

You Decide

Too many calls and not enough time! As Meredith Carpenter, national sales manager for Park Plaza Hotels, reviewed her schedule for the upcoming week, she began to wonder if she had built in enough flexibility. Being pressed for time was nothing new, but five clients in three cities in one week would be pushing it. On top of that, she was hoping to squeeze in a few cold calls as she prospected for new business. Meredith knew it would be hectic but worth it if she beat her quota and qualified for her incentive bonus.

Meredith had worked closely with her travel agent to develop an itinerary that would allow her as much time as possible in each city. The itinerary was set up so that she could catch the last scheduled flight as she moved from city to city. This schedule looked good at the time she arranged it, but she was now beginning to think about how inflexible it might be. What if her appointments ended early or she was unable to connect with decision makers on her cold calls? Would she be wasting time in one city when she could be more productive in the next one?

Just before leaving, Meredith decided to make some contingency plans in case her business needs changed. Using her smartphone, she made reservations on a different airline for an early afternoon flight from each city. In addition, she downloaded several airline timetables onto her phone. Having these schedules with her, she could make last-minute changes and book even more convenient flights if necessary.

It would be hectic, but she was prepared. Armed with two reservations for flights from each city and information at her fingertips for alternative flights, Meredith was prepared for any contingency. If her plans changed and she finished early, she could cancel her reservation for the later flight. However, if her sales calls went as planned, she would simply do a “no-show” for the earlier flights and use her original reservations. After all, Meredith thought, airlines always overbooked and no one would be hurt by either a last-minute cancellation or a no-show. Do you think Meredith did the right thing?

Net Tour

To get you started on exploring Internet links for this chapter, please see

www.eurail.com
www.iata.org/index.htm
www.supershuttle.com
transtats.bts.gov

www.bluetrain.co.za/
www.bigbustours.com/
www.cruising.org/
www.ntaonline.com/
www.sustrans.org.uk/
www.airports.org

Discussion Questions

1. What are the major modes of transportation, and why is each of these modes important to the current and future success of the tourism industry?
2. Who do many travelers, especially based on geographic location, rely on water transportation to meet their transportation needs?
3. Why is passenger rail service more efficient and effective outside Canada and the United States?
4. Why are automobiles the dominant form of tourism traffic in North America?
5. Why are motorcoaches experiencing renewed growth as a transportation source?
6. Discuss some of the many changes that have occurred since deregulation of the U.S. airline industry.
7. Why are airlines considered to be the backbone of travel?

Applying the Concepts

1. Take on a planning task similar to the one faced by Shawna in our chapter opener. Select three major cities that are serviced by scheduled airlines. One city should serve as your reference point for departure and the other two cities should be two different destinations. One destination city should be in an adjacent province or state and the other city should be located in a different country. Prepare a table showing the following information:
 - a. The types of transportation you could use to reach each of your selected destinations.
 - b. The distance between each city in air miles and surface miles.
 - c. The estimated time it would take to reach each of your selected destinations by both air and surface travel.
 - d. After you have developed the table, explain the pros and cons of each of the available transportation alternatives.
2. Select one mode of transportation that is particularly interesting to you and learn more about it. Either schedule an interview with an employee of a representative company or collect copies of newspaper and magazine articles about the industry and companies in the industry. Based on the data you obtain, write a short report discussing important information you