The core principles for an effective city tour design

The Core Principles for an Effective City Tour Design

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ABSTRACT

Travel is a service-intensive business that contributes to both global and local economies. As to the World Tourism Organization, the international tourist arrivals reached over a billion. These arrivals are fulfilled by various travel and tour companies that make billions of dollars in annual revenue. The conspicuous economy is generated through the close collaboration of the stakeholders, particularly tour companies, hotels, governments, scholars, and local vendors.

One cannot deny the contribution of city tours to the striking success of the travel industry. A city tour is one of the main types of tours that refers to the travel organization designed to make people experience the good vibes of a city. This concept is worth studying as being a contributor to economic growth.

A successful city tour thrives on strong design. A well-cultivated design is essential for good moments of truth during touring activity. Henceforth, one should ponder the principles for a quality city tour design from both theoretical and practical perspectives. In conclusion, there are some concise inferences to consider when designing an effective tour described as follows;

— *Putting security first*; pin security on the forefront of the agenda as it is one of the main concerns of life. Avoid congested areas as much as possible for the sanity of both tourists and the residents. Areas of crowds, public protests or upheavals might engage the tourist group in turmoil or even a terror attack.

— *Learning from the past*; infer from the past. Learn from previous experience, whether a failure or a success, to improve and maintain future tour organizations.

— *Employing talents*; people are the most critical source for organizational activity. Hence, hire competent people and build agile teams to carry out challenging tour operations.

— *Following the dynamics*; plan the tour by considering the specific dynamics of the city such as traffic, crowded areas, urban entertainment districts, local social life, and regulations.

— *Discovering the spirit*; design the tour to consist with the vibration of the city, so that it creates unique moments of truth in due course. For example, it should make a tourist remark — "Now, I testify that this city is something special."

— *Being peculiar*; every city has its distinctive features that no other city can imitate. Therefore find the most authentic assets of the city and have them as aces in the hole of the program.

— *Being tourist-centric*; never ignore the expectations of the tourist group. Tailor the tour to the common inclinations of the group so that it conforms well to their expectations.

— *Playing fair*; be responsible for the service you provide. Care for your customers. Further, represent the destination as much as it deserves.

— *Marketing matters*; marketing is at the core of many businesses and no exception for travel. Hence, find the potential strengths of the city and promote them for commercial use.

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