



## **STUDY TOURS & EDU TOURISM PROSPECTUS**

## OVERVIEW

### Introduction - Study Tours & Edu Tourism defined:

Study Tours are short term programs from half a day to five weeks and should be educational, involve sightseeing and cultural exchange, as well as tourism and/or edu tourism activities. These provide unique opportunities for learning and development which are not accessible in the classroom or home institution.

Edu Tourism describes practical learning activities within a tourism context. It can be delivered as a separate product within a study tour itinerary OR can be packaged to offer authentic, immersive education programs of one to two weeks.

Tourism experiences can be designed or adapted to meet teaching, learning & experience requirements that are not available in the classroom. These provide hands-on learning within a tourism context, with potential for outcomes for local research or community programs. Operators can deliver bespoke products that are available specific to school groups.

### Objectives:

1. To attract a larger portion of study tours and edu tourism groups to The Whitsundays;
2. To drive group bookings from regional and national schools which can form part of their studies;
3. Encourage return visitation for friends and family as a holiday; and
4. Encourage schools to commit to programs and return for the same experiences year after year.

### How:

1. This opportunity is open to members of Tourism Whitsundays
2. Members are required to provide the edu tour or package (by working with other relevant members of TW) a product that school groups can book for edu tourism travel
3. Tourism Whitsundays will then collate all packages into one overarching Whitsundays prospectus and market to edu tourism groups for travel
4. Call to action will be directly back to the lead for each package (not TW)

### Cost:

There is no cost involved. This opportunity is open to members who offer a tour, hospitality, or accommodation service. This is a direct to operator booking, therefore no commission.

### What do we need from you?

- An educational study tour
- Details of how to book the package
- Information on if the package meets the curriculum or not (it does not have to meet curriculum but is advantageous if it does)
- Provide package information to TW by Wednesday 27 May 2020
- Clear guidelines must be provided as to how schools would make enquiries and bookings for this program – this must be handled by the operator
- Report back to Tourism Whitsundays (on the template that will be provided) total enquiries/bookings received

### Examples of Study Tours & Edu Tourism offers:

- Be a [...] for a day e.g.
  - Marine Biologist
  - Wildlife Nurse
  - National Park Ranger
  - Aviation Mechanic
  - Hotel Manager
- Behind the scenes tours of tourism/hospitality businesses
- School group accommodation options (dorm-style)
- School group guided touring options with educational content
- Indigenous storytelling tours
- Scavenger hunts for primary school groups
- Classroom in the Rainforest
- Develop summer and winter camp products

Certificates of participation at the end of the tour/ experience are highly regarded to recognise knowledge attainment.

The programs must be consistently delivered to a high standard, ensuring a valuable learning outcome, as well as meet safety and security standards.

### What you should include:

- Overview of your offering
- Total time for tour
- Inclusions
- Minimum and maximum numbers you can cater to
- What type of transport is being used (if relevant)
- Bedding configurations and accommodation offerings
- Set menu details
- Other relevant information

## OPERATOR INFORMATION

By completing the below, you understand that your product offering will be included in a prospectus with all Whitsunday operators and marketed through relevant channels. You will be responsible for any enquiries received.

Please complete the form below, sign and return to [nele.graebis@tourismwhitsundays.com.au](mailto:nele.graebis@tourismwhitsundays.com.au) by Wednesday 27 May 2020

Member business name:	
Business contact:	
Study Tour & Edu Tourism Itinerary:	
Accommodation Offering:	
Restaurant Offering:	
I accept the terms and conditions:	<input type="checkbox"/> YES <input type="checkbox"/> NO
Signature:	
Date:	
Phone:	
Email:	