told before we leave that they only need money for their lunch and if they choose to bring more that is their choice so it is their responsibility to look after it. However if a pupil does lose their lunch money the teacher will have extra money with them so they can lend them money.
<b>Bad weather</b>	All pupils will be told to wear appropriate clothing in case it would be cold, windy or wet. So they should bring a coat, gloves and scarf etc. The bus does have a downstairs but if it rains there will not be enough room for all pupils to sit down there so some pupils will have to be prepared to sit through the cold and wind
<b>Transport breaks down</b>	If the transport breaks down the bus driver will have the company number and he will ring them and they will provide us with another bus. Also if the tour bus breaks down they will have another bus available which we will be able to use
<b>Teacher is sick</b>	Before we go on the trip we will have a teacher which will be able to go if another teacher is sick so that teacher will have to be prepared to go a the last minute

✓ A2  
 well thought through  
 contingency plans

## Familiarisation Trip

On Monday 29<sup>th</sup> September we went to Belfast to go on the Belfast City Sightseeing bus this was to give us the chance to see what the tour was like and the way in which the tour guide conducted it. We can then relate to this when we will do it on our own.

On the Monday morning we met in the entrance at the front of the school and we all had to get into our years as we were taking the 5<sup>th</sup> year students and year 13 with us as well. We also took three teachers with us and they were Miss Scullion, Mrs McCullough and Mr Moore. Mr Moore called out our names and we had to answer if we were there and as he called our names out he ticked them off if we were there. We then had to make sure that we had everything with us, for example, a note book, pen, camera and the booklet which we had to bring. We then made our way out to the bus as this was the type of transport we were getting and the year 14 Travel and Tourism class got to go on the bus first then the other two years came behind. When we got on the bus we realised that there was not enough room on the bus for all the students which we were taking so we the teacher had to tell some of the 5<sup>th</sup> year students to go back into the school. Therefore when we are doing this we will have to make sure that there is enough room for our Travel and Tourism class, two teachers and the students which we are taking because this is a big health and safety issue to make sure every one has a seat on the bus. Mr Moore then done another head count to make sure he had the correct number of students on the bus.

The route which the bus took was up the Antrim line then at the roundabout we went onto the M2 and then into the city centre and this was the quickest way which he could have went. For us to get there it took about 45 minutes so when we go on the tour we know how long to leave for us to get to Belfast and get home.

The bus driver left us to where we could get on the Belfast City sightseeing bus. Our Travel and Tourism class were allowed to get off the bus first so that we could get the good seats on the sightseeing bus because we needed to be able to see the guide. We had to line up the against the side of a building because there was a busy road beside us so when we go on the tour we will have to make sure that every one lines up to ensure that no one gets hurt. When we got on the sightseeing bus they told us that this was not the one which we would be using so we had

to change buses so this kept us behind. So when we conduct the tour we will have to make sure that we get the right bus or else we might not have enough time to get the tour completed.

Before the tour began the tour guide told us that we were to watch out for the branches when we would be going by them as they hit of the side of the bus. So when we conduct the tour we will have to remember to mention this because this is a health and safety issue. When we were on the tour it started to rain and some, of the students wanted to move down below so the bus driver stopped and allowed this to happen. So when we conduct the tour the students which we are taking will have to be told to bring a waterproof coat or a hat and if they really wanted they could bring a scarf and gloves. They will not be allowed to bring an umbrella because if it is heavy rain or windy it could blow of the bus and this could cause an accident.

The areas which we went to are listed below:

1. Castle Place
2. Queen's Road
3. Parliament Building (Stormont)
4. Oxford Street
5. Donegall Street
6. Crumlin Road
7. Shankill Road-Spectrum Tourist Information Centre and wall murals
8. Shankill Road-Memorial Park, wall murals and shops
9. Shankill Road-Lower Shankill, wall murals and shops
10. Falls Road-St. Peter's Cathedral
11. Falls Road-Dunville Park
12. Falls Road-wall murals and The Royal Hospitals
13. Eglantine Avenue
14. Malone Road
15. University Road
16. Shaftsbury Square
17. GT. Victoria Street
18. Fisherwick Place
19. Donegall Square North

When the tour guide spoke about every area she spent about 5 minutes on each one and some of them she did not even get the chance to speak for that length as we were just passing through. So from this we learned

that we will have to be ready to change quickly with the person before us in order to speak about our area and we will have to speak for about 5 minutes. The area which we were doing we were allowed to take pictures so this would be a good idea for the students to bring a camera with them.

When the tour was over we got off the bus and we were allowed to go for lunch and then we met up at the City Hall again and from here we walked to the Bus Station to get the bus home and on the way home we took the same route as it is the quickest.

With the students we are taking I think it would be a good idea for them to bring their own lunch so that we can stay together as a group the whole time and it will reduce the risk of anyone getting lost. Also when we are walking to the bus station we have to walk behind the teacher and everyone must keep up.

✓  
Good planning of what  
needs to be done  
& is expected on  
guided tour.

Pictures of our Trip on the Belfast City Sightseeing Bus

Our class on the City Sightseeing bus



Stormont



## Falls Road



## Europa Hotel



Queens University



The Crown Bar



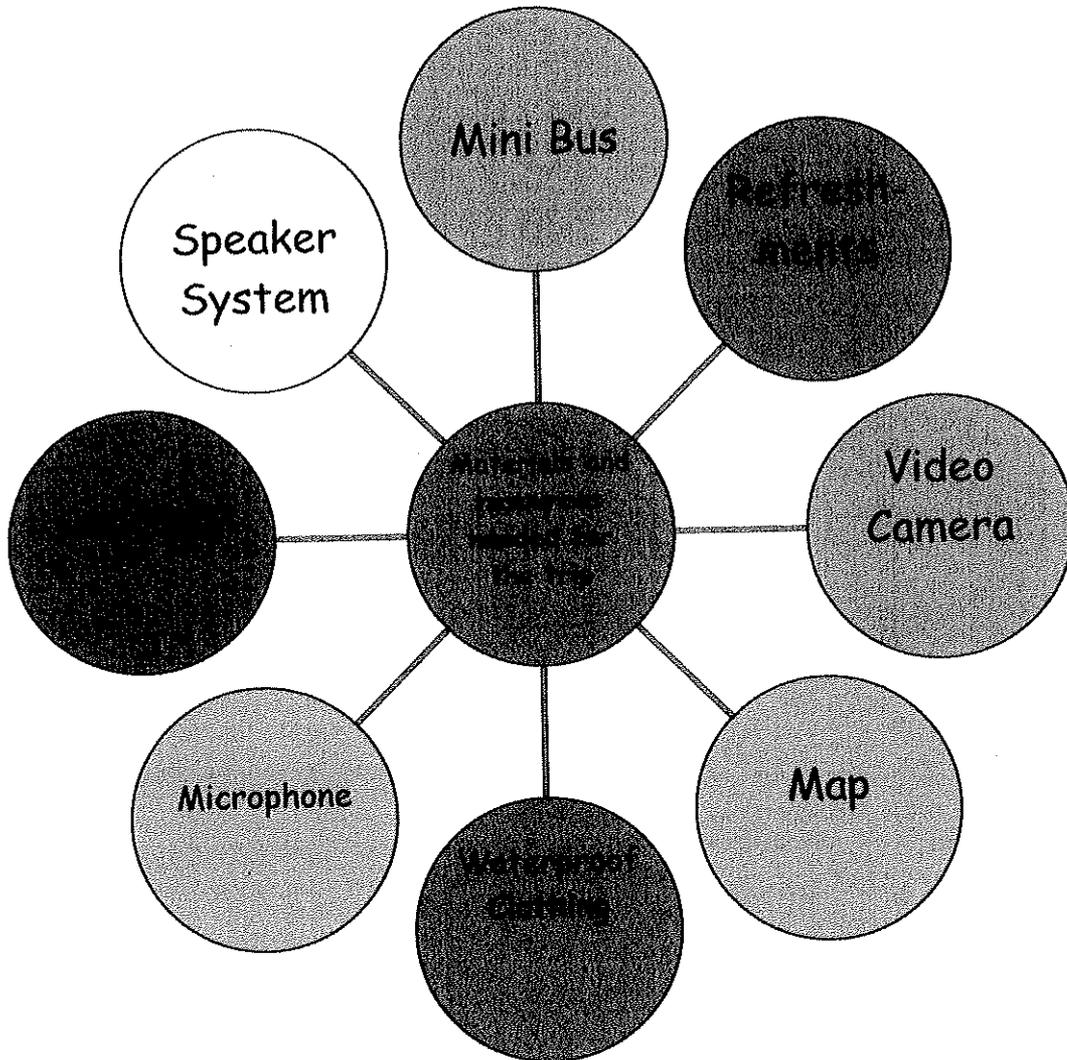
## Itinerary

On the Wednesday 11<sup>th</sup> March we are conducting our tour. We will be hiring out the Belfast City Sightseeing Bus and each person in our class will have their own area to talk about. Our target market will be year 13.

11.00am	Leave school
11.50am	Arrive in Belfast and start tour
11.50am - 1.10pm	Tour of Belfast
1.10pm - 2.10pm	Lunch in Belfast City centre
2.10pm - 3.10pm	Travel to school
3.10pm - 3.20pm	Conclude Tour

✓  
A02  
Clear plan

## Materials and resources needed



### Bus

This will be the type of transport, which we will use to get from the school to Belfast, as it is the cheapest and easiest way. The bus will have to have a qualified driver, as no one else is suitable. We will book the bus from the station in Ballymena, as this is the local Bus Company. The booking of the bus is very easy we just ring them up and tell them that we need a bus for Dunclug Collage on the date we need it and then say the times. The bus will be paid by cheque and we will all have to pay a certain amount for the bus.

✓ ACR

### Refreshments

We will take refreshments with us on the joinery so that if we get hungry we can eat them. We also will have refreshments for the pupils we take with us so that it will give us something to give them at the end of the day to say thank you for coming. We could also use the refreshments if we did not get time for our lunch.

### Video camera

The teacher will bring with her the video camera so that she can video us when we are on the tour. She will video us each individually on the area which we are talking about and this means that she can watch this when she gets back to school to give us a mark for our coursework. She also will be able to use the video camera to film the route of the tour and the different areas and this will help us in our coursework.

### Map

We will use the map on the tour so that we know where we are going and we know which area is coming up next so that we know who's turn it is coming up and we are ready to start talking.

### Waterproof clothing

We will have to bring waterproof clothing in case it would rain while we are on the bus because it is an open top bus. However there is a downstairs on the bus but it will not be big enough to hold everyone so some customers will have to sit on the top. That is why a coat, hat, scarf and gloves should be brought on the tour.

### Microphone

We will need a microphone on the Belfast City sightseeing bus so that everyone on the bus can hear us when we are conducting the tour. There will be people down below and it is an open top bus so it may be hard to hear if it is rainy and windy.

### Leaflets

We will need leaflets in order to give us information on the Belfast City sightseeing bus tour so that we know everything about it so that we can include all the information in our coursework. We will also need leaflets on the area, which we will be conducting on the tour so that we can include a lot of information. We will give these out to the customers we take so that they can follow the route and become aware of other tours that the company offer.

### Speaker System

There will have to be a speaker system on the bus so that the driver and the pupils who are downstairs can hear us explaining our attractions.

There will also have to be a speaker at the top down at the bottom of the open top bus so that they can hear us through the wind and the rain.

✓  
clear planning of  
resources needed.

## Materials and resources needed for a successful trip

As a class we decided to do the Belfast City Sightseeing bus tour as part of our coursework for our unit 11 Travel and Tourism. We will have to conduct this tour and each member of our class will have a certain area which we will have to talk about on the tour. As a class we decided on this tour because when we researched the tour it stood out from the rest of them and it had many advantages which are:

- There are many sights to see on the tour and you get to find out about the history of Belfast and you get to see the new attractions.
- It is an exciting experience to go around Belfast in an open top bus.
- It is safe to take pupils on as you can keep an eye on them the whole time.
- There is a lot of information on the different attractions in Belfast.
- There are many different attractions on the tour and there is enough for each member of our class to take more than one each.
- It will work well as we will be able to get up easily when it comes to our area on the tour.
- It is cheap and you can rent the bus out for the whole day so no one else will be on the bus except the pupils we take.

✓  
Aca  
Well thought  
through planning

# Task

3

## Full account of our Guided Tour

Our Guided tour I feel went really well, everyone was professional throughout the tour and supported each other. There were a few changes which we had to make due to the protest at the city hall but we tried not to let this affect us. Due to the protest a city hall we had to do our tour back to front as we were due to finish at the city hall at 1.00pm which was the time of the protest so we would not have got near it. This meant a new route plan had to be changed. Below is a full account of our guided tour.

- 10.40am - Lynsay went and got the First Aid box to take with us on our guided tour.
- 10.45am - Our Travel and Tourism class meet at the front of the school. We done a head count to make sure everyone was there and Miss Angus made sure we had our prompt cards with us and that we all knew what we were doing. We then went out unto the bus and we done another head count.
- 10.55am - Miss Angus explained to us that we would have to do our tour back to front due to the protest at the city hall. So we had to find out who we were passing onto as it was all changed so she went though this with us. Miss Angus also gave us out sheets with the order of the tour and who was speaking about what area. Keiva then done the safety announcement and told us to have our seat belt on and to enjoy the tour. She stood at the front of the bus and she was very good at it and she included some funny bits in about the protest at the city hall. We then left the school and went to Belfast.
- 10.55am-11.41am - Travelled to Belfast in the mini bus
- 11.41am-11.46am - We began the tour at the Waterfront/Central Station. It was Sarah that had to start the tour and she was not prepared to do this and she was very nervous, however she done really well and you would not have known that she wasn't prepared for it. The bus driver then told Sarah when we were coming up to the Waterfront and then she began her part of the tour and she gave us the history of the waterfront. Then she had to talk about central Station and Sarah had to wait until we reached central Station and then she began to talk. The bus driver turned and went back up by it

so that Sarah could get it finished. She spoke really well and gave us a lot of informative information.

- 11.46 am-11.48am - We had to drive to the next part of the tour and due to Traffic and the traffic lights we had to wait before the next person could begin.
- 11.48am-11.52am - It was then Krissy's part of the tour and she talking about the City Hall, Linen Hall library, the Belfast wheel and shopping area. When Krissy started to speak she started to laugh a wee bit as she was nervous but this did not affect the tour as it did not last for long. When krissy was talking about the City Hall the bus driver drove around it a couple of times so that when she was talking about the City Hall we were able to see it. At some points Krissy was unsure what was coming up next because the tour was back to front but the bus driver was able to tell her. Overall Krissy done really well and she gave us a lot of good information about her area.
- 11.52am-11.54- once again we had to wait until the bus got to the area which was next on the tour before the next person could begin to speak.
- 11.54am-11.56 - This was my part of the tour and I was doing Great Victoria Street and this included the Europa Hotel, The Grand Opera House, Crown Bar and the Spires. I had to say that we were coming up to these places as we were not quite at them when I was ask to begin speaking. I got some of my rights and lefts mixed up as we were doing it back to front and I wasn't sure which side they would be on but most people seen were I was talking about and new where to look.
- 11.57am-12.00pm - This was Jaime's part of the tour and she was doing Shaftsbury Square. She was very good at it and she had a lot of good information included in her tour. This part of the tour was more up-to-date general information rather than history.
- 12.00pm-12.02pm - This was Ashley's part of the tour and she had to start straight after Jamie. Ashley was doing Queens University. Due to the traffic lights Ashley had her information said by the time we reached Queens University. But when we went by it she pointed it out to us, which was good because it meant that she just didn't stop but

when we came to it she showed us what she was talking about. Ashley was very good and she spoke clearly so that we could hear her.

- 12.02pm-12.03 - This was Lynsay's part of the tour and she was doing the Malone road and this is one of the richest areas in Belfast. She told us of some of the famous people who live on the road and some of them I didn't even know they lived there. By the time we got through the Malone Road Lynsay had finished speaking so it gave us the chance to look at all the houses and to see what it was like as many of us had never been up the Malone Road before.
- 12.03pm-12.13pm - During this period of time we were travelling up to the next persons area and while we were on our way up we were just talking among ourselves and the bus driver was telling us a lot of useful information about Belfast. Miss Angus also told Laura that she was doing the Royal Hospital first so she was getting herself ready to do the Royal first, as she was not planning to do this. This was a change due to the re-route plan.
- 12.13pm-12.15pm - This was Laura's part of the tour and she was doing the Falls road and the Royal Victoria Hospital. When Laura started of her tour she was very confident and was jolly about doing it and this came across as a positive thing and she was very calm about doing it. She spoke really clearly and she used a tone of voice, which was very easy to listen to. She just took it in her stride and a lot of us thought after it she would be a good tour guide. We had not reached some of the attractions which she was talking about but she had already spoke about them but when we went by them she was saying look left look right its coming up now. She also added in extra information at these points, which was very professional.
- 12.15pm-12.22pm - This period of time was when we had to travel up to the Shankill Road to the next part of our tour. On the way up we were just talking and looking at the different attractions.
- 12.22pm-12.25pm - This was Melissa's part of the tour and she was doing the Shankill Road. When Melissa started the tour she also came across very confident and was very calm about it. She had a lot of good information about the history of the Shankill and I found out stuff, which I didn't know. She spoke very clearly and at a good speed, which meant that she was easy to listen to. The timing of her

part of the tour was very good as by the time we got to the end of the Shankill road she had just finished speaking. She did not use right and lefts when she was speaking so sometimes I didn't know where to look. When Melissa had finished her area she said at the end that she had pictures of the Murals which we did not see and she said that she would pass them around so that we could look at them. This showed that Melissa was well prepared and that she had put a lot of work into her part of the tour.

- 12.25pm-12.26pm - During this period of time we were travelling to the next area and we were looking at the pictures of the murals which Melissa gave out
- 12.26pm-12.29pm - This was Keiva's part of the tour and she was doing the Crumlin Road and this included the jail and the court house. Keiva also was very good at the tour and she spoke loudly and clearly and had a lot of good information. She also came across very confident and she pointed out everything really well by telling us look to your right and left. The bus driver was able to pull in so that we could look at the jail, which was good, as it gave us a chance to get a look at it.
- 12.29pm-12.33pm - This was the period of time when we had to travel down to the Odyssey.
- 12.33pm-12.36pm - This was Kim's part of the tour and she was doing the Odyssey, the shipyard and the Titanic Quarter. Kim had a lot of good information about these places and she was able to tell us what they Titanic Quarter will be like. It was good because the bus driver was able to take us right outside the Odyssey by going up the entrance where the taxis would go which meant we could sit there until Kim had finished speaking about the Odyssey. When we drove up in the entrance where the taxis go it was very rough and it made a noise when the bus went over it therefore it was hard to hear Kim and we had to tell her to speak louder and she did try to speak louder. We then went by the Titanic Quarter and the Shipyard and we were able to stop outside both these places so that Kim could speak.
- 12.36pm-12.44pm - This period of time is when we had to go up near the City Airport and there were a lot of lights, which we had to sit at so it took longer than we thought.

- 12.44pm-12.49 - This was Neil's part of the tour and he was doing the City Airport, 24hr Tesco's and Campbell College. Neil's part of the tour was very relaxed and he brought a lot of humour into it, which made it, more exciting for us to listen to it and it made us laugh. He made jokes about the Tesco's and was joking about how exciting this attraction is and was telling us that the special offers this week are walkers crisps. Even though he was doing this he was still very professional he just done it different from everyone else which made the tour more exciting. In between his attractions there was a gap and when he started talking again he was like "hey everyone I'm back" and was just relaxed about the whole thing.
- 12.49pm-12.52pm - During this period of time we were travelling up to Stormont and we were keeping John going that we had to go all the way up here for the last part of the tour and that we just wanted to go for lunch.
- 12.52pm-12.54pm - This was John's part of the tour and he was doing Stormont and the Stormont Hotel. John's part of the tour was also very relaxed and he had a lot of good information about Stormont and he said that they had to camouflage it in manure at the time of the war and none of us knew this. He also brought humour into his part of the tour, which made it more relaxed, and it made us laugh. However, he was still professional the whole time. John also had to end the tour and he wasn't prepared to do this as he was not meant to end it but he did really well and you would not have known he wasn't prepared to do it. When he was doing it he was making jokes and saying "you will be happy that its over and that you can all go for lunch."
- After each part of the tour we all clapped and said how well everyone done.
- 12.54pm-1.05pm - During this period of time we travelled down to the City Centre and the bus left us off at Victoria Square so that we could go for lunch. We were all told to stay away from the protest at the City Hall and some of our class was joking that they were going to go and try and get on TV. We were also told to meet at the centre the same place where we got off, at 2.20pm.

- 1.05pm-2.20pm - During this period of time we went for lunch and we all went to different places but I went to McDonalds and then I went shopping.
- 2.20pm-3.00pm - We got on the bus at Victoria Square and we went back to school.
- 3.00pm-3.05pm - Neil left back the first aid box
- 3.05pm-3.20pm - The tour ended

✓  
A02

In-depth record of  
guided tour explaining  
in depth each  
area

## The Purpose of the Tour

The purpose of this tour was to inform our target market who were six students from lower 6<sup>th</sup> who are currently studying AS Travel and Tourism of the history of Belfast. We wanted them to come home from the tour with knowledge of Belfast which they never had before. We wanted them to understand the history of areas like the Falls Road and the Shankill Road, as many young people do not know the history of these places. We also wanted it to help them with their Travel and Tourism course, as they will have to do the guided tour next year. It will give them the chance to see what they have to do and how they have to do it and what areas of Belfast they will be covering. We also wanted them to see what the tour would be like through the tourist's eyes. Most of all we wanted them to have a good day and to enjoy themselves we didn't want them to be bored throughout the tour that is why we tried to make it as enjoyable as we could. This tour was to be informative to help the students gain a clearer understanding of Travel and Tourism in Northern Ireland.

We thought that this type of tour was appropriate for our customers as it meant they would have been on the bus the whole time and they would have been able to hear us clearly. Also if we were to do any other tour of Belfast it would not have worked. For example, if we had have done a walking tour of Belfast it would not have worked because our attractions are to far apart as we had to go to Stormont and it would have taken to long to walk there. This type of tour was also appropriate as we were able to go for lunch in Belfast and the bus left us near the City Centre and our target customers were trusted to go for lunch on their own. This type of tour met our customer's needs as they did not have to get on and off the bus they just had to sit, look out the window and listen to the information which we were saying. I don't think they would have liked a walking tour as they would have had to walk and some of them may have got distracted if out walking.

Our customers needed to know were we were meeting on the day of our guided tour and what time we were meeting at. We told them this by sending them a letter home to get permission from their parents and it said on it that they had to meet at 10.45am at the front of the school. Our customers also had to know what the tour would consist of and what was coming up next so we gave them out leaflets, which we had, made so that they would receive the appropriate information. At the end of our

tour our customers needed lunch so we told them that they had to bring money to go for Lunch in Belfast. Our customers also had to be home by 3.20pm so that they would be back in time for the school buses.

Overall I feel the tour met the needs of our customers as they all seemed to enjoy it and no one said that they didn't have a good time. Our class also had a really good time conducting the tour and it wasn't as bad as we thought it would be. We ended the tour with our customers, our teacher and our Travel and Tourism class being very satisfied with the way everything went. We were concerned at the start that this protest would affect us but it hardly had any affect at all.

✓ A2

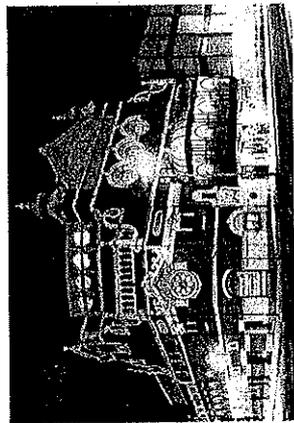
clear purpose of tour  
with understanding  
of needs of target  
audience :



# Grand Opera House

- The Grand Opera House is a Victorian building and it is a theatre and it opened on 23 December 1895. It became a repertory theatre during World War II and at the celebrations to mark the end of the war.
- Despite all the Troubles in Belfast, the Grand Opera House was still a big success. The building had been damaged by bombs on several occasions usually when the nearby Europa Hotel had been targeted.

- It was very badly damaged by bomb blasts in 1991 and 1993. The theatre continued to thrive, hosting musicals, plays, pantomimes and live music.

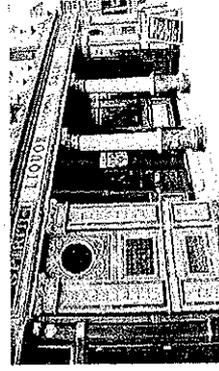


# Bus Stops

1. Castle Road
2. Queen's Road
3. Parliament Buildings (Stormont)
4. Oxford Street
5. Donegall Street
6. Gramin Road
7. Shankill Road-Spectrum Tourist Information Centre and wall murals
8. Shankill Road-Memorial Park wall murals and shops
9. Shankill Road-Lower Shankill wall murals and shops
10. Falls Road-Sheridan's Art Bar
11. Falls Road-Big Fish Pub
12. Falls Road-Mulcahy's and The Royal Exchange
13. Eaglehawk Avenue
14. Malone Road
15. University Road
16. Shaftesbury Square
17. Pitt's Victoria Street
18. Fiskerick Place
19. Donegall Square Stormont

# Crown Bar

- It was established in 1826 and it was originally owned by a husband and wife the husband was a catholic and the wife was a protestant
- The wife wanted the crown on the floor as you walk in to the Crown Bar but the husband did not want it but the wife got her way because she is a woman
- The Crown Bar now has a floor laid in mosaic tiles in the shape of a crown so the husband and wife have left their mark. The bar is now owned by the National Trust
- It has decorative mirrors, etched glass and an ornate ceiling



CitySightseeing CitySightseeing CitySightseeing CitySightseeing

# CitySightseeing Belfast



## Hop On - Hop Off

● 19 Stops  
Including

- Living History Tour
- Wall Murals
- Shankill Road
- Falls Road
- Titanic Quarter
- Parliament Buildings (Stormont)

- Live Guided Tour
- English Commentary

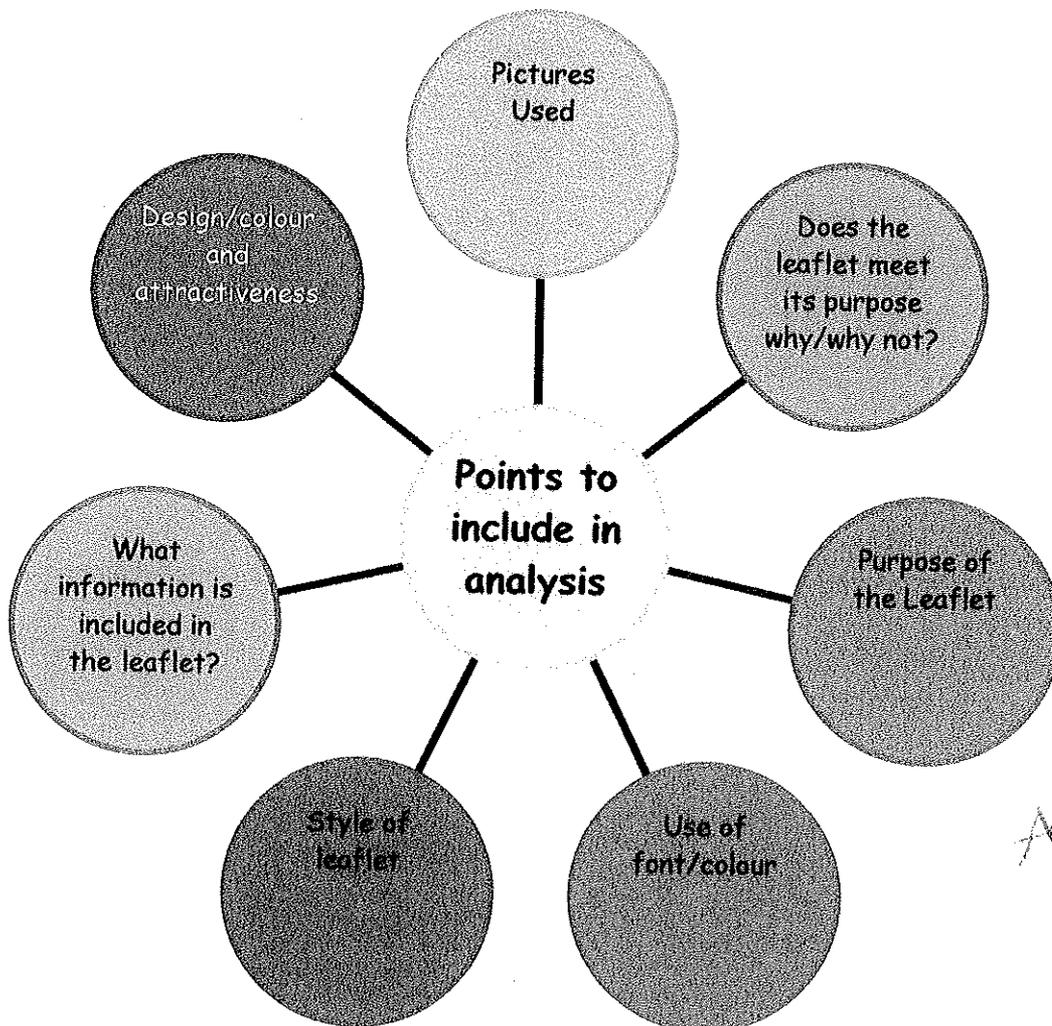
www.citysightseeingbelfast.com

**Departures**  
approximately  
Every **20-60** min  
operates all year round

CitySightseeing CitySightseeing CitySightseeing CitySightseeing

## Analysis of my Leaflet

The Belfast City Sightseeing tour has a leaflet which contains all the information on it about their company and the tour. It gives the price and the different stops the bus will make and it gives information on other tours which are available. However we had to make our own leaflet which focuses on our part of the tour and new will give information on the different sites which we are doing. My leaflet is on Great Victoria Street and this includes the Grand Opera House, Europa Hotel, Crown Bar and the Spires. It also contains a map with of my part of the tour.



Ad

Good

### Purpose of the Leaflet

The purpose of my leaflet is to give the customers who go on the Belfast City Sightseeing bus tour information on my area. This will give them the chance to find out more about Great Victoria street and the different attractions which are on that road. The four main attractions on that street are, The Grand Opera House, The Europe Hotel, Crown Bar and the Spires. My leaflet will give the history of these attractions and hopefully it will increase their knowledge of that area. It also has a map of the Great Victoria Street so they will know which attraction is coming up and where this street is in Belfast. It also contains details on how to get in contact with the Belfast City Sightseeing company so it will promote the company and hopefully more people will go on the tour.

### Information included in the leaflet

My leaflet contains information on the four areas which I am doing and it will give the history of them and it will give other useful information such as who has stayed there and what recently has happened regarding these areas. It also has a map of Great Victoria Street so that the customers know where about it is in Belfast. It also contains information on how to find out more information about the Belfast City Sightseeing Company and it gives the email address and a telephone number in order to do this.

### Use of font/colour

The use of font and colour is very good in the leaflet as it is bright and the important information has been highlighted. The colours I have used are the same colours which the Belfast City Sightseeing Company uses so they tie in with the colours on the bus. All the information has been presented very clearly however some of the writing is quite small but it is still readable and the important information is bigger so that it can be seen clearly. All the titles have been done in big writing so that they know which attraction is being talked about and it makes it stand out more. I hope the colour of the leaflet will make it more exciting because it is bright for people to look at and it will make the leaflet more interesting and it will attract all ages.

### Pictures used

In my leaflet I have not used that many pictures. There are two pictures on the front of the leaflet one is of the Belfast City Sightseeing Bus so that the customers know what the bus looks like and there is also a picture of the Europa Hotel. Throughout the rest of the leaflet I have a picture of each attraction where there is information on that attraction so

that the customers know what it looks like and it makes the leaflet look more exciting and it makes it look brighter. Using pictures could also help to promote these attractions.

### Design/colour and attractiveness

The design of the leaflet is very good as the lay out of the leaflet is very good and all the information is clearly presented and it is easy to understand and read the information about all the attractions. The design of the leaflet allows there to be a lot of information on it so this is good for the customers who will be looking at the leaflet. If the information had have been on poster there would have been as much information as it would not hold the same amount. There is a lot of colour on the leaflet and it would get the customers attention and it will stand out from other leaflets. The leaflet has very good use of colour and it has kept these colours the whole way throughout the leaflet. The leaflet is attractive because it has information my area and because of the pictures. However there could have been more pictures and more information in the leaflet.

✓ A03

### Style of Leaflet

My leaflet contains quite a lot of information about my four areas therefore it is a large leaflet. My leaflet consists of two A4 pages of information back and front and it is landscape. It folds up into a small leaflet and then you can open it up to find all the information. The leaflet is small when it is folded is it is easy to carry around so this makes it handy to give out to people.

### Does the leaflet meet its purpose why/why not?

I think that my leaflet does meet its purpose because it contains a lot of information about my four areas however it could contain more. It gives the history about the four areas and other general information about them. It also shows a map of Great Victoria Street so that the customers know where this street is in Belfast. My leaflet gives information on the four attractions which I have to do and it includes pictures and a map and it also promotes the Belfast City Sightseeing company therefore I think it meets its purpose.

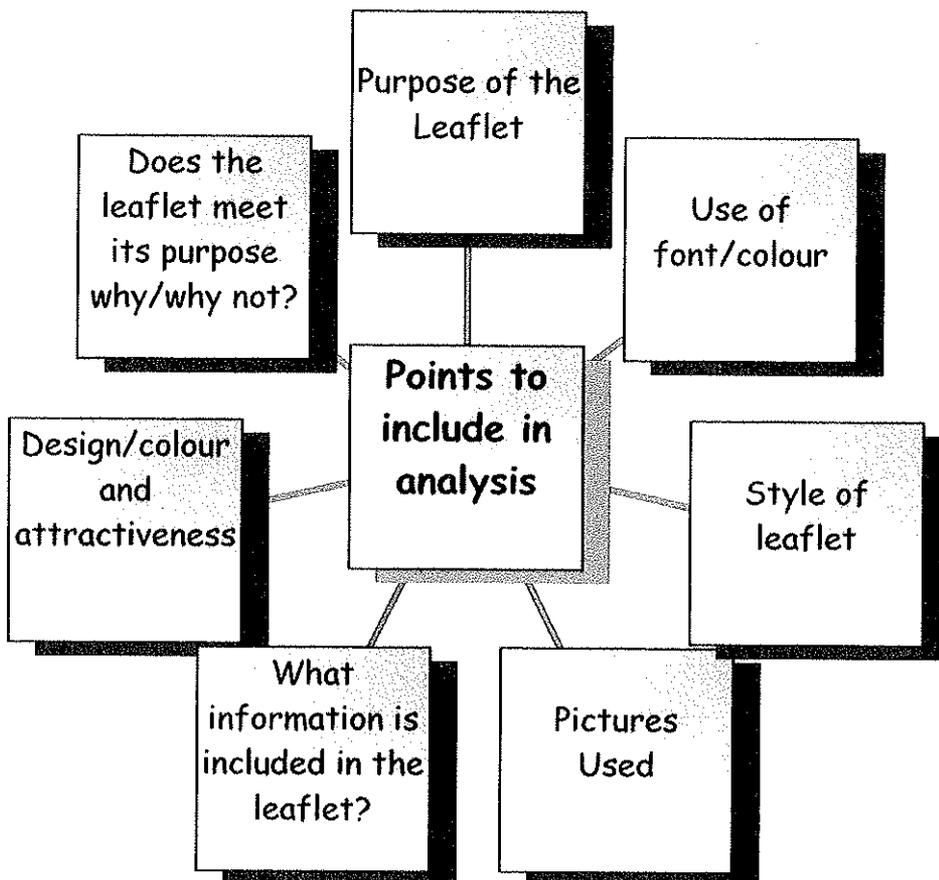
✓ A03

Good analysis

## Analysis of leaflet

When we conduct our tour we are going to give all customers who go on the trip with us a small leaflet which will have all the information about the tour and all the different attractions which we will visit, this information will be given in detail. It also gives information on other tours which you can go on and it also advertises for certain companies. They will be able to keep this leaflet with all the information and this means that they will have all the details if they want to do the tour again. The Belfast City Sightseeing Company sent us this leaflet so that we would have all the information on the tour. As a class we thought that this leaflet had all the information which we needed so instead of making a new leaflet we are using the one they sent us as we believe it is very effective and there is nothing which we could add to it. An analysis of the Belfast City Sightseeing leaflet is found below:

✓ A03.



### Purpose of the leaflet

The purpose of this leaflet is to promote the Belfast City Sightseeing Bus and to let people know that it exists. It gives information on the tour, for example, how often the bus operates and the stops which the bus will make. The leaflet will be given out at the start of the tour and it lists all the stops which will be made so this means that the customers in the bus will be able to follow the route which they are taking and will know which attraction is coming up next. It also has a map of Belfast and the route is marked out on the map so you can follow the route on the map. It also offers vouchers for different shops which are in Belfast which will give them discount on certain items which will promote those shops. Another purpose of the leaflet is to tell the customers about other tours which they can take, for example, Giant Causeway Day Tours.

### Information included in the leaflet

It gives information about when the tour operates and how often it operates in a day and how long it will last. It also gives information on the stops which the bus will make and the order in which the bus will stop at the different attractions and it gives some information on some of the attractions which will be seen on the bus. It also has a map of Belfast and the route which the tour will take and the map also shows other attractions which are in Belfast. It has special vouchers in the leaflet for certain shops in Belfast and gives information on them. It also has information on other tours which are available and it tells you the type of tour and how much it will cost. It also gives information on different restaurants which you can go to get a meal in.

### Use of font/colour

The use of font and colour is very good in the leaflet as they have used bright colours and have highlighted the important information. The colours used tie in with the colours on the bus so this is a good idea as it keeps within the colours of the company. All the information as been presented very clearly and none of the writing is too small to read. The colour of the leaflet will attract people to lift it from the tourist information centre because it looks attractive with the bright colours and it will make people want to take the tour because it looks exciting.

### Pictures used

There are not that many pictures on the leaflet to do with tour but the pictures which are there are very eye catching and give an indication of what attractions are on the Belfast City Sightseeing Tour. On the front

page of the leaflet there is a picture of the Belfast City Sightseeing bus so this lets everyone see what the bus is like so if they ever see it they will know what bus it is and what company it belongs to. They also have a picture of Stormont and the Belfast wheel. These attractions would be well known so by putting a picture of them in the leaflet will promote them even more. These are attractions which you can go and see at anytime so it is good that they have a picture of what they are like so that people can see that they would be exciting to go and see again. There are also a lot of other pictures in the leaflet advertising other tours and others places in Belfast which you can visit. It is good to have these pictures so that the customers who are on the Belfast City Sightseeing Bus can see these other attractions because pictures let people see what these attractions are going to be like and this will make the customers want to go.

✓ A03

### Design/colour and attractiveness

The design of the leaflet is very good as the lay out of the leaflet is very good and all the information is clearly presented and it is easy to understand and read the information. The design of the leaflet allows there to be a lot of information on it so this is good for the customers on the tour as they have a leaflet full of information of the tour and other activities which are available. There is a lot of colour on the leaflet and it would get the customers attention and it will stand out from other leaflets. The leaflet has very good use of colour and it has kept these colours the whole way throughout the leaflet. The leaflet is attractive because it has so much information and because of all the pictures.

### Style of Leaflet

The Belfast City Sightseeing leaflet contains a lot of information therefore it is a large leaflet. It contains two A4 pages of information back and front and it is landscape. It folds up into a small leaflet and then you can open it up to find all the information. The leaflet is small when it is folded is it is easy to carry around.

### Does the leaflet meet its purpose why/why not?

I think that the leaflet does meet its purpose because all the information which we need to know about the tour is in the leaflet. It gives the times in which the tours go at, how long the tour lasts, the attractions which the bus will go to, information on some of the attractions and a map of Belfast. It also gives you other information on where to eat in Belfast and other tours which are available in Belfast and other tours which are

✓ A03

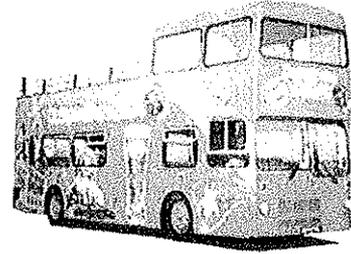
not in Belfast e.g. The Giants Causeway Tour. It also includes vouchers which gives you discount of certain shops and your next Sightseeing Tour. The leaflet also gives information on the Tourist Information Centre and tells you where to find it.

In-depth an 

## Feedback Questionnaire

Name: \_\_\_\_\_

Class: \_\_\_\_\_



1. Did you enjoy the tour?

Yes [ ] No [ ]

Explain your choose

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2. Did you think the tour was informative?

Yes [ ] No [ ]

3. Were you able to hear us clearly when we were speaking?

Yes [ ] No [ ]

4. What was your favourite part of the tour?

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5. What was your least favourite part of the tour?

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6. Would you have changed any part of the tour, if yes what would you have changed?

Yes [ ] No [ ]

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✓ AG2

Thank-you

# Task

4

## General information on the Belfast City Sightseeing Company

This open-top bus takes approximately 1 hour 40 minutes depending on weather and traffic conditions and it takes you to the cities most impressive and popular sights and it includes 19 hop-on/hop-off points. Many year of research has been carried out on the different locations and the best route to take. The tour has been changed many times and when new attractions come to Belfast they add these to the tour. However the tour company believe that the tour they have at the minute is the best they have ever had. They get their information on the attractions from visiting them, internet, books and talking to the people who own it. It starts at Castle Place, then it goes to the Titanic Quarter and then up to Stormont and it goes to the West of Belfast to see the political murals and Peace Wall along the Shankill and Falls Roads. The last part of the tour goes to Queen's Quarter, past the University and Botanic Gardens, before going back to the city centre. The guides are very helpful and they know everything to do with each attraction. City sightseeing's trained guides also take 75mins walking tours of the city centre including Cathedral Quarter, Laganside and City Hall. The tour operates every half hour to every 45 minutes.

### Cost of tour

**Group private tours**-price would be based on seasonality, high season price and low season prices. The price would usually be about £20 per person.

**Public tours**-these will depend on the time of year and the amount of people

- Adults - £12.50 each
- Children £6.00
- Other discounts - OAP's £10.50

If the weather is the bad the company will still operate and they have a number of closed top coaches so they will use these. If they are on an open top bus they will ask the people to move down below if they want and if there is room. If someone takes ill on the tour and they feel they can't go on with the tour they can get off the bus but they would not get their money back but

if they feel better within 24hrs they get do the tour again. However if the illness was serious the bus tour guide would phone the ambulance and they would come and get the person who was ill. The company have a contingency plan increase the bus breaks down or the weather conditions are bad.

The main problems the company would face are the unpredictability weather conditions and the sickness of staff. Their target audience is tourists and school groups. The main person of the tour is to present people with the opportunity to see Belfast city.

The company receive feedback from heir customers and they do this mostly though word and mouth. Some customers would ring the company to say how much they enjoyed the tour and how successful they thought it was. This information would be passed on the head. They offer kids packs on all tours and these are for kids within the ages of 3-6 years. This includes:

- Copy of a passport (colouring in page)
- Colouring pencils
- Sweets

The company have a number of health and safety procedures in place and these are:

- Vehicles are maintained to the legal standard
- All staffed are trained in what to do in emergencies
- Passengers must keep their arms in at all times due to low hanging branches



## Background of Belfast

Belfast is the seat of government in Northern Ireland. It is the largest urban area in Northern Ireland and the province of Ulster and the second-largest city in Ireland. The city has seen a lot of destruction due to the troubles which took place there. During the Second World War, Belfast was bombed by German forces. The British government thought that Northern Ireland would be safe from German bombing because of its distance from Germans, so there was not a lot done to protect Belfast from the Germans. There was only a few bomb shelters built and a few anti-aircraft guns were got from England. The Belfast Blitz occurred on Easter Tuesday, April 15, 1941, when two hundred German Luftwaffe bombers attacked the city. During this time about one thousand people died and many more were injured. But since these troubles Belfast has not suffered anything like this again.

Belfast has over forty public parks. The Forest of Belfast is a partnership between government and local groups, set up in 1992 to manage and conserve the city's parks and open spaces. In 2006, the City Council set aside £8 million to continue this work. The Belfast Naturalists' Field Club was founded in 1863 and is administered by National Museums and Galleries of Northern Ireland. In 2005 Botanic gardens had over 700,000 visitors so this makes it the most popular park in Belfast and this park can be found in the Queens Quarter.

### Northern Ireland 2001 census<sup>[51]</sup>

	Belfast	Northern Ireland
Protestant	49%	53%
Roman Catholic	47%	44%
Male	47%	49%
Under 16 years old	22%	24%
Between 20 and 44 years old	37%	37%
Over 65 years old	15%	13%

*Very good independent research  
ACB*

Ethnically white

99%

99%

The city of Belfast has seen significant redevelopment and investment since the Belfast Agreement. The formation of the Lagan side Corporation in 1989 started the regeneration of the River Lagan and its surrounding areas. Other areas that have been development are the Cathedral Quarter and the Victoria Square area.

### My specific area

The Europa hotel opened on July 1971 and it claims to be the largess hotel in Northern Ireland. The Europa Hotel is also the most bombed hotel in Northern Ireland it was bombed 87 times by the IRA bombs between 1970 and 1994 but only 33 of them went off and this done a lot of damage to the Europa Hotel.

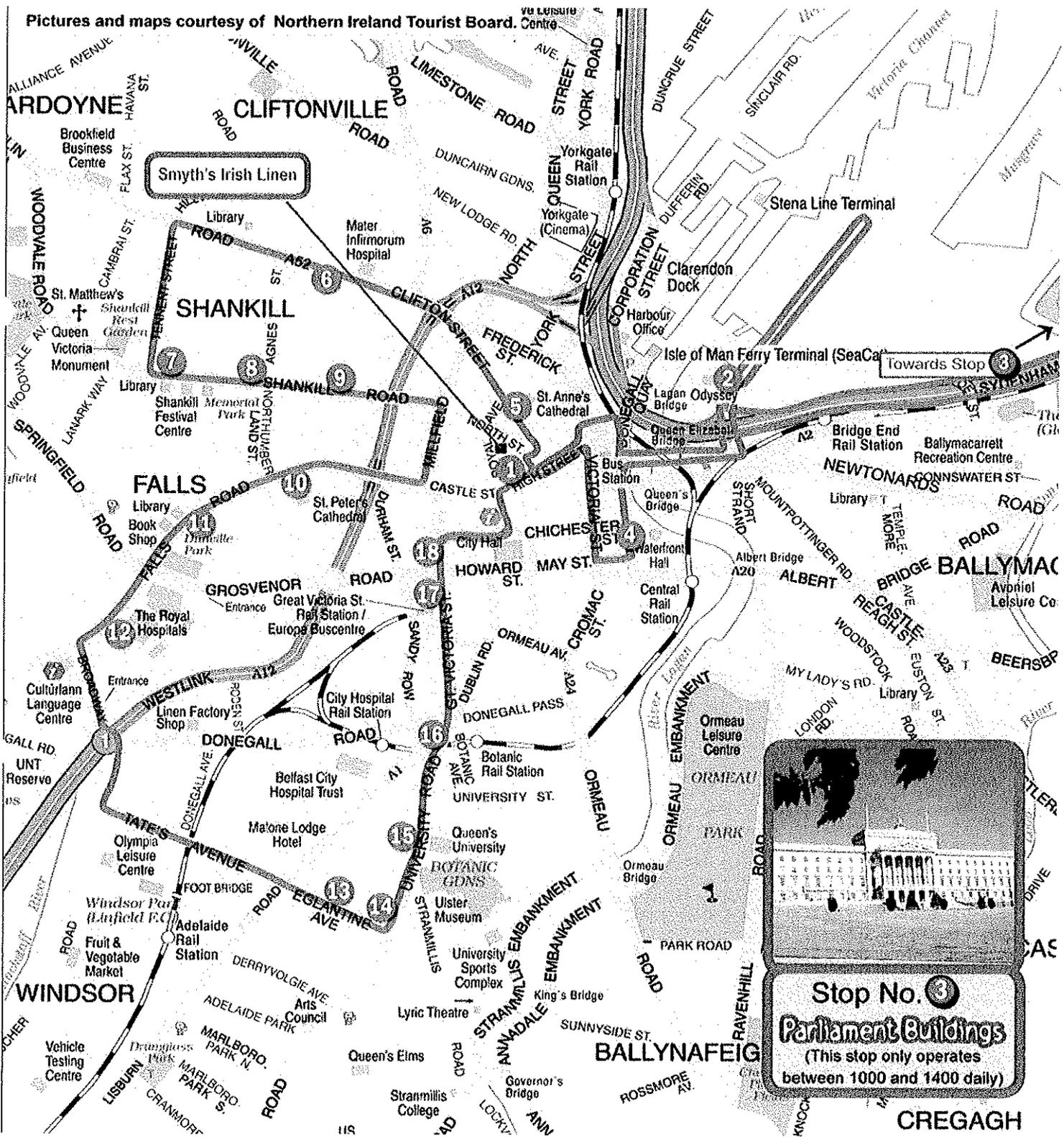
The Grand Opera House opened on 23 December 1895 and it became a repertory theatre during World War II . The Grand Opera House was a big success even during the times of the troubles.

The Crown bar was established in 1826 and it was owned by a husband and wife but now it is owned by the National Trust. The husband was a catholic and the wife was a protestant. The wife wanted the crown on the floor as you walk in to the Crown Bar but the husband did not want it but the wife got her way and the crown was put on the floor.

The Spires was built in 1992 and it has a range of cafés and shops.

✓ POZ  
In-depth research.  
Conducted on area to  
help with presenting  
speech.

# Map of complete Tour



✓ A03

### *Financial Planning of Guided Tour*

<b>Income</b>		
No. of Students	18	
Cost per student	£8.00	
<b><u>Total Income</u></b>		£144.00
<b>Expenditure</b>		
Hire of Tour Bus	£110.00	
Other	£34.00	
<b><u>Total Expenditure</u></b>		£144.00
<b><u>Balance</u></b>		£0.00

✓ AOB  
clear planning

### Financial planning of guided tour

The total income is £144.00 and the bus will cost £110.00. So I worked out the cost of each student by dividing the price for the bus which was £110.00 divide by 18 and that was £6.11. We then we added on £1.89 to make it £8 each and this extra money will cover the publishing of leaflets and refreshments.

The extra £34.00 will go towards the printing of leaflets as we need a leaflet for every student who will go on the trip.

The balance is now £0.00 as we do not want to make a profit.

✓ A02  
Good

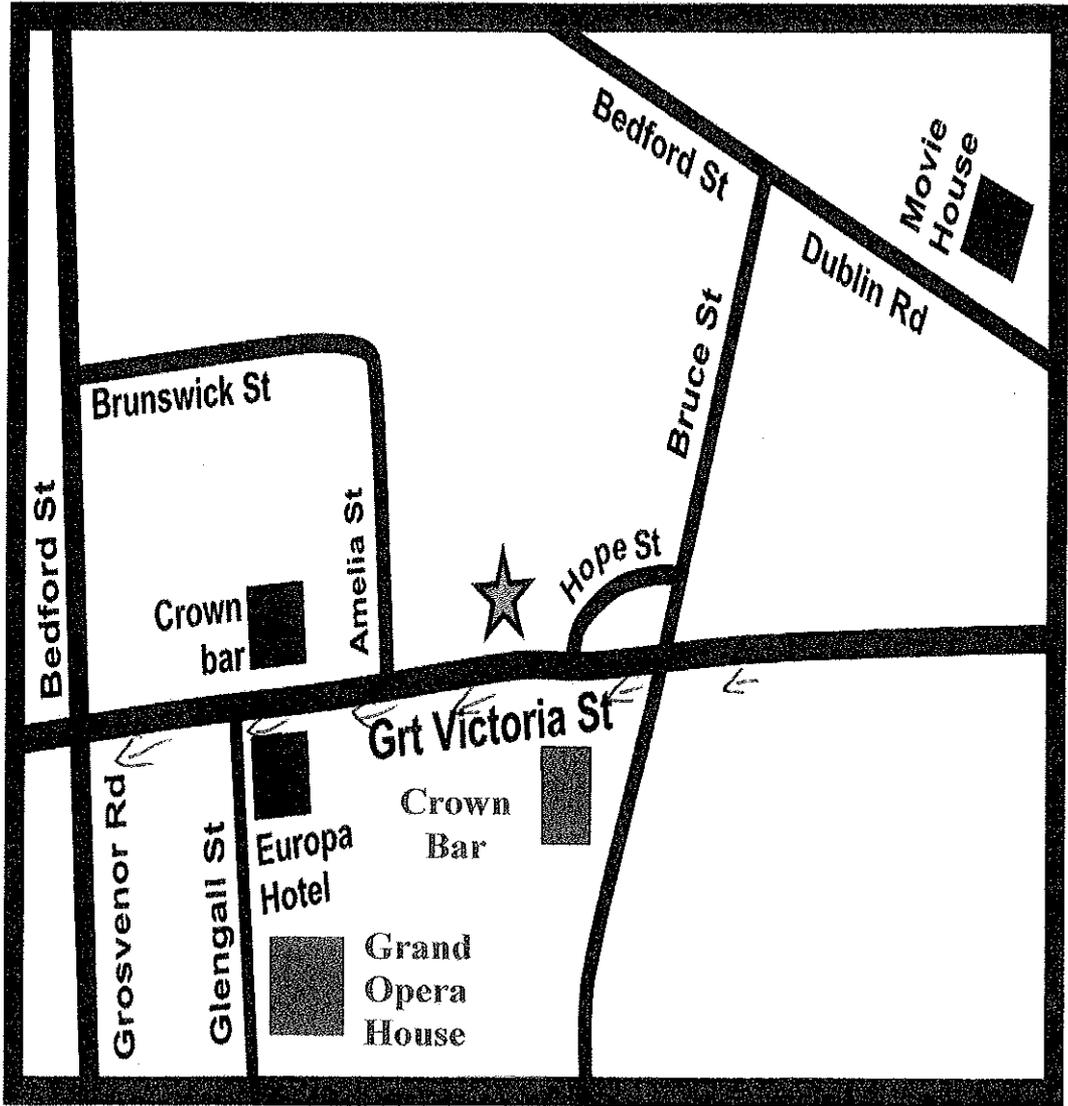
Risk assessment – Guided Tour

Hazards	Level of risk	Who might be harmed?	Is the risk adequately controlled?	What further action is needed to control the risk?
Coach travel and journey	Low	All of the group	<ul style="list-style-type: none"> <li>• Get Kirkwood's to check the bus by doing all safety checks</li> <li>• Reliable bus company which is used and approved by the school for trips such as sporting events</li> </ul>	<ul style="list-style-type: none"> <li>• Do a head count every time we get on and off the bus</li> <li>• Get all students and teachers to wear their seat belt</li> <li>• No one is allowed to distract the driver</li> <li>• Everyone must remain seated when the bus is moving</li> </ul>
Injuries	Medium	All of group	<ul style="list-style-type: none"> <li>• First aid kit carried with us at all times</li> <li>• School nurse consulted before trip to make us aware of any issues</li> </ul>	<ul style="list-style-type: none"> <li>• We had a nominated person to look after the first aid box and have it at all times</li> <li>• Staff trained in first aid</li> <li>• Medical conditions were known by staff</li> </ul>

In Belfast City for lunch	Low	All of group	<ul style="list-style-type: none"> <li>• Make sure everyone knows the meeting place</li> <li>• Must stay in a group</li> <li>• No one allowed near the City Hall</li> </ul>	<ul style="list-style-type: none"> <li>• We made sure everyone new were to meet again</li> <li>• We all went in a group with our friends</li> <li>• We had teachers number in case we got lost</li> </ul>
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✓ ACE  
 Good risk  
 assessment

Individual Route Plan



clear route  
& planning  
taken place.

Name	Section	Start Time	Finish Time
Sarah	Waterfront / Central Station	11.41	11.46
Krissey	City Hall	11.48	11.52
Cheryl	Great Victoria Street	11.54	11.56
Jamie	Shaftsbury Square	11.57	12.00
Ashley	Queens University	12.00	12.02
Lynsay	Malone Rd	12.02	12.03
Laura	Falls Rd	12.13	12.15
Melissa	Shankill Rd	12.22	12.25
Keiva	Crumlin Road	12.26	12.29
Kim	Odyssey / Titanic Quarter	12.33	12.36
Neil	City Airport / Campbell College	12.44	12.49
John	Stormont	12.52	12.54

✓ Acc.

clear plan

Route Plan For Dunclug College  
Wednesday 11 March leaving school at 11am

Timing

Keiva giving safety instructions

1. Tour starts at Odyssey Complex heading along titanic quarter - Kim
2. Belfast City airport, to Campbell College - Neil
3. Stormont Buildings and Hotel - John
4. Central Train Station, Hilton Hotel and Waterfront - Sarah
5. Crumlin Road Jail - Keiva
6. Shankill Road - Melissa
7. Falls Road, Royal Victoria Hospital - Laura
8. Malone Road - Lynsay
9. Queens University - Ashley
10. Shaftsbury Square - Jamie
11. Great Victoria Street, Europa, Crown Bar - Cheryl
12. City Hall, Lin Hall Library and Belfast Big Wheel - Krissey
13. Tour finishes

V AOL

Revised Route Plan For Dunclug College  
Wednesday 11 March leaving school at 11am

1. Keiva giving safety instructions
2. Central Train Station, Hilton Hotel and Waterfront - Sarah
3. City Hall, Lin Hall Library and Belfast Big Wheel - Krissy
4. Great Victoria Street, Europa, Crown Bar - Cheryl
5. Shaftsbury Square - Jamie
6. Queens University - Ashley
7. Malone Road - Lynsay
8. Falls Road, Royal Victoria Hospital - Laura
9. Shankill Road - Melissa
10. Crumlin Road Jail - Keiva
11. Tour starts at Odyssey Complex heading along titanic quarter  
- Kim
12. Belfast City airport, to Campbell College - Neil
13. Stormont Buildings and Hotel - John
14. Belfast City Centre for lunch
15. Travel back school in Ballymena
16. Tour Finishes

✓  
for

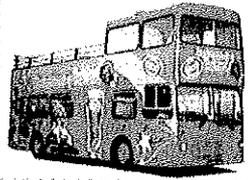
## Target Audience

Our target audience is the year 13 Travel and Tourism Class. It will meet their needs because they will be doing this course next year therefore they will know what it will be like and will know what to expect. They will be aware of the different attractions which are in Belfast and they will have an idea of which area they would like to do next year. They will know what order the attractions will come in. They will also learn what way they have to approach the tour and will know how the tour will be conducted. They will also learn how the tour guide should act and how they have to approach the tour.

It will give them a greater understanding of the history of Belfast and the new attractions which are in Belfast. I think that them going on this tour will really help them next year as they will know what to expect.

✓  
to  
clear target  
audience  
identified.

INVITATION FOR  
OUR TOUR



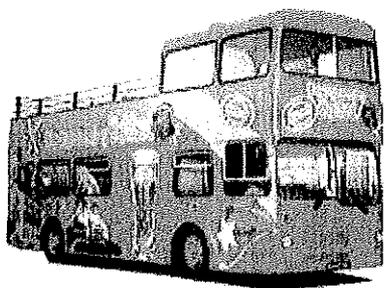
✓ AOL

EVERYONE IS WELCOME  
TO COME ON THIS  
TOUR IT WILL BE AN  
ENJOYABLE  
EXPERIENCE

WHEN: 11TH MARCH  
TIME: 11.00AM

OUR TRAVEL & TOUR-  
ISM CLASS INVITE  
YEAR 13 PUPILS TO  
TAKE THE TOUR OF  
BELFAST ON THE BEL-  
FAST CITY SIGHT-  
SEEING BUS

Belfast City Sightseeing Tour



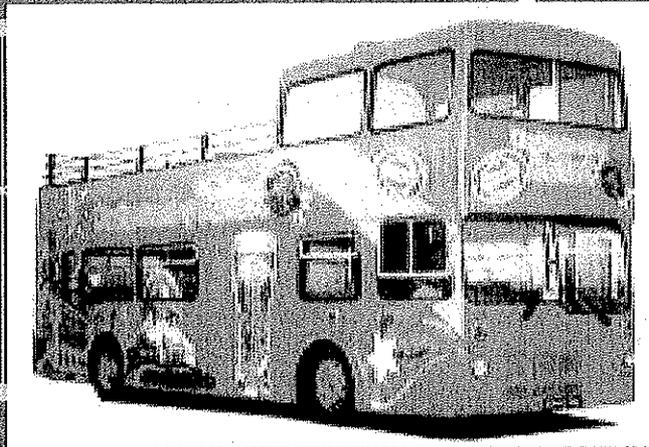
91 Doury Road  
Ballymena  
Co Antrim  
  
Phone: 028 2565 3665  
Fax: 028 2565 1153



V.A. 2  
82

INVITATION FOR  
OUR TOUR





# Belfast City Sightseeing Bus Tour

Our Travel and Tourism Class invite year 13 pupils to take the tour of Belfast on the Belfast City Sightseeing Bus

When: 11th March

Time: 11.00am

Everyone is welcome

AS

## My Attractions Talk

My name is Cheryl McClintock and my part of the tour is Great Victoria Street and this includes the Europa, Grand Opera House, Spires and the Crown Bar.

### Europa Hotel

The Europa Hotel is one of the biggest and most important Hotels in Belfast. It is a 4 star hotel and it has 240 rooms and it claims to be the largest hotel in Northern Ireland. It opened in July 1971 and it officially joined the stables of Hastings Hotels, the leading hotel group in Northern Ireland, on Tuesday 3rd August 1993.

The Europa Hotel is known for the most bombed hotel in the world. It was bombed 87 times by the IRA bombs between 1970 and 1994 but only 33 of them went off and this done a lot of damage to the Europa Hotel. Some of these bombs were planted at the side of the hotel so there was damage done on other buildings not only the Europa Hotel. Due to these bombs the Europa hotel lost a lot of business as people were scared to come to Belfast because of the troubles.

There have been a lot of famous people who have stayed in the Europa hotel and the most famous person was Bill Clinton and he stayed in the hotel during his 1995 and 1998 Presidential visits.

### Grand Opera House

The Grand Opera House is a Victorian building and it is a theatre and it opened on 23 December 1895. It became a repertory theatre during World War II and at the celebrations to mark the end of the war.

Despite all the Troubles in Belfast, the Grand Opera House was still a big success. The building had been damaged by bombs on several occasions usually when the nearby Europa Hotel had been targeted. It was very badly damaged by bomb blasts in 1991 and 1993. The theatre continued to thrive, hosting musicals, plays, pantomimes and live music.

✓ A02

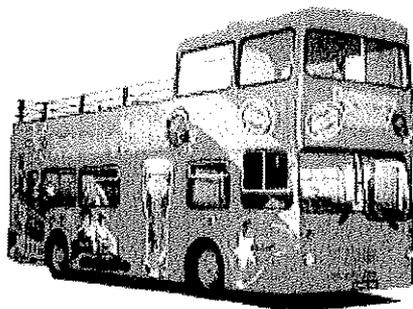
## Crown Bar

This is one of the most popular Bars in Belfast that serves a wide range of beers, wines and spirits. It was established in 1826 and it was originally owned by a husband and wife the husband was a catholic and the wife was a protestant. The wife wanted the crown on the floor as you walk in to the Crown Bar but the husband did not want it but the wife got her way because she is a woman. So the Crown Bar now has a floor laid in mosaic tiles in the shape of a crown so the husband and wife have left their mark. However it is now owned by the National Trust. It has decorative mirrors, etched glass and an ornate ceiling.

## Spires

Built in 1905 and refurbished in 1992, the architecturally admired building features stained glass windows. Offering superb conference and exhibition facilities in one of Belfast's most attractive buildings. Designer fashion and giftware shopping plus café on ground floor.

Thank-you for listening to my part of the tour I hope that you have enjoyed it and that you have found out some useful information. I will now hand over to Jamie.



✓ A02.  
Good, detailed  
speech.

The guided tour witness statement

✓ A02

Name of Student: \_\_\_\_\_

Type of Tour: \_\_\_\_\_

Specific of tour: \_\_\_\_\_

Date: \_\_\_\_\_

Individual Contribution to the tour:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Interaction with other members holding the tour:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Presentation Skills:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Knowledge:

\_\_\_\_\_  
\_\_\_\_\_

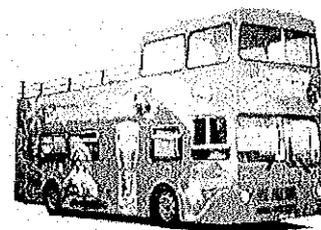
Initiative shown/problem solving ability:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_



Participates feedback Questionnaire

Name: \_\_\_\_\_

Location of tour: \_\_\_\_\_

Date of tour: \_\_\_\_\_

*Ad*

Please give some feedback based on your experience of this tour.  
Circle the most appropriate number on the scale below where 10 is  
the best.

- Quality of tour, relevance of your tour to your needs

1 2 3 4 5 6 7 8 9 10

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- How would you summarise your experience of the tour?

1 2 3 4 5 6 7 8 9 10

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- What was most effective?

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- What was least effective?

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- What would you have made better?

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- Any other comments

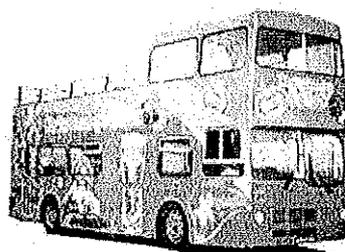
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Signed: \_\_\_\_\_



# Task

5

## Evaluating the aims and objectives

### Aim

- **To provide a professional bus guided tour of Belfast**

I think that we provided a professional tour of Belfast as we all behaved in a sensible way and we tried our best to come across as tour guides. We all provide good relevant information about our attractions and our target market mentioned a number of times on the feedback forms of how detailed the information given was.

### Objectives

- **Educate our target audience on the history of Belfast**

I think that everyone in our Travel and Tourism class gave relevant information on their area of Belfast. All the information was accurate and it showed that they put a lot of work into it to get the information which they had. The history of information which was given was in good detail and our target audience stated in their feedback forms that the information which was given was in good detail and they gained a greater understanding of the history of Belfast.

- **For the guided tour to be an enjoyable experience**

I think that everyone enjoyed the tour as they have mentioned a number of times on the feedback forms that they had an enjoyable day. They all seemed to really enjoy it and I heard no one say that they didn't enjoy it. I even thought the tour was very enjoyable and I wasn't bored throughout the tour as the information given was very interesting and some of the people in our class made their part of the tour funny which was good.

- **To gain experience in conducting a professional tour as a guide**

Doing the guided tour was a good experience for me as I had to talk in front of people and I don't like doing this but it went ok and it has helped to give me more confidence when it comes to doing presentations. It has also let me see what being a tour guide is like and whether or not I would enjoy doing something like this in future. Some of the people in my class were very good at being a tour guide and they came across very professional. It was also a good experience because we got to conduct a tour and be the tour guides which was very interesting and good for us to do.

ACY

- **For travel and tourism lower sixth students to gain knowledge of conducting a guided tour while gaining experience of tourism in Belfast**

I think that the lower sixth students would have gained a greater understanding from being on the tour because they got to see the different attractions in Belfast and what area they are in and got to find out the history on them. So when it comes for them to do next year they will know in their minds which area of Belfast they would like to do as they enjoyed that bit the best. They also will know what way the tour should be conducted and manner they should take when it comes to conducting the tour. I also think they gained knowledge of what tourism is like in Belfast because they got to see all the different attractions which they might not have known existed before. They also said on the feedback forms that they gained a greater understanding of the tourism in Belfast.

- **Develop teamwork skills in organising a tour**

During the planning of the guided tour we worked really well as a team as we have been in the same Travel and Tourism class for 2 years therefore we know each other very well. This has helped in the planning of our event as we had no fall outs and we all agreed on everything to do with the planning. On the day of our guided tour we all helped each other and we supported and encouraged each member of our class which showed good teamwork.

- **Enhance research skills in order to conduct informative tours**

Everyone on the guided tour had a lot of good information and it was easy to see that they had spent a lot of time researching their area and used a number of different sources. All the information was relevant and there was no information overload. Our target audience said on the feedback forms that the information given was very good and it informed them of the history of Belfast.

Act.

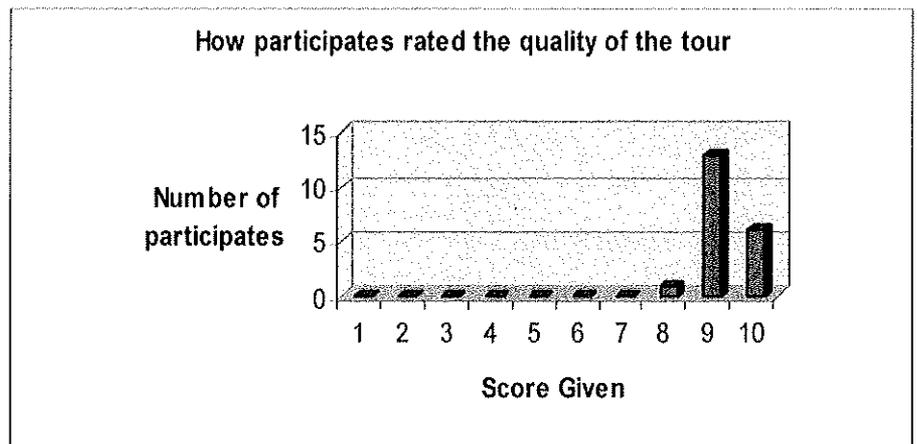
Critical, realistic evaluation  
of aims & objectives

## Evaluating the Tour

One of the evaluating techniques that we used to find out about what our customers thought about our tour was a participant feedback questionnaire. We gave this out at the end of our tour when we were on the bus and we ask them to fill it in honestly of what they thought of the tour. The feedback questionnaire included questions such as "What was most effective about the tour?" and "What was least effective about the tour?" and "What improvements could have been made?" Below are 5 graphs of the results which we collected from our feedback questionnaire and I will evaluate each graph.

### Quality of the Tour

<u>Quality of Tour</u>	
1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	1
9	13
10	6



This graph shows the quality of the guided tour which we carried out. As you can see from the graph the results are very good as no one rated the tour below 8. The graph tells me that 13 people out of 20 thought that the tour was worth a 9 therefore this means that they were very interested in the tour and that they received a lot of good information about the history of Belfast. The graph also tells me that 6 people thought the tour was worth 10 and therefore they must have really enjoyed the tour and received a lot of appropriate and interesting information about Belfast. It also tells me that our class must have done really well as tour guides and that we came across as being professional. There was 1 person that rated the quality of the tour as being an 8 and we would have liked this person to have rated it higher therefore if we were to do the tour again we would have tried to get everyone to rate it as a 9 or a 10 and in order to do this we could have used a microphone or gave more information in certain areas. I think the results were really

ACB

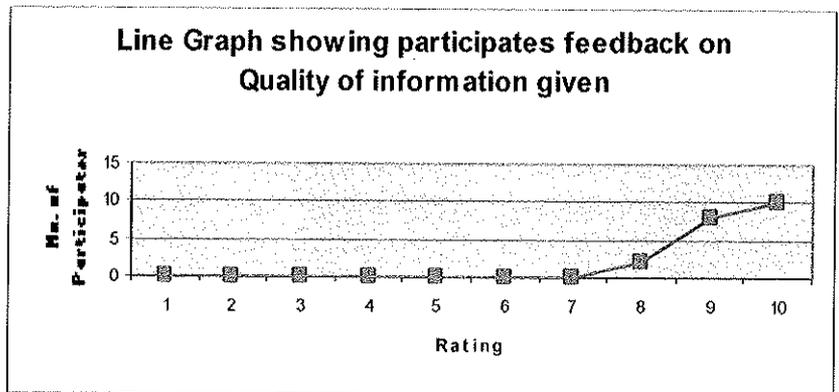
ACB

high as we have never done a guided tour before therefore this shows that the tour was done to a very high standard and that a lot of work was put into it by each individual in our class.

Quality of information given

Quality of information given

1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	2
9	8
10	10



This graph shows the quality of information which was given on the guided tour which we conducted. This graph tells me that 10 people out of 20 thought that the quality of information given was worth a 10. This is half of the people who went on the tour therefore half of the people who went on our tour thought that the quality of information couldn't have been any higher. It also tells me that the information given was full of detail and it contained a lot of interesting information about the different areas and attractions in Belfast. It also tells me that my Travel and Tourism class researched their specific areas really well and got a lot of information on their area. The graph also tells me that 8 people out of 20 thought that the information given was worth a 9 and this is also really high so they also thought that the information which was given was really good and was in good detail. There were 2 people that thought the tour was worth an 8 therefore they must have thought that more information could have been given in certain areas. However 8 is still very high so therefore they must have thought that the quality of information was high. In order to get the 8 and 9's up to 10's we would have to give more information and maybe include more present information about the attractions as most of us gave the history. Overall this graph shows me that the quality of information given in our guided tour was very good and that every one researched their area very well to get the information.

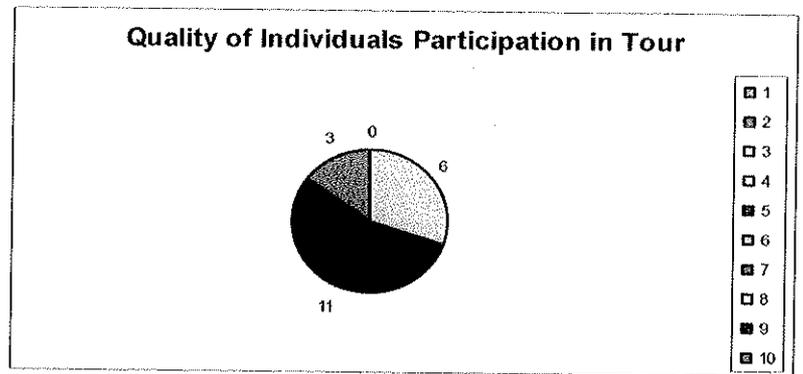
✓ ACU

✓ ACU

## Quality of individuals

✓ ACB

<u>Quality of individuals</u>	
1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	6
9	11
10	3



This graph shows the results of how well each individual did in their part of the guided tour. From the pie chart I see that only 3 people thought that the quality of us as individuals were worth a 10. Therefore only 3 people out of 20 thought that we were excellent as tour guides. This is understandable as we did not expect everyone to give us a 10 as we have never conducted a guided tour before and this was all new to us meaning and a lot of us were nervous. We also had to change or route plan at the last minute and this sort of threw people at times as we were doing everything in the opposite direction and some people handled this better than others. However from the graph I see that 11 people thought that the quality of us as individuals was worth a 9. Therefore we must have been good tour guides, we may not have been perfect but we all tried our best. We tried to speak as loud and as slow as we could and give a lot of information about our specific area and this must have come across because 11 people gave us 9's so they must have thought that we good tour guides. The pie chart also shows that 6 people thought it was worth 8 and this is also a really high score therefore we must have come across as being good tour guides and we must have been professional. No one rated us as being below 8 therefore this was very good considering that we have never conducted a tour before. In order to get everyone to give us a 10 we could have used a microphone and then they would have heard us more clearly. We also could went to our specific area before we done the tour so that we would know exactly what side it was on and when it was coming up as many of us do not know Belfast at all.

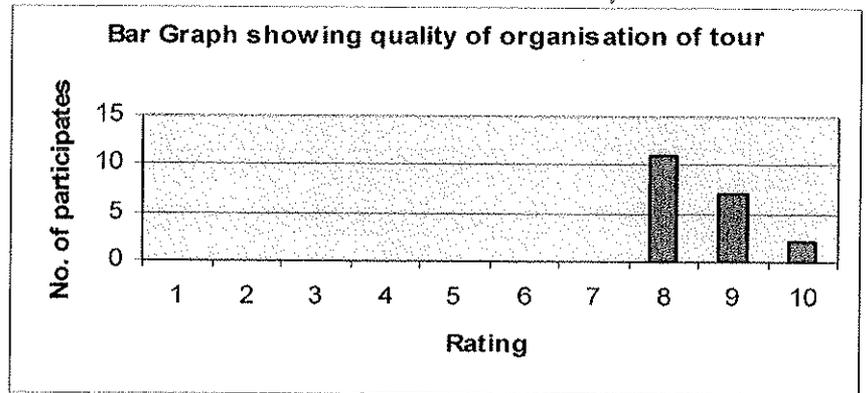
✓ ACB

94

## Organisation of Tour

### Organisation of Tour

1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	11
9	7
10	2



This bar chart shows the quality of the organisation of the guided tour which we conducted. The bar chart shows that the highest rating was 8 with 11 out of 20 people rating it as being this. The second highest rating was 9 with 7 people rating it as being this. The lowest rating was 10 with only 2 people rating it as being 10. This tells me that the tour could have been better organised and that over half of the people on the tour thought this. However there were 2 people who thought the tour was really well organised and that it could not have been any better. The fact that 11 people only rated the tour as being an 8 could be due to the fact that the route planned was changed at the last minute. We were not prepared for this to happen as we knew who was coming after us on the tour and what side everything was on therefore we had to go through all this aging and find out who would be after us and what route we would now be talking. We also didn't really consider the noise of the bus and the traffic and how it would affect us when speaking as at certain points we could have done with a microphone. Therefore we could have been more prepared for situations for this to happen. However no one rated the organisation of tour below 8 therefore the organisation was still really good and we had everything planned out really well and we were back in time for the buses. So there are only a few areas which we would need to look at if we were doing the tour again.

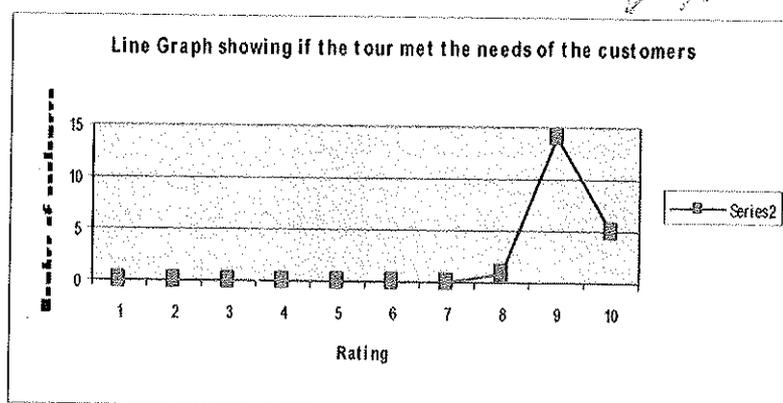
✓ A03

✓ A04  
✓ Good  
evaluation  
made.

## Tour meets their needs

### Tour meet their needs

1	0
2	0
3	0
4	0
5	0
6	0
7	0
8	1
9	14
10	5



This line graph shows how well the needs of each person on the tour were met. The highest rating was 9 with 14 people rating it as being this. The second highest rating was 10 with 5 people rating it as being this. The lowest rating was 8 with only 1 person rating it as being this. This tells me that needs of our customers were met on our guided tour. Therefore we must have given a lot of information on each specific area and that the information given was of use to our customers. These results also showed that our customers enjoyed the tour and that they found out a lot of information about Belfast. The line graph shows me that 5 people rated it as being 10 therefore all their needs were met and they really enjoyed the tour and that their knowledge of Belfast was increased. It also means that they found out what the tour would be like and they will know what to expect when they conduct the tour next year. They will also know the area of Belfast better and will know what areas will be included in the tour. They will know how the tour should be conducted and how professional they need to be. Overall the needs of our customers were met to a high standard as none of them rated it as being below 8 and this is a really high score.

A04

Group - The people which we took on our tour were suitable for a number of different reasons. They were interested in tour as it was of Belfast and although many of them do not live far from Belfast they do not know the history of it. They were between the age of 16 and 17 as they were all from lower 6<sup>th</sup> we also knew this age group would be suitable because we could trust them when it came to going on lunch as we let them go off in their own groups. We also knew if they went on the tour this would benefit them when they come to do the tour next year as they all do Travel and Tourism.

A05

## Evaluation of the feedback questions

Our participant feedback included questions about the tour and what our customers thought of it. We also ask them what they would have made better if the tour was to take place again. Some of the suggestions were small things but it is still important that we take them into consideration. From the questionnaire feedback we are able to evaluate our tour.

How would you summarise your experience of the tour?

From this question we found out that everyone enjoyed the tour, as there was no one who did not mention that they didn't enjoy the tour.

Therefore their need of enjoying the tour was met and it tells us that we didn't bore anyone when we were doing the tour. We wanted everyone who went on the tour to enjoy it and to come away and tell others of how much fun it was. A lot of them also said that a lot of good information was given and that it felt that they were on a proper tour. They also mentioned that they now know more about Belfast and it has increased their knowledge of the history. Therefore this shows that each individual in my class researched their area really well in order to get the information which they needed. Someone also said that they think it will really help them with their coursework next year and this is also what we wanted to do when we were conducting the tour, we wanted it to help the travel and tourism class next year. We also wanted them to see what they had to do and how the tour will be conducted.

Overall from this question we were really happy with the response of it has no one had anything negative to say it was all positive things. This means that everyone enjoyed the tour and they had an enjoyable day.

What was most effective about the tour?

From this question we found what our customers thought was the most effective part of the tour. Some of the answers were the same and some of them had different points to include and this allowed us to see what each individual thought was the best part of the tour. Most of them said that the most effective part of the tour was the information given on each area. This means that everyone who took part in the tour worked really hard and researched their area in depth and found out a lot of good information about their area. Our class should be happy about this as it

shows that all our researched paid off as everyone who went on the tour thought that the standard of information given was really high. Someone also thought that the most effective part of the tour was the way the bus driver interacted with the students. This is very true because the bus driver was very helpful and told us when to start talking and he stopped for us in certain places until we had finished in that area. They also thought that the tour guides were very professional. This shows that we handled the tour very well and that we came across as being good tour guides. Also we had never done anything like this before therefore it tells us that we done it really well.

Another effective thing, which a couple of people thought was good about our tour, was the fact that Melissa gave out picture of the murals after her part of the tour. This let them see the murals, which she was talking about, as we did not see them all in the way by. This was a very good idea, which Melissa came up with.

Overall there was good feedback given on this question and lets us see what they thought were the best parts. In the future we could consider giving out more visual information throughout the tour to make it more effective.

✓ ACU

What was least effective about the tour?

This question will give us the chance to see what part of the tour our customers didn't enjoy or it will show us what we could improve on if we were to do it again. It will also let us see how well we conducted the tour and how well we done as a class. Nearly in each questionnaire there is a different answer which is really good, as we know what we need to improve on. Someone said that the least affective part of the tour was the noise of the bus and the traffic. This did affect the tour and we noticed this when we were talking, as some people did not hear us so some people really had to shout when speaking, as it was bad in certain areas. It could have affected the tour and it probably affected the person who said that this was the least effective part of the tour, as they may not have heard some of the information. Therefore if we were doing it again we would get every one to speak louder or we would have a microphone. Another negative thing which was said was that the directions given by the tour guides were not always correct and this meant that some people were looking the wrong way and they ended up missing that attraction which they were talking about. This was due to the route change, as some people did not know what side their attraction was on therefore they got

✓ ACU

confused and said the wrong side. Another thing that someone thought was least affective was the route change and this was a major problem on our tour as we did not know what was coming up next or who was next but we finally got it sorted and in the end it did not cause any major problems. Also another negative thing which was said was that some people had started talking about their area and we had not reached it. Therefore when we did reach it they had said everything and this could have been annoying for the customers, as they would have liked to see the area as they were being talked about. But this did not happen a lot and it didn't really affect the tour as when we reached the attraction they told us to look at they said what it was.

Overall the negative things, which were said, were not major problems and if the tour were to be done again we would take them into consideration

✓ Act

What improvements could have been made?

This question is very important as it lets us see what improvements they would like to see and how they think the tour can be better. Most of our customers thought that each individual could have known their area better. We had a lot of good information about our area but some of us did not know where about it was in Belfast and what side it is on and what attraction was coming up next. Therefore they thought we could have been more organised in this area. I personally agree with them as I did not know what was coming up next and I got my right and my lefts confused. If we were ever doing the tour again we would visit our area before the tour took place so we would know exactly where it was. This is a big improvement which would need to be made as it is important that you know your area inside out and know what side each attraction is on so that you are prepared for changes like the route plan. This tells me that some people were annoyed by the fact that we didn't know our area as well as we should have but it did not affect the information, which was given. Another improvement, which a couple of people thought could be made, could be made was that the next time we do it have a microphone as it was hard to hear some of the tour guides due to the traffic and the noise of the bus.

✓ Act

We will take these improvements into consideration and in the future if the tour is repeated these improvements will definitely be made, as we want to make the tour better.

99

Any additional comments

All the additional comments, which were given, were very good. Everyone just mentioned how well the tour went and how much they enjoyed it. Some of them also mentioned about the quality of information given and how they found out about the history of Belfast. This is what we wanted them to say as that was our main aim for them to find out the history Belfast as many of them don't have a clue about it. Some of them also mentioned about how well the tour guides done and this is good for us to hear as we know that we done well because as mentioned before we had never done anything like that before.

Overall everyone seemed to enjoy the tour and everyone thought that the information given was in good depth but at the same time there wasn't too much information given so they didn't have information over load. We were also really happy with the feedback we received because there were no major issues that any body though was wrong and nearly all the feedback was positive. Also as a class we enjoyed doing the tour and it wasn't as bad as we thought it would be.

✓ A04

Excellent use of detailed  
analysis with clear  
conclusions made regarding  
each area.

## SWOT Analysis

<p><u>Strengths</u></p> <ul style="list-style-type: none"><li>• In-depth information given on history of locations in Belfast</li><li>• Professional approach to tour</li><li>• Route plan covered a wide variety of locations in Belfast</li><li>• A privately owned bus company that could stop at different locations</li><li>• Good variety and balance between information given history and up-to-date relevant information</li><li>• Timing of tour in length and time management on the day</li><li>• Appropriate target market</li><li>• Costing of the trip</li><li>• Good choice of location</li><li>• Good teamwork in class and on tour</li></ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"><li>• Facilities on tour bus</li><li>• Gaps throughout tour, lack of management in regards to traffic and travelling time</li><li>• Not knowing certain attractions where on the left or right</li></ul>
<p><u>Opportunities</u></p> <ul style="list-style-type: none"><li>• Get a better tour bus with more facilities</li><li>• A shorter route plan but one which has more attractions which are closer together</li><li>• Opened up to a wider target audience</li><li>• Could have operated a hop on hop off service to see the attractions</li></ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"><li>• Route plan being changed at late notice</li><li>• Protest in Belfast</li><li>• Tour bus being too expensive</li><li>• Date of tour not being set early enough</li><li>• Risk assessment</li></ul>

## A full account of my SWOT Analysis

On the previous page I have done a SWOT table which contains the strengths, weaknesses, opportunities and treats of our guided tour. I will now explain these four areas in detail.

### Strengths

As a group we all gave in-depth history on our locations in Belfast. We all spent a lot of time researching our different areas in order to get the information we needed. All the information which we got was from the internet or it was from the Belfast Sightseeing tour which we done at the start of the year. We all had a lot of information which we were able to talk about and because we were all doing different areas no one's information was the same. Everyone had researched their area really well and gave not only the history of the attractions but gave present information on them as well which was good because if it was all about the history you may have got bored and stopped listening. However, no one gave to much information on their area they kept it to the point and most of them lasted about 3 minutes which was long enough. This was good because it meant that we didn't get information overload we were able to remember everything which was said. The information was also really interesting and I found out a lot of things about Belfast which I had never heard before. There were also a number of areas which I did not know the history on and it was really good to hear it being explained

As a class we also took a very professional approach to the tour. We turned up in professional clothes and every one looked the part to take part in our guided tour. We were all prepared and everyone had there prompt cards with them. During the tour no one laughed and we all supported each other and when someone had finished we clapped and said how well they done. When John and Neil were doing their part of the tour they had some humour in it but this was good because it brought more fun to the tour and when they were doing it they were still being professional. When it came to each of our parts on the tour we all were ready and we tried to talk in a professional way and act like a tour guide. Some people were better at it than others at showing were each attraction was and the way they addressed it but everyone tried their best.

Another strength about our tour was that the route plan covered a wide variety of locations in Belfast. Belfast is a large area and it has many attractions in it. It was good that the tour covered a wide variety of attractions because it gave us a number of different areas to pick from. It meant that we were all around Belfast we just didn't stick to one area in Belfast we went all around it. This meant that we had a good selection of different places and we got to see all the different attractions which Belfast has to offer. This was a strong part of the tour because if we did not have a number of different locations our customers on the tour may have got bored with looking at the same area all the time. Our tour could have been made smaller because a number of us were doing a number of different places but this was far better because it meant that we could to cover a wide area of attractions.

On our guided tour we decided to hire out a bus from a privately owned bus company. We did this because the Belfast City sightseeing bus was too expensive to hire for the day. This turned out to be a strength in our tour as it worked to our advantage. The bus driver was able to pull over at the different attractions which we were doing on our tour and this meant that we were able to talk about our attraction and be able to see it. He also was able to go around another time, for example when Krissy was talking about the City Hall he drove around it a couple of times until she had finished talking about it. However this was not possible for the bus driver to do this at every ones attractions, for example, my area was Great Victoria Street and we were not able to stop up this street. The bus driver was also able to take us on the route plan which we wanted as the route plan was changed which meant we had to change the route which we went on and the bus driver was able to deal with this no problem.

The content of the information given and the history given on each attraction was up-to-date and relevant information. This was a strong part of our tour as many tours can have information which isn't relevant to the tour they just add it in to waste time and make the tour seem longer. This can also make the tour very boring and the customers who are on the tour will start to lose interest on what is being said. However this did not happen on our tour as everyone who took part had very interesting and relevant information on their area. It was very easy to see that everyone in our class had put in a lot of work and researched their area really well. Throughout the whole tour there wasn't a time when I could say the information given was boring or it wasn't really

interesting it kept my attention throughout the tour and I found out a lot about Belfast which I had never known before. The information given was not just the history about their area everyone had relevant information on there area, for example I was doing Great Victoria Street and I had mentioned some of the things which were on in the Grand Opera House. Krissy was also talking about the wheel and the shops in Belfast and all the information which she gave on these attractions was up-to-date relevant information. Overall everyone in our class spend a lot of time researching their area to get appropriate information and to make the tour a success.

We used good customer service skills on the day of our tour as we kept everyone happy throughout the tour because we did not prolong the tour we tried to keep it as short as possible so that our customers would not get bored. Therefore we had good time management on the day of our tour. The tour wasn't too long and it wasn't too short as it only last for 1 hour 11 minutes. All the information given on the day of our tour was kept to the point and no one spoke for any longer than 5 minutes. Therefore this meant that the tour kept moving and we were able to move from one attraction to the other. The only thing which would have kept us back from having it over quicker was the traffic but this did not affect us that much because it meant that the person who was coming up next was ready when we came to their area. However, the length of the tour was still fine and it was just over at the right time because by the time it came to the last attraction we were ready to get off the bus as we were getting restless and we wanted to get off the bus as it was quite a small bus. We left the school early on the morning of our tour therefore we got the tour over on good time which meant we had time for lunch and we were back in time for the school buses. Therefore the time management on the day was excellent as there wasn't a point when we were running behind.

The customers we took on the tour were an appropriate target market as we took the Travel and Tourism class in lower 6<sup>th</sup>. This meant that they were all interested in this type of thing as they are doing the subject which is to do with Travel and Tourism. Therefore they were looking forward to going on the tour to find out more on the history of Belfast. The customers we took also have to do the guided tour course next year therefore it will give them an idea on what is involved and what they will be expected to do. We were also planning to go for lunch in Belfast after the tour and we knew if we took 6<sup>th</sup> form they would be able to go off on

their own and get their lunch. The 6<sup>th</sup> form really enjoyed the tour and they were glad they got the chance to go and from the feedback forms we found out that they really enjoyed the tour and found out a lot of information on the different attractions in Belfast which they had never known before.

The costing of our tour was successful as we only charged them £8.00 to attend the tour. This price included the bus to Belfast from school and then back home again and then it included the price of the tour. It also included any expenses which we had to get the leaflets printed to give out to the customers on the tour. Everyone said that they really enjoyed the tour and it was well worth their while going on it so they did not mind paying the £8.00. If the tour would have been any more it may have been too expensive for some people to pay that is why we had to keep it as low as we could.

The location of our tour was very good as Belfast is close to Ballymena and it has a lot of attractions in it and a lot of history behind them. There is also a lot of information on the different attractions in Belfast and they are easy researched. The location was also good because the bus driver new his way around Belfast so he new exactly where all the attractions were. The Belfast City Sightseeing bus do a tour of Belfast and we were able to take this tour at the start of the year which meant we were able to see all the different attractions which we could pick from and we were able to follow their route plan.

We all worked really well as a team as we have been in the same Travel and Tourism class for 2 years therefore we know everyone very well and we all get on. In our other unit we had to work in teams so we were able to know how everyone worked. We all had our different things to do in organising the tour, for example, Kim rung the bus company to book the bus and sent them an email. We all worked as a team to ensure that the tour was going to go to plan. On the day of the tour we worked well as a team and supported each other and if any one needed to know anything we tried to help them out. When one person had finished their part of the tour we would have clapped and told them how well they done. Also if someone was talking to quick we would have tried to tell them to slow down or to speak louder. Due to our class working very close with each other because we are a small class we had good communication with each other and with our teacher. Communication was very important as we had to work as a team because if one person done the tour wrong or were not

pulling their weight it would affect us all and the grade which we get. We were all kept up to date on everything which was taking place and if there were any changes we were made known of them straight away. All the information which we discussed and everything which we had to do was done during class time when everyone was there.

### Weaknesses

Although our tour went really well there were a few facilities which we could have done with on the bus. When we were on the tour we didn't take into account the noise of the bus and the noise of the traffic behind us we thought that because we were on our own bus it would be quiet during our tour. However, it wasn't quiet and it was hard to hear some people as not everyone has a loud voice. Therefore we could have done with a microphone on the bus so that we could have heard everyone over the noise of the bus and the traffic. This did affect the tour as we missed information which we would have liked to hear but we just told them to speak as loud as they could and they tried their best to do this. Also the bus was very small and we were very close together and you could not see everyone when you were speaking. Also we could not stand up so we had to sit for the whole tour and if we were able to stand you would have seen the person better and have been able to hear them. Being on the small mini bus also meant that it was hard to see out of the windows because they were small and you were leaning over people at times to see the attraction out the window.

Another weakness in our tour was the fact that there were long gaps throughout the tour as we did not take into consideration the length of time it would take us to get to each attraction due to the traffic and travelling time. This meant that we had nothing to say to our customers when we were moving to each attraction which was a bad idea because they just had to talk among themselves and it had nothing to do with the tour and this may have got them distracted from the tour. However, sometimes the bus driver would have spoken to us on the way to each attraction and told us the history of certain places in Belfast which was very interesting. Some of the travelling time was longer between certain attractions especially when we had to go to Stormont this was the longest gap and it was near the end of the tour and everyone was complaining about how far away it was. However, the other gaps where not as long as this some of them were just a few minutes which weren't too bad.

✓ ACY  
In-depth evaluation  
↓ Strengths

✓ ACY

On the day of our tour the route plan was changed due to a protest at the City Hall. This meant that our tour had to be done back to front therefore some of our attractions would be on the opposite side and come in a different order because we would be going up the street in the other direction. This did cause problems for some of us as we did not know our area well enough to know what the new order the buildings would be coming in and whether they would be on the left or the right. Some people did not bother to change what they had wrote down on their prompt cards so this meant that when we came to their area the building were said in the wrong order and the said they were on the right when they were on the left. This did cause confusion on the tour as we were looking out the wrong side and some of us ended up not seeing the attraction which they were talking about. This happened when I was doing my part of the tour as I just kept it the way I had it wrote down on my prompt cards and some people got confused on what way they had to look. If we had known our areas better or if we had went to see our attractions before we done the tour we would have known our area better and we would have been able to overcome the problem better.

✓ Ach

### Opportunities

After conducting the tour we realised that there were more opportunities which could have been taken. We could have got a better tour bus with more facilities, for example a bus which had a microphone so that everyone on the bus could have heard everyone over the noise of the traffic and the bus. This would ensure that all information would be heard throughout the whole tour. We were originally thinking of getting the Belfast City Sightseeing Bus which had all the facilities which we needed, but it was going to work out to expensive and we could not expect our target market to pay a large amount of money. It also would have been good if the bus was bigger as we were very close together and we were not able to stand up which meant everyone could not see us when we were talking. Also because the bus was so small it was hard to see out the windows therefore if the bus was bigger or we had a proper tour bus which had an open top we would have no problems seeing the attractions. Therefore if we were doing the tour again we would look for a bus which had the facilities which we needed to make our tour better.

We could have made the tour smaller by having a shorter route plan but one which has more attractions which are closer together. This would mean that there would be no long gaps between each attraction and we

✓ Ach

could have gone from one person to the other with no gaps. In order to have done this we could have made each person do one attraction each instead of a number of us doing 2 or 3 and this would mean that the attractions would be closer and we could have people speaking straight after each. We also could have took a different route plan and have done attractions which are all close together so if we were doing tour again we would take this into consideration as we know what to expect with the route plan which we done.

When we conducted the tour we had a total of 20 people who went on the tour with us and this included our Travel and Tourism class. We had 6 students with us from lower 6<sup>th</sup> and then our teacher went us and then the bus driver was part of the tour as well. We managed this group of people really well and there was no problem with them therefore if the we got the opportunity to do the tour again we would open the tour up to all of lower 6<sup>th</sup> and upper 6<sup>th</sup> as I feel that they would really enjoy the guided tour of Belfast even though they do not do Travel and tourism. It would give them the opportunity to find out the history of Belfast as many of them would have never heard it before and I think that they would be interested in hearing it as everyone who went on the tour said they really enjoyed it and found out a lot of good information. We would only open the tour up to upper and lower 6<sup>th</sup> as I think they would appreciate it more and would find it more interesting than the students from the junior school would. If we were to take students from the junior tour they would be harder to work with and they would talk the whole way through the tour and would put us of.

If we had the chance to do the tour again we could operate a hop on hop of service to see the attractions. If we were able to do this on our tour it would be very good because it would give our customers the chance to get off the bus and look at the attractions. When you are on the bus and driving by them it isn't the same as you only get a glance at them and if you're not looking at the correct time you will miss it and you cannot go back and see it. However, if the bus was able to stop you could get off and see the attraction and you may even get a tour around the inside of it. This would mean as the tour guide was talking about that attraction you could look at it and they would be able to show you certain things on the building which they would not have been able to do on the bus. However, the only thing about the hop on hop of service is you wouldn't be able to do this in every area as the bus would only be able to pull in at certain area. For example, if the bus was going up Great Victoria Street

it would not be able to pull over unless there was a space or unless it parked and we walked up the street. However, you could not depend on getting a space for a bus up Great Victoria Street so you would have to drive past the attractions and give the information and tell the people on the bus what attraction you were talking about and where to look. The hop on hop off service would also give people the chance to get off the bus as it can be very stuffy and you may get stiff sitting for the whole tour.

### Threats

One of the biggest threats to us on the day of our tour was the route plan being changed. We were never expecting this to happen and we were not prepared for it. There was a protest at the City Hall at 1.00pm and we were due to finish our tour at 1.00pm at the City Hall and we knew that we would get nowhere near it as all the roads would be blocked off and there would be so many people so we had to do our tour back to front. With the route plan being changed we were not sure what the exact order of the tour would be and we did not know who would be starting the tour and who would be ending it. This meant that Miss Angus had to change the route plan and tell us what order we would be doing it in so we knew who would be before and after us. This caused us all to be nervous as we went from being organised to being not organised but we soon got everything sorted and we knew what was happening. Some of us were still worried about when it came to our part of the tour as our buildings would be coming up in a different order and we didn't know what order that would be. Therefore we just decided to keep them the same as we didn't want to confuse ourselves anymore. However, everyone adapted to the new route plan and did not cause any major problems during our guided tour.

Another threat which we had on our tour was the Protest at the City Hall. Due to the protest we had to change our route plan as we would not get anywhere near the City Hall at 1.00pm and as said before our tour was due to end at the City Hall at 1.00pm. Some of our class heard about the protest on the news the night before so some of them were expecting it to cause problems with our tour but some of us didn't hear anything about it until our teacher told us on the morning of the tour. We knew that we had to avoid the Protest and that we had to avoid the city centre at that time of the day so we had to work around this and make sure we were nowhere near it at this time. It also affected us when it came to lunch time because we had planned to get left off in the city centre so because

of the protest this was not able to happen. Therefore the bus left us off on another street which meant we avoided the protest and we just had to walk to where we wanted to go. We were also warned to stay away from the protest in case there would be any trouble. It also meant that we could go nowhere near the City Hall so it affected where we could eat and the shops which we wanted to go to.

We had difficulties when it came to getting the tour bus which we wanted for our tour. We originally wanted to get the Belfast City Sightseeing Tour Bus as this had all the facilities on it which we needed. They also would provide you with the bus driver and he knows all the stops and what order all the attractions come in. It also is an open top bus which is perfect in order to see all the attractions. However, it was going to work out too expensive to hire the bus for ourselves and we could not expect our target market to pay a high sum of money. This was a threat to us because we did not know how we were going to conduct our tour.

Therefore we had to think what we could do and we decided to hire out a mini bus and we would do our tour on it. This actually worked out really well for us as it meant the price was reduced and we could go from school straight to Belfast and start the tour without changing buses. It also meant the bus could stop where we wanted it to and it could go back up a street if we needed it to which.

We also had difficulties when arranging a date for the tour to be held on. We had a date originally planned but it wasn't till later on in March and we had all our coursework up-to-date and we were ready to do the tour therefore we wanted the tour date to be changed so that we could get this unit finished and get our evaluations done. We then decided on the Wednesday 11<sup>th</sup> March as this suited everyone in our class and we were able to get the mini bus for this date. This was a threat to the progression of our planning, as we had to change the dates in our coursework which meant we had to change the dates of the tour on our poster and our invitations. We also had to make our target market aware of the date change so we sent letters home regarding this.

Another threat which we had was the risk assessment. We had to make a risk assessment for our tour so that we could reduce any accidents and what the likely hood was of them happening. Everything which we had on the risk assessment was a threat to us because if any of the things happened it would affect our tour therefore it is important that we are aware of them and what the risks are.

110  
Excellent use of SWOT analysis, in detail & well evaluated. ✓ Acc

## Self evaluation

It was Sarah Rusk who had to give feedback on my part of the guided tour and my teacher Miss Angus also gave me feedback. They both had to give me feedback on my performance during the guided tour. Overall I was pleased of how well the tour went and I think that I done the best I could and that I contributed well in the organisation of the guided tour. However I know myself that there were certain points which I could have done better in and have been better prepared.

On my part of the tour I was doing Great Victoria Street and this included a number of different attractions on this street and these include:

- Europa Hotel
- Grand Opera House
- Crown Bar
- Spires

These were the four areas which I had to research for the guided tour. When I found out what I had to do I was happy with this area as Great Vitoria Street is a well known street and there is a lot of information on Great Victoria Street. When we done the Tour of Belfast at the start on the Belfast City Sightseeing Bus the tour guide gave a lot of good information on the areas which I had to research therefore I got a lot of good information from being on the tour. However, it was hard to take in everything which the tour guide had to say and there wasn't enough time to get it all down what she was saying as you cannot stop when going up Great Victoria Street. However I did not get enough information on Great Victoria Street just from the tour I had to go and research it and the attractions which are on it.

I used the internet to find out more information on the Europa Hotel, Grand Opera House, Crown Bar and the Spires. There was a lot of information on the internet about all these areas so I found it quite easy to get a lot of information about the areas which I was doing. However I did find it harder to get information on the Crown Bar and the Spires but I eventually found information on them which would help me in my tour. I found a lot of good websites which helped me to find out about all the history of the areas I was doing and the Europa Hotel was bombed a lot because of the troubles therefore there was lot of information on this area. From the information which I found I had to pick out of it what

Jan

Angus

would be the most appropriate when doing the guided tour because you do not want to give information which isn't really relevant and you want to find information that people will want to hear and something they have never heard before. In my information I had information on the history of my four areas but I also had information about the attractions at present it just wasn't all about the history of them as this good bore younger people who would be on the tour. The information I found I had to cut it down and just include the important bits or else the tour would last too long so I put all the information which I wanted to say in my guided tour on prompt cards and that was the information which I used on the guided tour.

I felt that I was prepared for my part of the guided tour because I spent a long time researching my attractions so that I would get good information on them and so that I would know all about my part of the tour. I wanted to put all my information on prompt cards and I spent time in putting the correct information on these and what I thought would be the best information to include in my part of the tour. I then read over them so that I knew what exactly was on them and so I knew what was coming up next. I also spent time in making sure I had them in the right order and I made sure I had my lefts and rights correct so that the people would be looking at the correct side of the street. When we went on the guided tour I had my prompt cards with me and this is what I used as a guideline when speaking and I mostly just read of them in case I would forget anything which I wanted to say. However I do feel I could have been more prepared as I did not know what order my buildings came in and I did not know what side they were on due to the route change which was made and if I had known my area better I would have known this. Therefore if I was doing the tour again I would have liked to have gone to Great Victoria Street to see exactly what it was like and the lay out of it.

I think the organising of the tour went really well and everyone tried their best to make sure that everything went to plan. Our organisation skills showed as our tour went really well and we got good feedback from our customers and the tour went really well.

When it came to the day of the guided tour I was very nervous about having to do as I would not be good at doing things in front of people. Then in the morning of our tour we were told that the route plan had to be changed due to the protest at the city hall and this made me even

worse as I did not know what order my buildings were going to come in and what side they were going to be on. This did throw we when it came to my part of the tour so I just decided to keep them the way I had it wrote down so that it would not put me off what I was going to say about them so I just said coming up we have the Europa Hotel and just kept it the way it was. This probably did confuse the people on the bus as they were looking out the wrong side but I'm sure they turned their head to look the other way. When I new it was my turn next I was nervous about starting because I did not know what was coming up, however, when I started to talk I was fine and I just said what I had down on my prompt cards and everything seemed to go really well apart from the fact I told everyone to look the wrong way. I tried my best to speak as loud and as clearly as I could without shouting at the people on the bus. I also tried to talk slowly because when I talk in front of people and when I am nervous I would start to talk fast but I tried my best not to do this and I think that I succeed in this as no one said that I spoke to fast or no one said that they could not make me out.

The only problem which I had to face was the route plan changing as I did not know what side my buildings would be on and I did not know who was after me in the tour as this would be different. However, we were told on the way up on the bus who would now be after us so I did not have to worry about that. I also just decided to keep my lefts and right the same as mentioned above. If I had to do the tour again I would go and visit my area so that I would know the area really well and would know what side each building is on and what order they come in so that I would be prepared for any changes which would take place.

The first question on the witness statement asks for my individual contribution to the tour. Miss Angus wrote that my contribution to the tour was very good and that I showed real professional skills in conducting the tour. This shows that I tried my best in the tour and that I played my part and did not leave everyone else to do everything. It also shows that I was professional during my part of the tour. It also shows that I dressed professionally and that I looked like a tour guide and behaved like a tour guide. I'm glad that she said I was professional during the tour because I was scared in case I wasn't because I had never done anything like this before. If I had to do the tour again I would still like to improve in this area and I could do this by learning all my information and not use the prompt cards as this would make you look even more professional.

The second question on the witness statement was information given on the tour. She said that I covered a lot of key points of interest in my section of the tour and that I gave great history and information on the up coming events in the opera house. She also said that my understanding of the area was excellent and it is commented. This shows that I had a lot of good information included in my part of the tour about Great Victoria Street and the different attractions I was talking in about on it. This shows that I researched my area really well and got a lot of good information on them and spent time putting the information together. It also shows I said a lot of good points about the history but also on what was happening at the minute as I mentioned what was on in the Grand Opera House. It shows that I kept the attention of the customers as I gave a lot of interesting information so I did not bore them. I could still make improvements in this area by researching my area even better and maybe even go and visit the Grand Opera House or the Europa Hotel and find out from the staff more information. I could have included more information on the Crown Bar and the Spires as it was harder to get information on them so it would have been a good idea to go and visit these areas to see if I could have found out any extra information. It also would have been a good idea to go and visit the places because it means that I would know what they look like inside and this would have enabled me to talk more on them.

The third question was my interaction with others. For this question she said that I showed good interaction with the audience and made my part of the tour relevant and interesting to keep their interest. This tells me that I was speaking to the people on the bus and that I got their attention by what I was saying therefore my information was interesting and I'm glad this was said because I tried to make it as interesting as possible because I didn't want to bore them. It also shows that my information was relevant to what I was talking about so this means that I did not say anything which wasn't important it all related to the area I was doing. I tried to keep my information to the point as I did not want to overload everyone with too much information I wanted them to remember it and to listen throughout the whole tour.

The fourth question was on my presentation skills. Miss Angus said that I spoke extremely clear and had very good presentation skills and she also said I was well prepared and organised which shone through. This tells me that on my part of the guided tour I spoke very clearly and when I was on the tour I really tried to do this because we were told at the

ACB

start to make sure that we spoke loudly and clearly as it is important that everyone hears us. I was very conscious when I was speaking to whether or not I was loud enough and also whether or not I was speaking to fast so I am glad that my teacher said that my presentation skills were very good and that I spoke very clear. I am not used to doing anything in front of people as I am not one to get up in front of a lot of people and start speaking so it was hard for me to do the tour. Therefore when I started to speak I was intimidated by everyone listening to me but I soon forget about them and just concentrated on my part of the tour. She also said I was well organised and I was organised for the tour as I had everything on prompt cards which I wanted to say. I would be a very organised person and I like everything done on time and I like everything done right. In order for me to have been more prepared to talk in front of everyone on the tour we could have done activities before we done the tour to get us used to talking in front of people and to get our confidence up.

The last question which is on the witness statement is initiative shown/problem solving. For this answer Miss Angus said that I showed good initiative in organising the tour and she said that when the route plan changed I had to talk about my buildings in the opposite manner and I struggled with this as I gave them in the wrong order. I agree with her in this statement as I got my rights and lefts mixed up because I just kept them the way I had them on the prompt cards and due to the route plan that also changed. Therefore I should have known my area better and should have been able to change this. I also didn't know what order they would be coming up in so I just kept it the way I had it wrote down so that I would not get confused in trying to work out what was coming up next. I also could have looked out the window to see what side it was on but I was scared in case I would be put of and forget what I was going to say. If I was doing it in the future again I would go and visit my area before hand so that I new exactly where everything was and what side it was on so that I would be prepared fro the route plan to change. Therefore my problem solving could have been better. However, she did say that I showed good initiative in organising the tour which shows I have good organisation skills.

Sarah Rusk also done a witness statement on my part of the guided tour. On this witness statement she said that the information given was very interesting and that she found out information about Belfast which she had never known before. I'm glad she said this because I wanted the

Adt

people on the bus to find out information which they had never heard before and to find the tour interesting. She said that I talked about the attraction before it came up and this is true and when it did come up I didn't point it out which I should have done I just assumed everyone knew where it was which was wrong of me to do. She also said I could have talked more slowly so this means I probably did talk too fast so some people may have found it hard to take in what I was saying. However, I did try not to talk fast as I was aware that I would do this when I get nervous. However overall she said it was very good and I gave a detailed account of Great Victoria Street. If I was doing the tour again I would try and talk slowly and more clearly so that every one could hear me.

Overall I really enjoyed the tour and I feel it went really well and that our whole class done the best which they could. I found the tour very interesting and I found out a lot of good information about Belfast.

✓  
✓  
Adv  
In-depth critical but  
comprehensive evaluation  
using a variety of  
sources for  
feedback.

## Recommendations for the future

Our guided tour went really well, however, there are still some things that we would change if we had the chance to do the tour again. Hopefully these changes would make the tour even better and that they would be taken into consideration in the future.

- In the future if we had the chance to do the tour again it would be good to have a hop on hop off service as it would give the customers a chance to get a good look at the attractions as you cannot see everything when you are driving past on a bus. It would also mean the person doing that part of the tour would have the chance to point things out to the customers which could not be done on the bus.
- Everyone on the tour could have had information printed out and on a sheet on their area to give out to the customers on the bus or they could have pictures of there attractions in case any one misses them on the way by.
- We could pick attractions in Belfast which are close together and we could have done a walking tour of Belfast. This would mean we would get to see the attractions more clearly and we could even go in around some of the buildings.
- In future if the tour was taking place again we could learn our information so that we would not need prompt cards. This would make us look even more professional and that we knew our area really well.
- We could have a question time at the end of each part of the tour which means the gaps would be filled when moving to each attraction or we could have the question time when the tour is ended.
- We also could go and see our attractions before we go so that we know our area inside out and we know what side of the street they are on and what order they come in. This would mean we would be prepared for any changes such as the route plan being changed.
- We could have refreshments for our customers who go on the guided tour. Or we could have something for them at the end of the tour to thank them for coming with us. For example, different wee things which would remind them of the guided tour like a key ring or a pen or something like that.

✓  
Jep

✓  
Jep

- We also could have had t-shirts for them to wear so that everyone would know where we were from and what we were doing.
- We could have got a better bus with better facilities and done fun raising activities in our school to pay for the Belfast City Sightseeing Bus as this bus has all the facilities we need.
- We also could have opened our tour up to any teachers who would have liked to go on the guided tour as some of them may have been interested in going.

✓  
✓ good  
excellent.  
Act.

realistic in-depth  
recommendations  
covered which  
cover a wide  
variety of aspects  
in relation to  
guided tours.

# Appendices

2 March 2009

Dear Parent/Carer

Travel and Tourism Unit 11 Assessment

As part of the A2 Travel and Tourism Course the students will be assessed on conducting a guided tour for their Unit 11. Your son/daughter will be conducting a tour of Belfast on Wednesday 11 March 2009. They will be leaving the school at 11am and returning at 3.20pm in time for school buses.

It is vital that all students attend on this day as this is part of their assessment. The students must dress professionally and bring money to purchase their lunch.

Please return the permission reply slip below, before Friday 6 March.

Yours faithfully

Travel and Tourism Teacher

*For  
Planning*

Guided Tour Return Slip

I give permission for \_\_\_\_\_ to conduct their guided tour, in Belfast on Wednesday 11 March.

Signed: \_\_\_\_\_ (parent/carer)      Date: \_\_\_\_\_

### List of stops

1. Castle Place
2. Queen's Road
3. Parliament Building (Stormont)
4. Oxford Street
5. Donegall Street
6. Crumlin Road
7. Shankill Road-Spectrum Tourist Information Centre and wall murals
8. Shankill Road-Memorial Park, wall murals and shops
9. Shankill Road-Lower Shankill, wall murals and shops
10. Falls Road-St. Peter's Cathedral
11. Falls Road-Dunville Park
12. Falls Road-wall murals and The Royal Hospitals
13. Eglantine Avenue
14. Malone Road
15. University Road
16. Shaftsbury Square
17. GT. Victoria Street
18. Fisherwick Place
19. Donegall Square North



Email sent to confirm route plan of bus after telephone conversation on Tuesday 1/3/09

## Dunclug College Route Plan For Belfast Tour

From:

Sent: 03 March 2009 15:39:49

To: lyle@kirkwoodcoaches.com

@ 1 attachment  

Route Pla...doc (38 KB)

Dear Lyle

I have attached the route plan for the Belfast Tour next Wednesday 11th March. We are planning to leave school at 11 am and return at 3.15pm. The tour may take approx. 1 hour 30 minutes and then we will be having lunch in Belfast City Centre. Please let me know that you have received this email and if there are any concerns.

Thank you

Kim

*See  
planning*

NAME: \_\_\_\_\_

LOCATION IN BELFAST OF TOUR: The Whole Tour

DATE OF TOUR: Wednesday 11 March 2009

Please rate the following on the scale of one to ten  
(one being the lowest score to 10 being excellent)

Quality of overall tour

1 2 3 4 5 6 7 8 (9) 10

Quality of information given

1 2 3 4 5 6 7 8 (9) 10

Quality of individual section of the tour

1 2 3 4 5 6 7 (8) 9 10

Organisation of the tour

1 2 3 4 5 6 7 (8) 9 10

Did the tour meet your needs

1 2 3 4 5 6 7 8 (9) 10

How would you summarise your experience of the tour?

I thought the overall tour was enjoyable.

What was most effective about the tour?

The information given from each individual.

What was least effective about the tour?

The noise of the bus and the traffic.

What improvements could have been made?

Individuals should have known the route plan of their area better.

Any additional comments:

AC3  
Research conducted to gain independent feedback

NAME: \_\_\_\_\_

LOCATION IN BELFAST OF TOUR: \_\_\_\_\_

DATE OF TOUR: Wednesday 11 March 2009

Please rate the following on the scale of one to ten  
(one being the lowest score to 10 being excellent)

Quality of overall tour

1 2 3 4 5 6 7 8 9 10  
⑨

Quality of information given

1 2 3 4 5 6 7 8 9 10  
⑧

Quality of individual section of the tour

1 2 3 4 5 6 7 8 9 10  
⑨

Organisation of the tour

1 2 3 4 5 6 7 8 9 10  
⑧

Did the tour meet your needs

1 2 3 4 5 6 7 8 9 10  
⑩

How would you summarise your experience of the tour?

I enjoyed the tour very much, good information was given. It felt like a proper tour.

What was most effective about the tour?

The quality of the information given on each part of the tour.

What was least effective about the tour?

directions given & to look for attractions wrong side

What improvements could have been made?

route plan being more organised, so they knew where the attractions were located

Any additional comments:

overall great trip, very enjoyable

NAME: \_\_\_\_\_

LOCATION IN BELFAST OF TOUR: Whole Tour

DATE OF TOUR: Wednesday 11 March 2009

Please rate the following on the scale of one to ten  
(one being the lowest score to 10 being excellent)

Quality of overall tour

1 2 3 4 5 6 7 8 9 10

Quality of information given

1 2 3 4 5 6 7 8 9 10

Quality of individual section of the tour

1 2 3 4 5 6 7 8 9 10

Organisation of the tour

1 2 3 4 5 6 7 8 9 10

Did the tour meet your needs

1 2 3 4 5 6 7 8 9 10

How would you summarise your experience of the tour?

It was very good and I do think it will help with my  
coursework next year.

What was most effective about the tour?

The information given, had the bus driver interacted with  
students. Professional manner of tour guides.

What was least effective about the tour?

The change of the route.

What improvements could have been made?

People knowing which side their attractions were on. (Left + Right)

Any additional comments:

Very good Tour Guides.

NAME: \_\_\_\_\_

LOCATION IN BELFAST OF TOUR: Whole Tour

DATE OF TOUR: Wednesday 11 March 2009

Please rate the following on the scale of one to ten  
(one being the lowest score to 10 being excellent)

Quality of overall tour

1 2 3 4 5 6 7 8 9 10

Quality of information given

1 2 3 4 5 6 7 8 9 10

Quality of individual section of the tour

1 2 3 4 5 6 7 8 9 10

Organisation of the tour

1 2 3 4 5 6 7 8 9 10

Did the tour meet your needs

1 2 3 4 5 6 7 8 9 10

How would you summarise your experience of the tour?

I enjoyed the tour and I recieved alot of information about Belfast

What was most effective about the tour?

When Melissa gave out pictures of the Murals for us to look at

What was least effective about the tour?

There was people talking about certain areas and we had not reached them or we were by them so we didn't get a good look at them.

What improvements could have been made?

There could have been a microphone so that we could hear better

Any additional comments:

Overall I enjoyed the tour and I found out information about Belfast which I didn't know

NAME: \_\_\_\_\_

LOCATION IN BELFAST OF TOUR: \_\_\_\_\_

DATE OF TOUR: Wednesday 11 March 2009

Please rate the following on the scale of one to ten  
(one being the lowest score to 10 being excellent)

Quality of overall tour

1 2 3 4 5 6 7 8 9 **10**

Quality of information given

1 2 3 4 5 6 7 8 **9** 10

Quality of individual section of the tour

1 2 3 4 5 6 7 8 **9** 10

Organisation of the tour

1 2 3 4 5 6 7 8 9 **10**

Did the tour meet your needs

1 2 3 4 5 6 7 8 9 **10**

How would you summarise your experience of the tour?

I enjoyed the tour and liked seeing the different attractions throughout Belfast. I also learned alot of information about Belfast.

What was most effective about the tour?

When Melissa gave out pictures of the murals.

What was least effective about the tour?

Some people started talking before we reached some attractions.

What improvements could have been made?

I think a microphone ~~was~~ so everyone could be heard as the bus was noisy.

Any additional comments:

I really enjoyed the tour and thought the upper 6<sup>th</sup> did very well.

# Participates Feedback Questionnaire

NAME: \_\_\_\_\_

LOCATION IN BELFAST OF TOUR: Great Victoria Street

DATE OF TOUR: Wednesday 11 March 2009

Please rate the following on the scale of one to ten  
(one being the lowest score to 10 being excellent)

Quality of overall tour

1 2 3 4 5 6 7 8 9 10

Quality of information given

1 2 3 4 5 6 7 8 9 10

Quality of individual section of the tour

1 2 3 4 5 6 7 8 9 10

Organisation of the tour

1 2 3 4 5 6 7 8 9 10

Did the tour meet your needs

1 2 3 4 5 6 7 8 9 10

How would you summarise your experience of the tour?

It was very interesting, found out a lot of information that I never  
know about Belfast.

What was most effective about the tour?

Cheryl gave lots of interesting information about Great Victoria Street and the  
history of it.

What was least effective about the tour?

She talked a bit before the attraction come up which means we never got to  
see what she was talking about.

What improvements could have been made?

She could talk more slowly and point out attractions when they come

Any additional comments:

Cheryl spoke very clearly about her part of the tour, she gave a  
detailed account of Great Victoria Street

## Guided Tour of Belfast Witness Statement

Name of candidate: Cheryl

Type of Tour: Tour Bus - Guided Tour Given by a Person

Location of Tour: Belfast      Section completed: Great Victoria Street

Date of Tour: Wednesday 11 March 2009

Group size: 18

Individual contribution to the tour:-

Individual contribution to the tour:-

Cheryl's individual contribution to the tour was very good. She showed real professional skills in conducting the tour.

Information given on tour:-

Cheryl covered a lot of key points of interest in her section of the tour. She gave great detail of the history and up and coming events in the Opera House. Her understanding and knowledge of the area was excellent and is it commented.

Interaction with others:

Cheryl showed good interaction with the audience and made her part of the tour relevant and interesting to keep their interest.

Presentation skills:

Cheryl spoke extremely clearly and had very good presentation skills. She was well prepared and organised which shone through.

Initiative shown / problem solving:

Cheryl showed good initiative in organising the tour. As the route plan was changed she had to talk about her buildings in the opposite manner, she struggled with this as she gave them in the wrong order.

Signed: (Witness) \_\_\_\_\_

Date: \_\_\_\_\_

Signed: (Guide) \_\_\_\_\_

Date: \_\_\_\_\_



## 7.1.1 THEORIES OF EDUCATIONAL VISITS

**Category 1**  
**Non-hazardous activities** (Non hazardous) and occur largely within establishment hours e.g. sporting fixtures, and swimming pool visits

**Category 2**  
**Non-hazardous activities** (Non hazardous)  
e.g. field study trips, theatre visits, business/education visits, and regional sporting fixtures

**Category 3**  
**Hazardous activities** (Non hazardous)  
e.g. visits to residential centres, field centres, youth and school exchanges, and award bearing schemes (Duke of Edinburgh)

**Category 4**  
**Residential visits outside the UK or Ireland** (Non hazardous)  
e.g. international exchange visits, sporting events, cultural activities and international community work

**Category 5**  
**Hazardous Activities - residential and non-residential**  
as exemplified below:

Fieldwork  
Hill walking  
Cycling/ mountain biking  
Orienteering  
Rock climbing/abseiling  
Caving and potholing  
Kayaking  
Open canoeing  
Windsurfing  
Dingy sailing  
Sub-aqua  
Skiing/ Snowboarding  
Horse riding  
Angling  
Waterskiing  
Rafting  
Rowing

## 6. LEGAL CONTEXT

**6.1**  
Under the common law, children, as with certain other groups of citizens, are legally entitled to receive special care and attention, in terms of their welfare and safety, by those in whose charge they are placed.

**6.2**  
The safety and welfare of children while in the charge of others is specifically addressed through a number of statutes, the basic requirements of which are set out below.

**6.2.1**  
Common Law 'Duty of Care' (Civil Duty)

**6.2.1**  
Within the context of this document, the common law 'duty of care' (a duty which is discharged daily by teaching staff and others who have a supervisory role with young people) relates to those activities which take place outside the school or youth organisation setting.

**6.2.2**  
The consequences of not adequately discharging common law 'duty of care' can be insured against under employee liability and public liability insurance provisions. It is nonetheless incumbent upon staff who are supervising young people to act reasonably in all circumstances, so that the personal safety and well-being of those in their care are not jeopardised during the visit.

**6.3**  
Health and Safety at Work (criminal duty)

**6.3.1**  
The employing authority is legally obliged, to ensure that the health and safety of its employees and young persons in their care is safeguarded while in any way affected by such employer's undertakings.

clear  
planning  
with  
precedence  
identifiers

This duty is imposed through occupational health and safety statute, specifically under The Health and Safety at Work (N.I.) Order 1978, and places responsibility upon employing authorities to ensure that their management arrangements in general, (but also those arrangements which encompass specific activities such as educational visits) are adequate to protect the health and safety of all those in any way affected by such employer's undertakings.

The manner in which such arrangements are developed is through the process of a risk assessment (See Section 12), the outcome of which acts as the basis for the organisation to establish that which needs to be put in place to allow the activity to proceed in a way which sufficiently manages the risks to which participants may be exposed.

Q.4.1  
The Children (Northern Ireland) Order 1995

Q.4.2  
The legal framework to protect children from harm is primarily provided by the Children (Northern Ireland) Order 1995 which became law on 4 November 1996 and repeals virtually all pre-existing legislation concerned with child protection. The central thrust of the Order is that the welfare of the young person must be the paramount consideration and it is this essential principle which underpins effective practice in the area of Child Protection.

Q.4.3  
The Order and associated guidance is reflected at local level through the publication of Child Protection Policies and Procedures by the Area Child Protection Committees within each of the four Health Boards. This guidance articulates more specifically the responsibilities of the statutory agencies, including education and identifies within

the local context, the relevant contact personnel with responsibility for Child Protection within the respective statutory organisations.

Q.4.4  
The basic principles of Child Protection must always be borne in mind when undertaking an educational visit particularly where it includes a residential element.

- The young person's welfare must always be paramount and this overrides all other considerations.
- All young people have the fundamental right to be protected from harm.
- Young people have a right to be heard, to be listened to and to be taken seriously.
- Careful consideration must be given to young people who have special educational needs, as such children may be especially vulnerable.

Educational visits cannot be entirely risk-free. The aim, therefore, must be to contain risks within acceptable levels. This is achievable provided that organisers give careful consideration to this policy document.

Care must be taken not to expose the child to unacceptable physical or psychological risk, particularly on those occasions when the educational visit aims to exercise the child's sense of adventure.

Fundamental to the planning process of any educational visit is the process of risk assessment.

#### 12.4

Risk assessment allows schools and youth organisations to make a reasoned judgement about the level of risk involved and what needs to be put in place to reduce the risk to an acceptable level to permit the visit to go ahead.

#### 12.5

This is achieved by either:

- i) eliminating the identified hazards altogether

for example, by choosing not to use a water sports centre if the Centre staff do not possess current life-saving qualifications

#### or

- ii) managing hazards by introducing effective control measures

for example, by ensuring that participants are lead by competent and experienced instructors when participating in adventurous activities

Risk assessment comprises the following steps:

- identifying the hazards
- identifying the people who may be at risk
- evaluating the potential risk
- establishing additional safety and/or control measures
- disseminating information to all relevant persons and maintaining appropriate records

#### 12.6

The Group Leader should understand that risk assessment is a dynamic process and therefore must carry out on-going risk assessments during an educational visit and ensure that appropriate action is taken as necessary.

#### 12.6 Assumptions

##### 12.6.1

It is frequently the case that, in planning an activity, certain aspects of the exercise are 'assumed' to be adequately taken care of.

Assumptions should not be made and each visit should be assessed on an individual basis.

For example, 'the school used outdoor Centre X last year and everything was very well organised so it is sure to be fine this year again!'. If acted upon, this assumption may fail to disclose the fact that the staff of outdoor centre X has changed since the school's last visit and that its public liability insurance policy has since lapsed. Therefore, this visit must not proceed.

##### 12.6.2

An example of an approach to Risk Assessment, using a scoring mechanism, is contained in Appendix 5.

# 1.1.1 EMERGENCY CONTINGENCY ARRANGEMENTS

Establishing emergency procedures is an essential part of planning an educational visit. Everyone involved in the educational visit should be aware of the procedures that are to be followed in the event of an emergency;

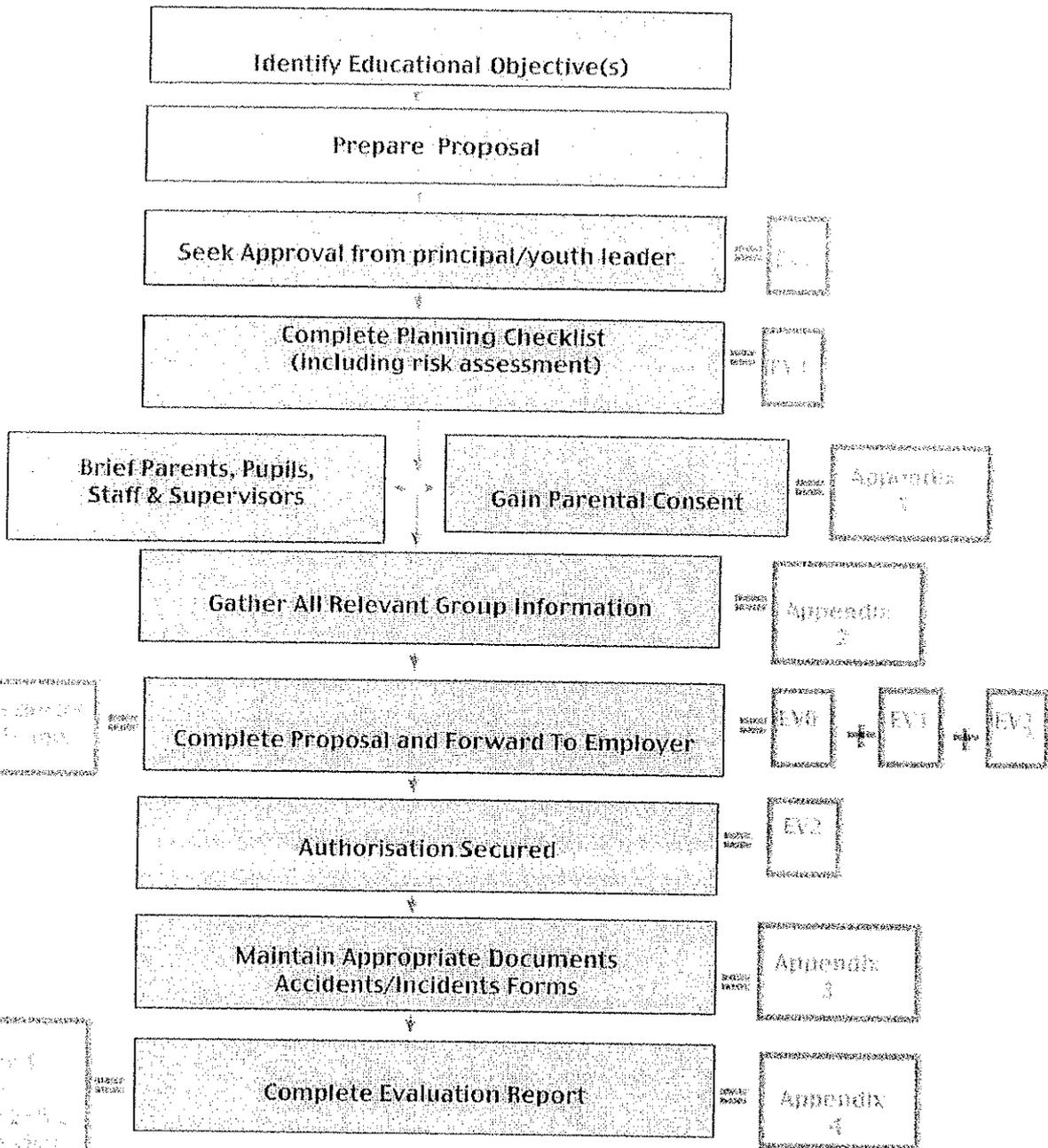
Such procedures should outline clearly what is to be done during the actual emergency and after the event. A possible framework to follow is set out in Appendix 7.

Contingency planning relates to areas and circumstances which should be anticipated in advance of an educational visit, e.g. unsuitable weather, transportation problems, cancellation of an event, illness or injury etc.

Those responsible for organising educational visits should familiarise themselves, and others involved, with the contingency arrangements provided by the employing authority and/or other relevant organisations.

# How to Follow It

1. Identify Educational Objective(s)



125

# PLANNING CHECKLIST

The planning checklist has been designed as a guide to the overall planning process and encompasses the major issues that need to be addressed.

## Planning Checklist

YES NO N/A

- |      |   |                                     |                          |                          |
|------|---|-------------------------------------|--------------------------|--------------------------|
| i    | The proposed visit has clear educational objectives.  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | The nature of the visit has been established.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | The target group has been identified.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ii   | All the relevant information regarding the proposed educational visit has been presented to the management e.g. destination, itinerary, timescales etc.               | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| iii  | The management has approved the proposed visit.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| iv   | A risk assessment has been undertaken for all aspects of the visit and appropriate control measures have been put in place and recorded                               |                                     |                          |                          |
|      | • hazards have been identified  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • people who may be at risk have been identified  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • evaluation of the risk has been undertaken  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • additional safety and/or control measures have been established   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • information has been disseminated to all relevant persons and appropriate records maintained  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| v    | Where residual risks (inherent in all visits) still prevail an appropriate contingency/emergency plan has been put in place and disseminated to all relevant persons. | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| vi   | The number of leaders in attendance has been agreed:  |                                     |                          |                          |
|      | • a staff member has been identified as Group Leader  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • accompanying staff have been identified   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • volunteer supervisors have been identified  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • police checks have been undertaken (where necessary)  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| vii  | Leaders are fully aware of:   |                                     |                          |                          |
|      | • their roles and responsibilities  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | • the standard of conduct required of them during the visits  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| viii | Young people and parents/guardians have been informed/briefed and understand the implications of their participation in the visit.                                    | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

	YES	NO	N/A
ix Parents/guardians have given their written consent to the young people participating in the educational visit.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x All relevant information (medical, dietary and contact details) pertaining to the young people participating in the educational visit has been obtained, recorded and appropriate action taken where necessary.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xi The transport arrangements for the group are appropriate for the nature / type of journey(s) planned.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xii Adequate insurance is in place to cover all aspects of the educational visit, including transport.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xiii Where a residential visit is planned, the overnight accommodation has been assessed as appropriate in terms of:			
• its suitability for the group	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• its compatibility with the objectives of the visit(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
xiv Where the educational visit involve outdoor or adventurous activities, the co-ordinator and Group Leader are satisfied that :			
• appropriate management structures and systems are in place in relation to child protection / health and safety	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• staff are competent to provide the activities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• all relevant checks have been undertaken to ensure the above is in place	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
xv The Educational Visits' Co-ordinator has approved the operational arrangements for the visits.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xvi Employing authority approval obtained, as appropriate.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# DECLARATION OF EDUCATIONAL VISIT

Educational objective of visit:

To provide a professional bus guided tour of Belfast

Place(s) to be visited:

Belfast

Group:

Travel and Tourism

Numbers of Young People:

20

Male

Female

Age Range

Age Range

Proposed Date(s):

From: 11/3/09

To:

Number of Days (incl.):

Estimated cost per young person: €

8,00

Activities to be undertaken:

Bus tour

Staff members and other adults involved:

Miss Angus

Transport arrangements:

Bus

Organising company/agency (if relevant)

Signature:

Designation:

Date:

~~11/3/09~~ 20/12/09

PLANNING CHECKLIST

School/Youth Group: [redacted]

Date of visit: From 11/3/09 to [redacted]

Venue: Belfast [redacted]

Group Leader: [redacted] 15 [redacted]

- |   | Yes                                 | No                       | N/A                      |
|---|-------------------------------------|--------------------------|--------------------------|
| i The Proposed visit has clear educational objectives.  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The nature of the visit has been established.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The target group has been identified.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ii All the relevant information regarding the proposed educational visit has been presented to the management e.g. destination, itinerary, timescales etc.              | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| iii The management has approved the proposed visit.   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| iv A risk assessment has been undertaken for all aspects of the visit(s) and appropriate control measures have been put in place and recorded:                          |                                     |                          |                          |
| • hazards have been identified  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • people who may be at risk have been identified  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • evaluation of the risk has been undertaken  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • additional safety and/or control measures have been established   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • information has been disseminated to all relevant persons and appropriate records maintained  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| v Where residual risks (inherent in all visits) still prevail an appropriate contingency/emergency plan has been put in place and disseminated to all relevant persons. | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| vi The number of leaders in attendance has been agreed:   |                                     |                          |                          |
| • a staff member has been identified as Group Leader  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • accompanying staff have been identified   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • volunteer supervisors have been identified  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • police checks have been undertaken (where necessary)  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| vii Leaders are made fully aware of:  |                                     |                          |                          |
| • their roles and responsibilities  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| • the standard of conduct required of them during the visits  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- viii Young people and parents/guardians have been informed/briefed and understand the implications of their participation in the visit.
- ix Parents/guardians have given their written consent to the young people participating in the educational visit.
- x All relevant information (medical, dietary and contact details) pertaining to the young people participating in the educational visit(s) has been obtained, recorded and appropriate action taken where necessary.
- xi The transport arrangements for the group are appropriate for the nature / type of journey(s) planned.
- xii Adequate insurance is in place to cover all aspects of the educational visit, including transport.
- xiii Where a residential visit is planned, the overnight accommodation has been assessed as appropriate in terms of:
  - its suitability for the group
  - its compatibility with the objectives of the visit
- xiv Where the educational visit involves outdoor or adventurous activities, the Education Visits' co-ordinator and Group Leader are satisfied that:
  - appropriate management structures and systems are in place in relation to child protection / health and safety
  - staff are competent to provide the activities
  - all relevant checks have been undertaken to ensure the above are in place
- xv The Educational Visits' Co-ordinator has approved the operational arrangements for the visits.
- xvi Employing authority approval obtained.

Signature: \_\_\_\_\_

Educational Visits Co-ordinator: \_\_\_\_\_

Principal/Youth leader-in-charge: \_\_\_\_\_

Date: \_\_\_\_\_

To be forwarded to: \_\_\_\_\_

# EDUCATIONAL VISIT AUTHORIZATION FORM

NAME OF SCHOOL / YOUTH GROUP \_\_\_\_\_

To be completed by the Principal/Youth leader-in-charge and forwarded to the employing authority.

Category 3 Residential Visits of one or more nights within the UK or Ireland

Category 4 Residential visits outside the UK or Ireland

Category 5 Residential and non-residential

If a category has been chosen as set out in the approval policy and the following completed, the following applies:

EVO Notification of Educational Visit

EV1 Planning Checklist

Signature of Principal/ Youth leader-in-charge: \_\_\_\_\_

Date: \_\_\_\_\_

**For Office Use Only**

Visit Approved

Visit Not Approved

Reason (s) \_\_\_\_\_

Signed: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

# International Visit Incident Record Form

1 Name of School/ Youth Group .....

2 Name of Group Leader .....

3 Date, Time and Location of Incident .....

4 Name and address(es) of witness(es)

(a) .....

(b) .....

(c) .....

5 Please state in your own words what happened including details of names and status of those involved

6 Describe what action was taken (e.g. details of First-Aid, police or medical involvement)

Signed ..... Date .....

Designation .....

## Post-visit Review

Group Leader: \_\_\_\_\_

Visit to: BelfastDates: 11/3/09

To: \_\_\_\_\_

Please comment on the following:-

Was the venue suitable?	Yes as it had a number of different attractions which was suitable for our guided tour.
Was the accommodation / food / equipment of a suitable standard?	N/a
Were the venue staff competent ?	N/a
Were the travel arrangements appropriate?	Yes because the bus is the the quickest + cheapest way to get to Belfast
Were the educational objectives met?	Yes as everyone on the guided tour gained a greater understanding of the history of Belfast <sup>next year</sup> <del>in what to expect</del>
Was the content of programme relevant to the group?	All the information given was relevant to our target audience as they found out a lot of information which they didn't know
Were the young people effectively briefed prior to the visit?	Yes they knew what was taking place and dates + times.
Were agreed procedures followed by all in a supervisory capacity?	All <del>proper</del> procedures were obeyed by everyone on the trip.
Are there any specific issues which need to be addressed as a result of this visit?	No

Other Comments:

Overall the guided tour went really well and everyone seemed to enjoy it.

Signed: \_\_\_\_\_

(Group Leader)

Date: \_\_\_\_\_

## RISK ASSESSMENT

Risk assessment can be undertaken by identifying the hazards and then assessing the risk. Note that a hazard is anything with the potential to cause harm. Risk is the likelihood of harm from the hazard being realized.

Probability of occurrence	Score	Consequence of outcome
Highly unlikely to ever occur	1	Slight inconvenience
May occur but very rarely	2	Minor injury requiring First-Aid
Does occur but only rarely	3	Medical attention required
Occurs from time to time	4	Major injury leading to hospitalisation
Likely to occur often	5	Fatality or serious injury leading to disability

Risk = Probability of occurrence x Consequence of outcome

The level of risk can be calculated by multiplying probability by consequence, so providing a theoretical maximum score of 25. If the resulting score totals 10 or more then active management of the risk is required.

The vital issue is whether the risk can be managed. If there are doubts that the risk is manageable, then it is advisable to change the activity and/or the location. Where there is considerable concern as to the outcome, it is better to abandon and redesign the educational visit than to expose young people to an unacceptable level of risk.

Group Leaders must fully record their risk management decisions on paper.

'As with much health and safety legislation and regulations the paper at the end of the process is of minor significance compared to the professional judgement of the group. As risk management is becoming recognized in all walks of life it is important that young people become involved in the process at the earliest possible stage.' (Teaching Geography, Vol. 25, No. 2, April 2000, p. 74) Schools and youth clubs need to develop young people's understanding of risk. This will then equip and prepare them to undertake risk assessment and help them to determine how risk can or cannot be managed.

## YOUNG PERSON'S RESPONSIBILITIES

- Always think about your own and others' safety.
- If you have a problem or are worried about something, always tell someone whom you trust. This may be your teacher, youth leader, course organiser or host parents - don't suffer in silence!
- If you have particular health or dietary needs, tell the supervising adults and/or the host organisation.
- Always follow the instructions of your Group Leader and leaders, including those at the venue of the visit.
- If you do get lost or separated follow the procedures agreed for such an occurrence (see Appendix 7). If totally disorientated and confused go to a public place where you will be seen by lots of people and where you can ask for directions.
- If approached by someone you don't know in a threatening or concerning manner, just walk away.
- If travelling on a bus or train and someone makes you feel unsafe, move to a different seat, preferably closer to the driver or other passengers.
- Personal travel arrangements should be carefully planned. Ensure you are familiar with whoever is transporting you and never travel alone in vehicles with strangers.
- Be aware of situations which may cause you harm or injury and where necessary inform a responsible adult (e.g. leader) about your concern.
- Dress and behave sensibly and responsibly.
- Be sensitive to local codes and customs.
- Think things through carefully before you act and do not take unnecessary risks.

### When participating in visits abroad

- Always pack your own suitcase and never carry items for anyone else.
- Learn the telephone numbers of the emergency services in the country you are visiting before you leave and make sure that you keep them handy.
- When out and about always carry details of where you are staying e.g. address, telephone number and contact details.
- Always keep enough money to make a telephone call.
- If personally carrying essential documentation, money or valuables, keep them secure in either an inside pocket, bum-bag, money belt or something similar - choose whichever is comfortable for you.

### When

- Travel on a moped, motor scooter or motor bike during your visit.

## EMERGENCY PROCEDURES

- Emergency procedures must be established by the Group Leader and must be communicated to and understood by all members of the party.
- At least one leader in a party should have knowledge of First-Aid. A list of contents is suggested in Appendix 8.
- In the event of a young person being injured, specialist help must be sought as appropriate and parents informed as soon as possible. Where the accident/injury is serious the Head of the establishment should be contacted. Responsibility for informing the employing authority rests with the Head of the establishment.
- If it is necessary, due to the seriousness of the circumstances, for the parents to visit the young person(s), the establishment Head, in conjunction with the governing body, should make arrangements for them to do so.
- A 'lost' procedure should be known in advance by every member of the group including:
  - action to be taken if separated from the group or lost
  - advice on where assistance may be sought
  - notifiable personnel and contact details
  - notification of safe return
- If any leader has cause to believe that a young person has been abducted or has absconded the Police must be notified.

## FIRST-AID KITS

First-Aid kits should contain sufficient quantities of suitable First-Aid materials appropriate to the visit environment. For most First-Aid kits, sufficient quantities could be considered as:

a general guide card on First-Aid;

20 individually wrapped sterile adhesive dressings (assorted sizes) appropriate for the work environment

2 sterile eye pads, with attachments

6 individually wrapped triangular bandages

6 safety pins

6 medium sized individually wrapped sterile, unmedicated wound dressings (approximately 10cm x 8cm)

2 large sterile individually wrapped, unmedicated wound dressings (approximately 13cm x 9cm)

3 extra large sterile individually wrapped, unmedicated wound dressings (approximately 28cm x 17.5cm)

sterile water or sterile normal solution in sealed disposable containers for use in situations where mains tap water is not available. (Each container should hold 300ml and at least 3 containers should be provided. Once opened, the containers must not be re-used.)

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Lyrics by **LEAH JUNG**

Choreography by **KERON ULLIOTT**

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**GRAEME MESSER**

Designed by **JACKIE TROSDALE**

Costume by **JASON TAYLOR**

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## LONDON WALKING GUIDE

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# Tour Guide

South Londons Only Walking Guide

## **Brixton Tours**

Brixton Tours welcomes you to an alternative view of London. We'll take you to a vibrant and full of life place in London.

We offer 1 hour tours around Brixton. The tour will awaken your sight, you a unique experience that only Brixton has to offer.

Brixton is a special place which has always been a home to a multi cultural white and black live in harmony. The area is home to many artists and in the 1980's many young people discovered Brixton as students or squatters: they changed - but also has stayed the same.

Today's tourist are ever more demanding of London - they wish to see a different version of London, something different from the glitz and glamour of the city. Our Tours gives exactly this, we show you a real life expression of London!

The Brixton Tours website is still under construction. Our new website Please see below for details of the tours that we give.

We cater for everyone - large groups or individuals. Call or email to discuss your tours.

## **Brixton Tours - Walking Guide**

This 1 hour walking tour costs £12.50p per person for group tours and individual guides. The price includes food & fruit tastings along the way

1 o'clock - pm - Monday - Friday Bookings Only  
Sat/Sun - One to One personal tours

Meet at the corner of:

The Lounge Cafe  
56 - 58 Atlantic Road  
Brixton SW9  
Tel: 0207 733 5229

Atlantic Road & Walk Down Railton Road

- Dogstar: Different DJ's everynight
- Lounge - No. 58 Atlantic Road - Chill Out place for coffee, teas, fresh famous Lounge breakfasts.
- David Grieg opened his first grocery store in the late 1800'S at the ag became the biggest grocery chain in Britain.
- The Bettie Morton Gallery. Brixton's first mainstream art gallery
- Brixton Riots 1981 - 1985

Kellet Road

- Look at old Victorian Houses, squatters
- Effra Pub - Jazz Music - Pub Lunches
- River Effra
- Brockwell Park
- Lido Swimming Pool/Yoga/Massage
- Hobgoblin - Beer Garden - Brixton comedy club c. 100 yrs
- St Matthews Square / Peace Garden:
- Church there from 1820's - Grave Yard
- Bug Bar / Mass Club / Bah Humbug Restaurant

Brixton Hill

- Fridge Bar & Fridge Club (1913)
- Town Hall
- Traid - 2nd Hand Shop
- Old Windmill - Brixton Prison - Effra River (1816)

Tate Library

- Donated by the Tate Family in 1892. A family who had slaves for sug the sugar cube.

Brixton Road

- Ritzy Cinema: purpose built cinema which opened in 1911 as Electric E.P. are displayed in the corner wall. It's still the oldest functioning cine but was restored and extended in the 1990's.
- Brixton Academy: opened in 1929, a major music venue which has se to Madonna play intimate gigs there.
- Skateboard area
- Landor Road: free acupuncture
- Vauxhall: large Portugese area
- Bon Marche: 1877 first department store in the UK was opened by a after he won £40,000 on the horses,

Brixton Station Road

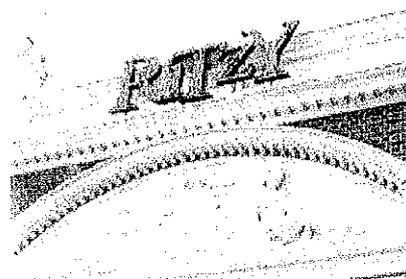
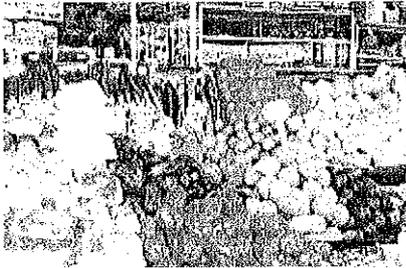
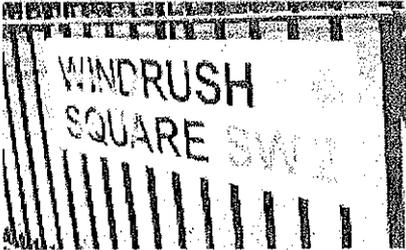
- Brixton Recreation Centre - swim
- Built 30 years ago
- Brixton art gallery

Electric Avenue

- First shopping street in England to be lit by electricity, fabric's, meat &

Granville Arcade

- 1938 one of Europe's biggest Caribbean food markets, exotic market
- Dagon's Fish Stall 50 year's family business. Fresh Flowers cut-price, stalls, bakery and art & craft.



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**Ancient Rome Half-Day Walking Tour**

**Duration:** 3 hours  
**Commences:** Rome, Italy

**Price From**

**Starting from € person**

★★★★ bas feedback

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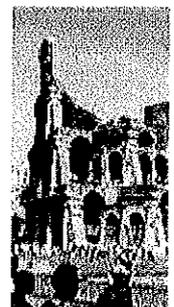
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**Introduction:**

Take a walk through Rome's 2,000 years of history with an expert guide who'll



Learn about the history of the magnific

bring the past alive. You'll have a hands-on history sites including the Colosseum, Forum and Panthe half-day tour. The entertaining and informative thr are often led by skilled archaeologists, who can hel secrets.

Perfect for first-time visitors, this guided walki introduction to Rome's famous sights, leaving you free to explore the city at your leisure. The afternoo the morning on Sundays) visits Rome's best k including the Colosseum, Roman Forum, Capitolin Pantheon, and Piazza Navona. Several major sites period of time, and you'll receive enlightening ir millennia of history as you stroll.

While your local guide is trained to educate you i architecture, they will also make the daily life and come to life with enthusiasm and humor. In three h ancient Rome as a gladiator, emperor, slave, v merchant and goddess!

The tour includes inside visits of the Colosseum and However, the entrance fee is NOT included in the to supplement of approximately 14 euros per person w on the day of travel.

**Schedule Details**

**Dates:**

Daily

**Unavailable**

**Dates:**

- January 01 (New Years Day)



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- December 25 (Christmas Day)

**Location:**

Until October 31, 2008: Tour commences at Piazza F  
 From November 1, 2008 - March 31, 2009: Tour co  
 Metro Stop. The meeting points are easy to locate  
 waiting for you.

**Time:**

- Monday to Saturday - 2:00pm
- Sunday - 10:00am

**Hotel Pickup:**

Hotel pickup not available

**Return Details:**

Your Ancient Rome walking tour concludes at the Co

**Additional**

**Inclusions:**

- Walking tour
- Native English-speaking guide or Roman Arch

**Exclusions:**

- Optional gratuity
- Food and drinks
- Colosseum and Roman Forum entrance fees

**Additional Info:**

- Confirmation for this product will be received
- All tour guides are native English-speakers o  
 archaeologist, hold university degrees in tea  
 humanities, and adhere to the highest standi
- This tour is not wheelchair accessible.

**Pricing Policy:**

- Infants aged 5 years and under are free of ch
- Child prices are applicable for children aged (

**Pricing**

Price guide - per person

Season	Apr 01, 2008 to Mar 31, 20	
	from 1 Adult, Children and	
Days of Week	Adult	Child
Mon..Sun	€27.00	€15.00

Prices are in EUR and are listed as a g

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 voucher which is presented at the destination  
 link to your voucher via email once your bookin

**Local Operator Information**

Complete Operator information, including local telep  
 destination, are included on your Confirmation Voucl  
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**Product Code:** 3058ANCIENT

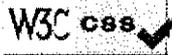
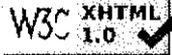
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## Audio tour



### The Beatles Story

Imagine experiencing the greatest story the pop world has ever known, in the city where it all began! The multi-award winning Beatles Story experience is dedicated to Liverpool's most famous sons - John, Paul, George and Ringo.

The story is told in 18 separate features including the streets of Hamburg, a full-size replica of the Cavern Club (complete with basement smells!), the Merseybeat office, Mathew Street, Abbey Road studios, 'Beatlemania', the psychedelic years, a walk-through Yellow Submarine in its underwater setting, the White Room dedicated to John Lennon and the new Paul McCartney: The Solo Years section.

Recent acquisitions include George Harrison's first guitar, which is on display for the first time in the UK, and the emotional and evocative feature 'Lenses of Lennon' where you can actually peer through his iconic round spectacles.

#### The Beatles Story Doubles in Size

The Beatles Story expanded in spring 2008 and doubled its previous size, providing space for new exhibition areas and vastly improved visitor facilities including an integral gift shop - the Fab4Store, an interactive Discovery Zone for children and families and a themed coffee house.

You can still visit the Fab4Store gift shop and coffeehouse as a non-paying guest until 7.00 pm.

#### 'Living History' Audio Tour

Let the voices of Paul McCartney, George Martin, Brian Epstein, Allan Williams and Cynthia Lennon take you on a personal journey through the Fab Four's meteoric rise to fame. Narrated by John Lennon's sister, Julia and available in English, French, Spanish, Japanese, German, Italian and Russian.

#### Opening Times

The Beatles Story is open 7 days a week, all year round (excluding 25/26 December) last admission at 5.00 pm and is located in Britannia Pavilion, Albert Dock. Excellent group rates available for parties of 10 or more. A free educational resource pack available for all educational visits. The Beatles Story is fully wheelchair accessible and for those hard of hearing, the "Living History" audio guide is available on a hearing loop. The attraction also offers a large print transcript.

Location - Britannia Pavilion



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tour with map

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Customer Support

Frequently asked questions

support@isango.com

UK

0870 049 2331

International

+44.20.7631.0109

Monday - Friday  
8am - 8pm GMT

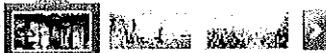
### Bath, Windsor and Stonehenge - Tour from London

price **£69.00**  
per person

Inclusive of



Torch-lit Roman Baths, England



Overview  
Itinerary  
Prices

Inclusions / Other info  
How to Book and Cancel

Full d  
£69.00(P)

## Overview

This fully-inclusive tour takes you to visit Bath, Windsor and Stonehenge in one day with all sightseeing and entrance fees included.

Take in the sights of the scenic city of Bath, contemplate the mysteries of the massive stones at Stonehenge and explore Windsor Castle, among the largest and oldest occupied castles in the world.

All your sightseeing is pre-booked so you can just enjoy the day with no need to queue at these very popular attractions. This tour is accompanied by a Blue-Badge guide which is the highest accreditation given to UK tour guides.

Enter No  
No. of Ac  
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Can I change

Select to  
12 Sep 2

Can I change

Location : London

Schedule : Start time: 0845h (08.45am)

15/6

to fr

10/00/0000

Duration: 11 hours

**Available Days / Dates :**

Daily

**Unavailable Days / Dates :** 25 and 26 Dec

**Pickup :** Hotel pick up not included. The tour departs from Victoria Coach Station, Gate 1-5. Victoria Coach Station is located on Buckingham Palace Road

**Drop-off :** The tour returns to Victoria Coach Station

**[Book this product](#)**

**Why Book this Tour?**

Easy to book – easy to cancel – easy to change

Book early and receive discounts

Price same or lower than local

Best hand-picked operators

The tour is accompanied by a guide, the highest accredited tour guides

Visit Bath, Windsor and Stonehenge day

Guided sightseeing and entrance included in each location

**Itinerary**

This tour to Bath, Windsor and Stonehenge departs from Victoria Coach Station (0845h (08:45am)). Board your air-conditioned coach and set out to explore some enduring landmarks of England, accompanied by an English-speaking guide.

Reach Windsor at about 0950h (09:50am). The tour will begin with a visit to Windsor Castle which is an official residence of the Queen. The castle is about 900 years old. One highlight is the magnificent St. George's Chapel. While here you will visit the state room and enjoy the changing of the guard ceremony.

At 1200h (12 noon) depart for Stonehenge, a UNESCO World Heritage Site.

Arrive at Stonehenge at about 1325h (1:25pm) and walk around the mystifying monument of tall, standing stones. Experts still debate whether these were intended as an observatory, a moon, a temple to the sun, or an elaborate cemetery.

At 1425h (2:25pm) depart Stonehenge to travel to Bath, another UNESCO World Heritage Site. You will arrive here at 1520h (3:20pm). Bath is a beautiful Georgian city with delightful terraces and architecture. Start with an orientation tour of Bath which will show you the city and Pulteney Bridge on the river Avon. You will then enjoy a guided tour of the Royal Crescent.

Depart Bath at about 1645h (4:45pm). The tour ends at Victoria Station in London at 2000h (8:00pm).

**B**

**Prices**

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**Full day tour**

	Adult	Child	
	(per person)	(per person)	
	1-10	Age0-2	Age3-16
(01-Apr-2008 to 31-Mar-2011)	£ 69.00	free	£ 59.00

**Inclusions / Other info****Inclusions**

- Entrance to Windsor Castle, Stonehenge and the Roman Baths
- English speaking guide
- Transport by air conditioned coach(without on-board washroom)

**Exclusions**

- Lunch
- Hotel pick up and drop off

**Additional info**

- At certain times in the summer there may not be a changing of the guard.
- On rare occasions the state apartments may be closed in which case you will miss Mary's Doll Collection.
- The confirmation voucher includes the local activity operator's contact details telephone numbers at the destination. They will happily answer any logistical queries you have.
- Folding wheelchairs can be taken on the coaches however customers must be able to get on and off the coach.

**Please Note**

- Victoria Coach Station is located on Buckingham Palace Road.
- Please arrive at the meeting point 10-15 minutes prior to the scheduled departure.

**How to Book and Cancel**

- How to book**
- What happens after you book**
- How to Cancel**
- Cancellation Policy**

**Was this information helpful?**

Yes  Somewhat  No

**What more information would you like?**Email Address Phone No(Optional) 

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**Our Promise**



[more](#)

**Our Recognition**

11th-13th july voted perfect date to go on holiday (10 July 2008)

isango! signs partnership with Ryanair to become supplier of tours, trips and activities (May 2008)

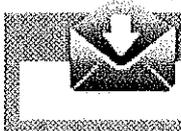
isango! raises US\$8 million Series A from (17th SPARK Ventures, Beringea and existing investors March 2008)

[more](#)

**Our Trust**



TESTED 10-SEP



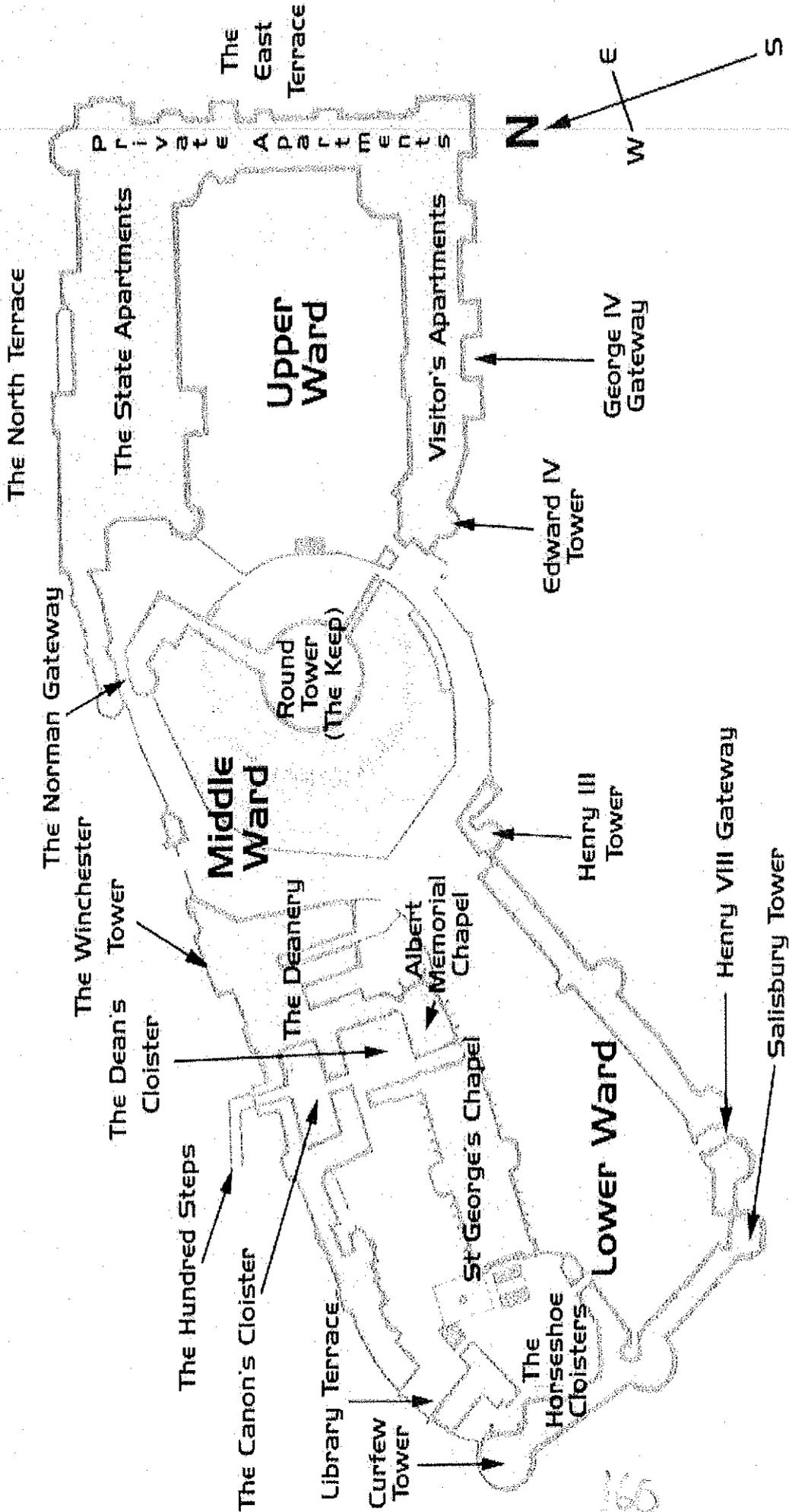
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**Audio City Tours** Home Tours About Press

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**Specifications**

Duration:	90 minutes (app.)
Distance:	2 kilometres
Season:	all year round
Time of day:	all day, we advise 09:00- (opening hours museum)
Language:	English/American
filetype:	.zip
filesize:	< 30 Mb
ADSL:	3 minutes (app.)
Calories burned:	489 Kcal
# Footsteps:	7354
# Photo opportunities:	34
# Breaths:	1000000

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**Audio City Tours**

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**Old Amsterdam**

Starting in the historic heart of the city, the Dam square, our tour will guide you through a select of narrow streets and old alleys to reach a public art gallery, a medieval convent, the old city defences much, much more...

You'll find out for yourself why this bustling capital is such a popular destination: modern and progressive on the one hand, very authentic and cosy on the other.

Your narrator for the day will be stand up comedian Ryan Gowland, and in 90 minutes he will give you a good reason to extend your visit, come back again or convince someone else to visit. The best time to book our tour will be from 10.00 to 17.00.

This tour will only cost € 8.50 and it's worth every penny!

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**Audio City Tours**

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**Paris: A Day in the Life of the Left Bank.**

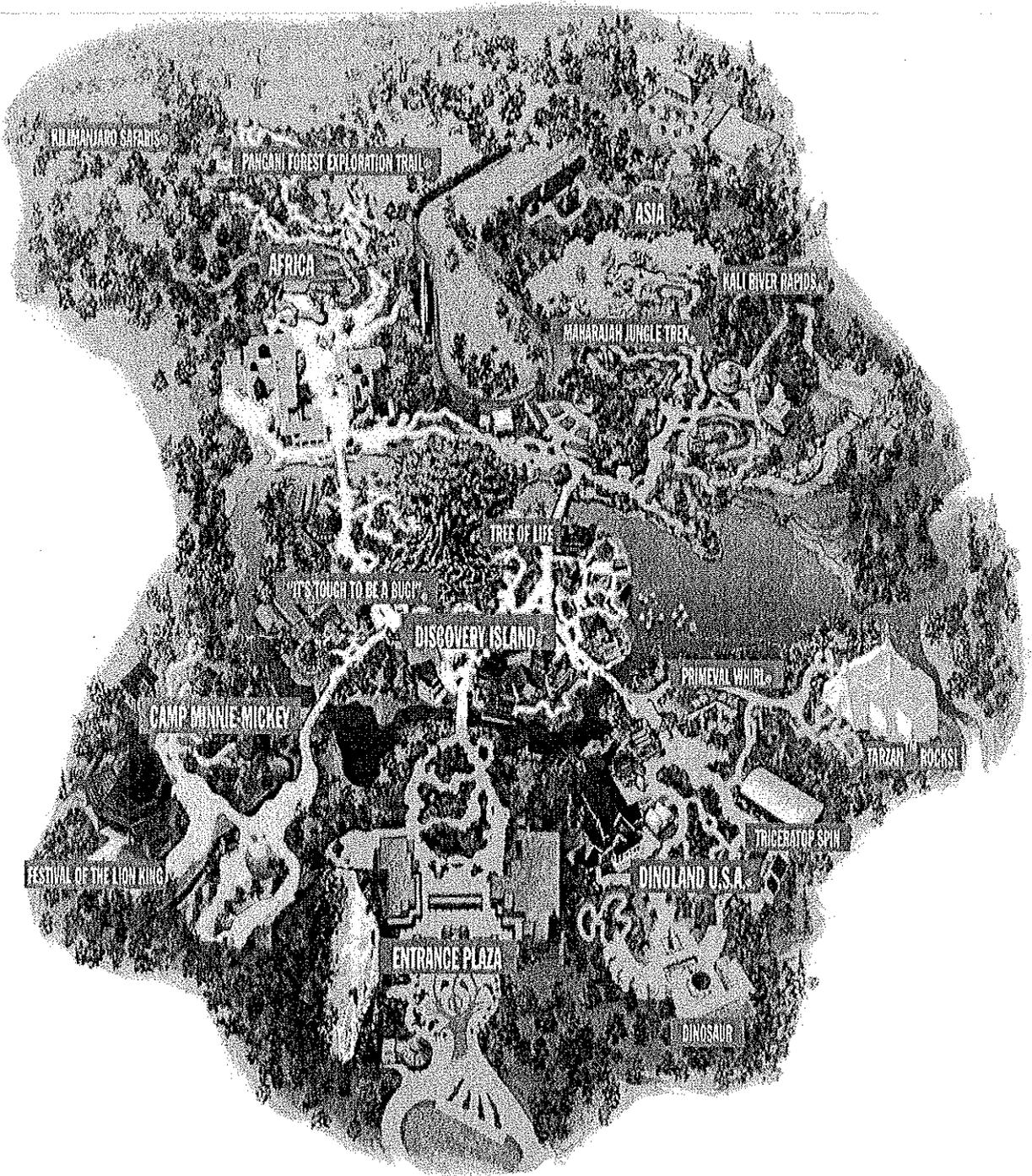
Picture Paris. What do you see? For artists like Pic and the provocative Gainsbourg to intellectuals like Sartre, Paris was the place to live, for others like tight leatherclad Jim Morrison and the 'hyper'-wit Oscar Wilde it has become a glorious final resting place. To some, like Madame Curie, it was a place work while for the likes of Casanova it was a place hunt. But for us it will be a place to stroll.

The audio tours starts at St Michel fountain, then walk past the Notre Dame and through the Latin Quarter, passing the Roman Arena and the Mosque the ancient rue Mouffetard, the heroes of the Pantheon, to the serenity of the Luxemburg garden followed by the meter. Finally you find yourself in Germain, on the beautiful Place St Sulpice.

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Choose a sub category:

- 1 Day Tickets
- 2 Day Tickets
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- W/ Park Hopper® AND Water Park, Fun & More
- W/ Water Park Fun & More Option Tickets
- Magic Your Way Base Tickets



1 Day Base Ticket - Adult (ages 10+)  
Our Price: \$84.88 [add to cart](#)

**Base Tickets** - Admits guest to one Disney theme park per day's use. Park choices are: Magic Kingdom, Epcot, Disney Hollywood Studios, Disney's Animal Kingdom. [more info](#)



1 Day Base Ticket - Child (ages 3-9)  
Our Price: \$72.00 [add to cart](#)

**Base Tickets** - Admits guest to one Disney theme park per day's use. Park choices are: Magic Kingdom, Epcot, Disney Hollywood Studios, Disney's Animal Kingdom. [more info](#)



4 Day Base Ticket (Free Upgrade to 5 Day Ticket) - Adult (ages 10+)  
Our Price: \$213.00 [add to cart](#)

**Base Tickets** - Admits guest to one Disney theme park per day's use. Park choices are: Magic Kingdom, Epcot, Disney Hollywood Studios, Disney's Animal Kingdom. [more info](#)



4 Day Base Ticket (Free Upgrade to 5 Day Ticket) - Child (ages 3-9)  
Our Price: \$179.90 [add to cart](#)

**Base Tickets** - Admits guest to one Disney theme park per day's use. Park choices are: Magic Kingdom, Epcot, Disney Hollywood Studios, Disney's Animal Kingdom. [more info](#)





7 Day Base Ticket - Adult (ages 10+)

**Our Price: \$222.00** [add to cart](#)

**Base Tickets** - Admits guest to one Disney theme park per day's use. Park choices are: Magic Kingdom, Epcot, Disney Hollywood Studios, Disney's Animal Kingdom. [more info](#)



7 Day Base Ticket - Child (ages 3-9)

**Our Price: \$189.00** [add to cart](#)

**Base Tickets** - Admits guest to one Disney theme park per day's use. Park choices are: Magic Kingdom, Epcot, Disney Hollywood Studios, Disney's Animal Kingdom. [more info](#)



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**JAMBO EVERYONE!!**

**Animal Kingdom regular hours are 9 a.m. to 5 p.m.  
During peak times, the park \*may\* open earlier and close later.  
Check Theme Park Operating Hours if you're visiting during a busy time  
of year.**

---

**Extra Magic Hours for Disney Resort Guests**

## Belfast Zoo virtual tours

The following 360° tours allow you to explore different parts of Belfast Zoo.

You can view the:

- bird park
- giraffe enclosure
- lake side

### About the tours



The virtual tours, which are available via the iSpy NI website, last around one minute each and will begin automatically when you visit the iSpy website.

### Accessibility information

We are committed to making sure that the information on our website is easily accessible to all.

However, we regret that the virtual tours of Belfast Zoo, which are available via the iSpy NI website, are not accessible to those with visual impairments.

Belfast City Council is not responsible for the content of external internet sites.

### Opening hours



Belfast Zoo is open at the following times:

#### Summer - March 21 to September 30

- 10am to 7pm
- last admission is 5pm
- animal house closes at 6pm.

The Zoovenir Shop and Ark Cafe close at 5.30pm.

#### Winter - October 1 to March 31 2009

- 10am to 4pm
- last admission is 2.30pm
- animal house closes at 3.30pm.

## Belfast Zoo

Belfast Zoo is situated on a breath-taking 55 acre site with panoramic views over Belfast Lough. This modern zoo acts as a safe haven for more than 160 species of rare and endangered animals, housed in award-winning enclosures.

It ranks as one of the finest and most attractive zoos in the British Isles; it is a zoo with a collection of growing conservation value, it has a sound reputation for breeding and managing a wide range of species, and it plays a valuable role in the community of Northern Ireland. A quarter of a million people visit every year.

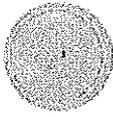
Be sure to see the primate trail, gorilla and chimpanzee enclosures, free-flight aviary, elephant and giraffe house and underwater viewing of penguins and sea-lions.

The large herd of Rothschild's giraffe is one of the best in Europe and all were born in zoos, most here in Belfast. Meet Finn, Chrissie, Dana, Erin, Aoife, Niamh, Kelly, Oisín, Foy and the two young boys Sentanta and Breck. They share a large paddock in the Zoo with a herd of zebra and ostriches.

New exhibits include the opening of the rainforest exhibit providing visitors with an immersive environment that combines tropical plants with climatic sensitive animals such as Jasmine, the two toed Sloth.

Onsite facilities include a restaurant, snack bar, 'Zooenir Shop', children's playground, and designated picnic areas. Free car parking is widely available.

Multiple Listing - Belfast Zoo - Belfast Tourist Attractions, Attractions Northern Irel...

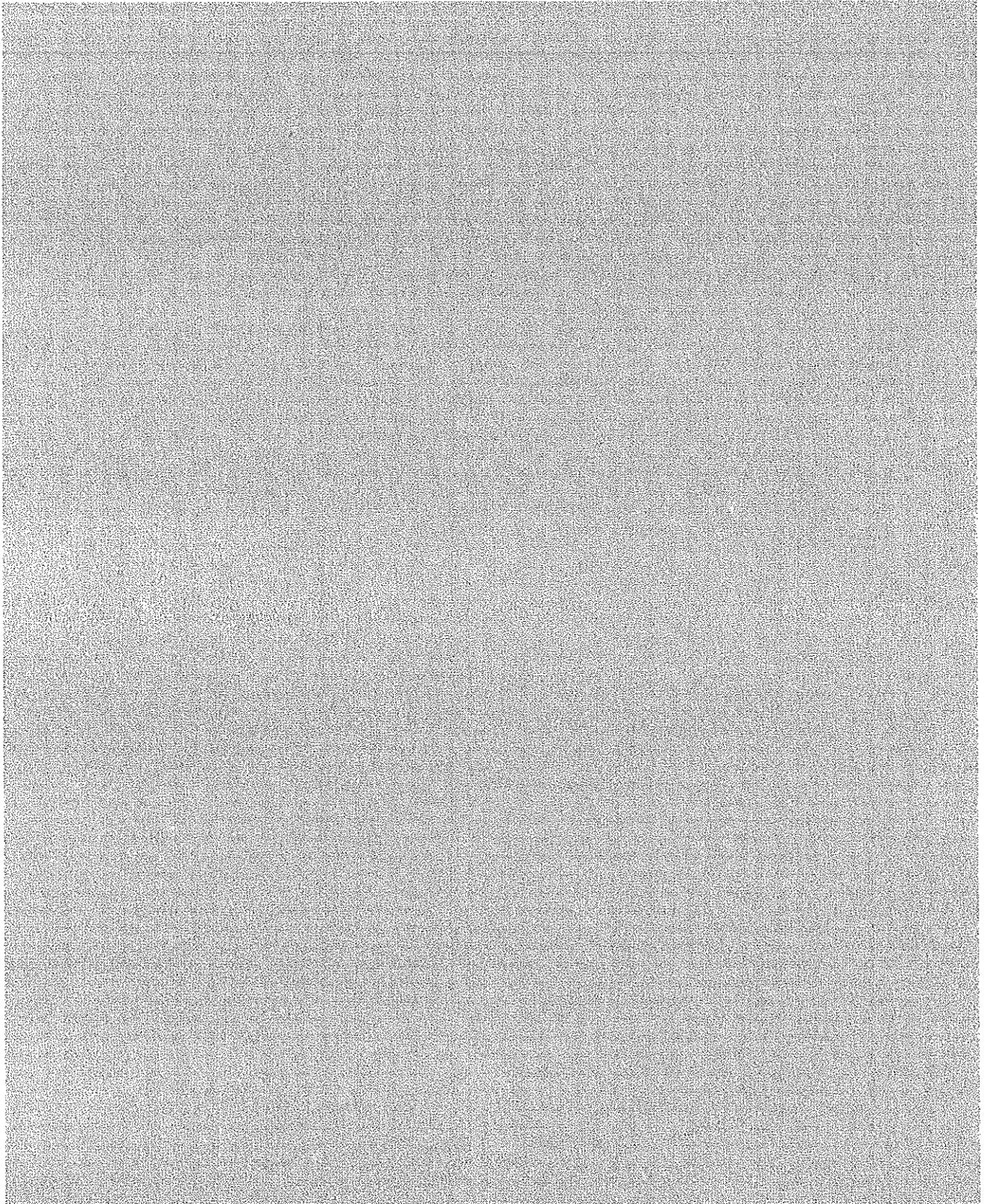


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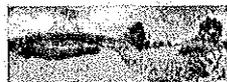
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IT



At the Bird Park, Belfast Zoo. | Attractions Belfast, Visitor Attractions Northern Ireland.



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