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AUTHOR Idleman, Hillis K.
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ABSTRACT

The State Education Department of New York has prepared a series of modules--Expanded Programs in Consumer Education. "Travel and the Consumer" is the most recently produced module. It can be used as a discrete unit or with others in the series. The module stresses the importance of making travel creative, getting the most for one's money, seeking out things to see and do close at hand, and using the most economical forms of travel. The format used in the document consists of using three vertical columns to present the information. The first column presents one of the 23 travel-related questions under the title "Understandings" and offers possible answers. The second column lists suggested pupil and teacher activities; the third column cites sources of information for assisting in the execution of the suggested activities. Ten of the ideas presented are emphasized in illustrations. The document encourages using the forms of travel which use the least of our resources while paying the biggest dividends in renewal of spirit and body. (Author/AG)

TRAVEL AND THE CONSUMER

1974

one of a series for expanded programs in
CONSUMER EDUCATION

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U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
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The University of the State of New York
THE STATE EDUCATION DEPARTMENT
Bureau of Secondary Curriculum Development
Albany, New York 12224
1974

TRAVEL AND THE CONSUMER

-- one of a series for expanded programs in
Consumer Education

"The world is a great book of
which those who never stir
from home read only a page."

Augustine

The University of the State of New York/The State Education Department
Bureau of Secondary Curriculum Development/Albany/1973

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FOREWORD

In 1967, the State Education Department published "Consumer Education - Materials for an Elective Course." This material has since been introduced into more than 500 of the New York State high schools. As a result of the interest in Consumer Education in the State and Nation, the Department has been in the process of preparation and publication of a series of modules — Expanded Programs in Consumer Education. This unit, "Travel and the Consumer," is the latest module to be produced.

Those modules in the series already published include:

Education and the Consumer
Consumer Issues and Action
The Consumer and Recreation
Consumer Problems of the Poor
The Consumer and His Health Dollar
Transportation and the Consumer
Beauty Products and the Consumer
The Consumer and His Tax Dollar
The Consumer Looks at His Automobile Insurance
Credit and the Consumer
Law and the Consumer
Coping With the Problems of a Technological Age

Unlike the original syllabus, where 12 units covering various phases of Consumer Education were bound together, the modules in Expanded Programs of Consumer Education are being prepared as separate publications to provide greater flexibility. Each of the modules in the series may be used as a discrete unit, or with others in the series. The modules may be presented as a semester or part of a semester course, or presented in conjunction with the original syllabus which covers such areas as the purchase of food; shelter; appliances; automobiles; and a consideration of credit; money management; fraud; quackery, and deception; banking and savings; life and health insurance; security programs; and consumer law.

It is hoped that the presentation of the modules as separate publications will tend toward flexibility in their use as mini-courses in such fields as social studies, business education, home economics, industrial arts, and other areas of the curriculum.

The suggestions to the teacher found in "Consumer Education - Materials for an Elective Course," page 1-4, apply equally to each of these modules.

Why a Discussion of Travel at a Time of Energy Crisis?

The question might be asked as to why a module on travel should be produced at a time when the public is discussing ways to conserve energy. Two responses may be appropriate. The first is that even in a time of conservation, basic needs and behavioral patterns should be considered. Americans have a tradition of restless movement, tracing from the early

pioneers who wanted to see what was on the other side of the mountains. Indeed it is probable that travel has been the greatest single homogenizing force in the life of the country. Because we freely cross town, county, state, and even national boundaries, we have come to know and appreciate each other better. It might be questioned whether it would even have been possible to achieve the degree of national unity had not the highways been crowded with the curious who wished to see how others lived and worked. Travel is a phase of recreation (which implies re-creation of energies, enthusiasm, and interests.) To foreclose such needs would be to seriously limit our creative and human resources.

Second, if all travel were shut off, the economic impact would be incalculable. Motels, hotels, restaurants, ski resorts, camps, historic and scenic attractions and their supporting institutions which directly or indirectly employ hundreds of thousands of employees would all be adversely affected to the point that scarcely an American would be untouched. To curtail all travel would be impossible, for our economic machine depends upon both the nonbusiness and business traveler. Rather the emphasis should be upon forms of travel that use the least of our resources and yet pay the biggest dividends in renewal of spirit and body. Thus this module and its companion in the series, "The Consumer and Recreation," stress the importance of making such travel creative, of getting the most for one's money, of searching out things to see and do close at hand, of using the most economical forms of travel (foot, bicycle, camper, public bus, or train). The modules recognize both the inevitability of travel and its benefits, but channel these into desirable expression.

Our economy is complex; the times are trying; society is undergoing change; jobs are more technical in nature; pressures are greater upon workers. All these factors produce strain upon people which increases the need for escapism and personal renewal satisfied in part by travel. It is a human need that cannot and should not be overlooked.

The basic material for this module was developed and written by Hillis K. Idleman, associate in secondary curriculum development.

The Department solicits the suggestions of those in the teaching field as to the nature of additional topics that should be covered in the consumer area.

Gordon E. Van Hooft, *Director*
Division of Curriculum Development

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INTRODUCTION

Someone coined the term "the restless Americans." This term seems to well describe the desire of most of us to see new spots, to have new adventures, to be on the road. From the earliest days of this country there has been a restless urge to explore, to travel, to seek out new experiences. Consumers spent a record \$105 billion in 1972 on leisure, much of it devoted to traveling, and each year these expenditures climb.

This module deals with some forms of travel, gives some hints as to where help may be secured to make our experiences more rewarding, and touches on some kinds of travel that cost us little or nothing. Americans spend an estimated \$38 billion on transportation, entertainment, and other vacation expenses annually. Six billion of this sum is spent on trips abroad. Even our cars, which we may consider necessary for our work, are used in part for pleasure trips. If we figure that one fourth, one third, or one half of the cost of buying, running, and maintaining them is for recreational travel, we add hundreds or even thousands of dollars to our travel costs.

But we do not need to think of spending our time and money on travel as an expense only. For most of us, travel is a renewing and rebuilding experience. We come home with new experiences, new friends, a heightened appreciation of our country, and renewed strength. Thus travel may be a most worthwhile consumer expenditure.

As in all consumer matters, we need to consider both the values to be received from travel and the possible alternative uses for our time and money. We may wish to ask:

Have we been spending a fair share of time and money for travel?
How does our investment fit in with our other life needs? What can we expect from our investment? Have we been getting from earlier travel the satisfaction we want and need? If not, how can future trips be planned to yield better returns? Are there forms of travel which would yield the same satisfactions at lesser cost? Is it possible to play an active role in travel, or is travel always a passive experience?

The study of this module, the exchange of experience regarding travel, and the use of supplemental resources should help us to:

- identify sources of help to make travel more enjoyable
- recognize and use the services of a travel service bureau
- avoid the disappointments of being fooled by glamorous and extravagant claims
- learn to estimate costs of travel
- consider alternative uses for our money
- enlarge our knowledge of modes of travel
- explore new modes of travel
- try out different accommodations from those customarily used
- seek a diversity of experience in travel

UNDERSTANDINGS

SUGGESTED PUPIL AND
TEACHER ACTIVITIES

SOURCE

WHAT CONSIDERATIONS
SHOULD BE BORNE IN
MIND REGARDING
TRAVEL?

- financial ability
- time expenditures
- cultural and growth opportunities
- need for recreation
- balance between this and other life needs
- alternative uses of time and money.

- . Ask the class to discuss the basis on which their travel plans are made. To what extent do the following considerations enter the picture?
 - available funds
 - other needs
 - desire for adventure
 - desire to emulate others
 - balance of life activities

- . Discuss the question of alternative uses of the time and money devoted to travel. What price do we pay for travel? What gains may be expected from travel? What might be a desirable balance, considering other needs, in budgeting time and money for travel? To what extent is the desire for travel a genuine need and to what extent is it a need created by advertising and social pressures?

"The treasures found in the chance rewards of travel which make it worthwhile, cannot be accounted for beforehand."

H. M. Tomlinson

- . What can be done to get the most value out of our travel?
- . To what extent can our desire for new experiences be met without expensive trips (in other words, what "travel" needs can be met inexpensively within our own community or the surrounding areas)?

"Recreation and the Consumer," Bureau of Secondary Curriculum Development, Albany, New York 12224.

UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

WHAT TYPES OF TRIP-
PLANNING HELP ARE
AVAILABLE FOR
TRAVELERS?

- . Formerly trip planning help was restricted to road maps, but over the years many additional services have been added.
- . Maps, lists of motels, brochures describing historic and scenic places, and even tickets good for discounts of many kinds are furnished by various travel agencies.
- . Write the American Automobile Association, or major oil companies for information on the types of touring service available. Note that Mobil Oil, for example, publishes handbooks for each area of the country. These include information regarding places to stay, scenic, and historic spots. In addition, coupons are included which offer the motorist reduced rates for many attractions. Gulf Oil publishes an interesting travel club magazine filled with action vacation ideas. Among well-written articles in recent magazines have been those dealing with golf, backpacking, stately mansions, Disneyland, tennis, pack trips on horseback, salt water fishing, antique autos, ship museums, and space exploration exhibits. Each issue also describes the noteworthy features of a number of cities.
- . Mobil Oil Corporation, Touring Service, 150 East 42nd Street, New York, N. Y.
- . American Automobile Association, local office
- . Gulf Travel Club, Gulf Oil Corporation, Gulf Building, Pittsburgh, Pa. 15219

WHAT ATTRACTIONS DOES NEW
YORK STATE OFFER THE
TOURIST?

- . New York State offers a variety of attractions, perhaps unexcelled in the Nation.
- . Make an exhibit of materials indicating the scope of attractions of New York State.
- . Secure from local chambers of commerce brochures describing the attractions in their areas.

UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> . Natural attractions include historic spots, numerous camping locations, wonders of nature, the sea coast, lakes, mountains, cultural events, and a wide variety of industrial enterprises. . More than a million persons a year secure copies of "New York State Vacationlands," published by the New York State Department of Commerce. 	<ul style="list-style-type: none"> . Conduct an assembly at which representatives of industry, the chamber of commerce, tourist agencies, and others talk about and show pictures of tourist attractions. . Decorate the room or hall bulletin boards with posters, pictures, and stories of interesting places in New York that pupils have visited. . Investigate the free attractions within a reasonable travel distance of your community. New York City, for example, offers free tickets to live television shows and provides dozens of free museums and art galleries. More than two dozen theatrical groups regularly stage free plays, concerts, operas, and movies. . Have students give reports on tourist attractions in New York State. Try to cover a wide variety of activities to represent the range of experiences open in New York State. One way is to divide up the State into regions as the Department of Commerce does in its brochure, with a committee assigned to each region: <ul style="list-style-type: none"> - New York City - Long Island - Hudson Valley - The Catskills 	<ul style="list-style-type: none"> . Write to state departments of tourism for promotional material describing the area in which you might wish to travel. . A 1968 study of typical tourists to New York State revealed that: <ul style="list-style-type: none"> - The average vacation party consisted of 3.6 persons. - The average stay was about a week. - On a daily basis the average vacationer spent \$38.74. - More than half those reporting stayed at hotels or motels, about 20 percent stayed at camps or trailer parks, and about 20 percent stayed with friends. . "Some Freewheeling Ideas for Dollar-Short Tourists," National Observer, August 11, 1973. . "New York State Vacationlands," New York State Department of Commerce, 99 Washington Avenue, Albany, New York 12201 . Mobil Travel Guide for Northeastern States lists, for example, two pages of "What to See and Do" in New York City. Most of the attractions listed are free.

UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

- The Capital District- Saratoga area
- Adirondack-Champplain area
- Thousand Islands-St. Lawrence area
- Central area
- Finger Lakes
- Niagara Frontier
- Southwest Gateway

. Mobil Travel Guide for Northeastern States, Box A, Bloomfield, New Jersey 07003, \$2.95.

- . What tourist attractions, for example, might the Long Island area offer?
(fishing, boating, surf-boarding, swimming, sunbathing, exploring, visiting an Indian reservation, stock car racing, golf, tennis, horseback riding, beach-combing)

WHAT TOURIST ATTRACTIONS ARE AVAILABLE WITHOUT COST?

- . In every state and country there are many attractions that are free. These may include:
 - historic spots
 - scenic wonders
 - commercially sponsored exhibitions
 - industrial tours
- . From travel and chamber of commerce publications have students plan a tour of free tourist attractions. Among the free attractions in the United States, in addition to historic spots and natural wonders, are these:
 - A safari train through a Missouri game refuge.
 - A cruise on a Texas yacht.
 - Conducted tours (with refreshments) through wineries.
 - Trips through factories such as the Hershey Chocolate Factory, the Corning Glass Center, the Utica Brewery, the

UNDERSTANDINGS

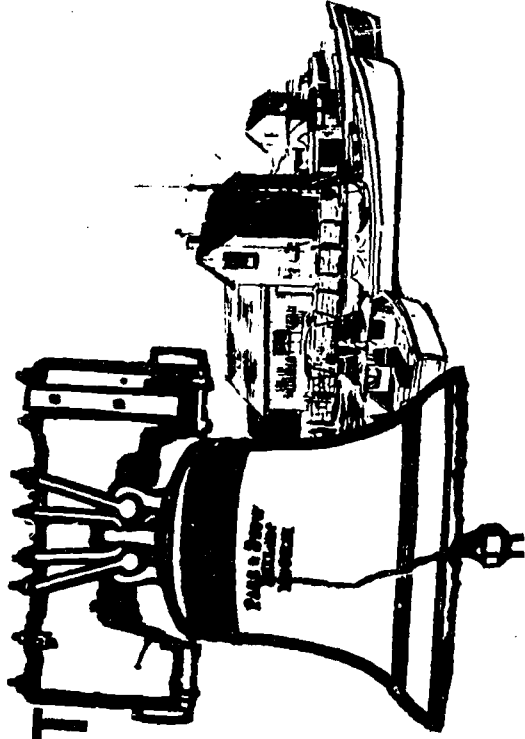
SUGGESTED PUPIL AND
TEACHER ACTIVITIES

SOURCE

- automobile plants at Flint and Detroit, Michigan, the Louisville Slugger bat factory in Louisville, Kentucky, the maple sugar factory at St. Johnsbury, Vermont, and a mushroom farm at Kennett Square, Pennsylvania.

 - Unusual free attractions include a camel ride at a St. Louis zoo, a trip through a Las Vegas gambling casino, and a tour of the U. S. Naval Submarine Base at New London, Connecticut.
 - Cultural attractions include band concerts, operas, polo games, and free Shakespearian drama at the Sylvan Theatre in Washington, D. C.
 - . In New York State consider the Mt. Van Hoevenburg bobsled run (the only one of its kind in America), the Saratoga Battlefield site, the Bayard Cutting Arboretum on Long Island, the Walt Whitman house on Long Island, the Adirondack and Catskill Forest Preserves, historic Saratoga Spa, the Catskill Fish Reserve Laboratory, the Ithaca or Delmar Game Farms, the Rogers Conservation Education Center, or the host of recreational centers, to say nothing of the many commercial and industrial wonders.
 - . Have students list free attractions for travelers in their own neighborhood. Distribute the list to other students in the school.
- . Chambers of Commerce
 - . Tourist promotional agencies
 - . New York State Department of Commerce, Travel Bureau, 112 State Street, Albany N. Y. 12207
 - . Outdoor Recreation Guide, New York State Department of Environmental Conservation, 50 Wolf Road, Albany N. Y. 12226

**MANY TOURIST
ATTRACTIONS
ARE FREE**



UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

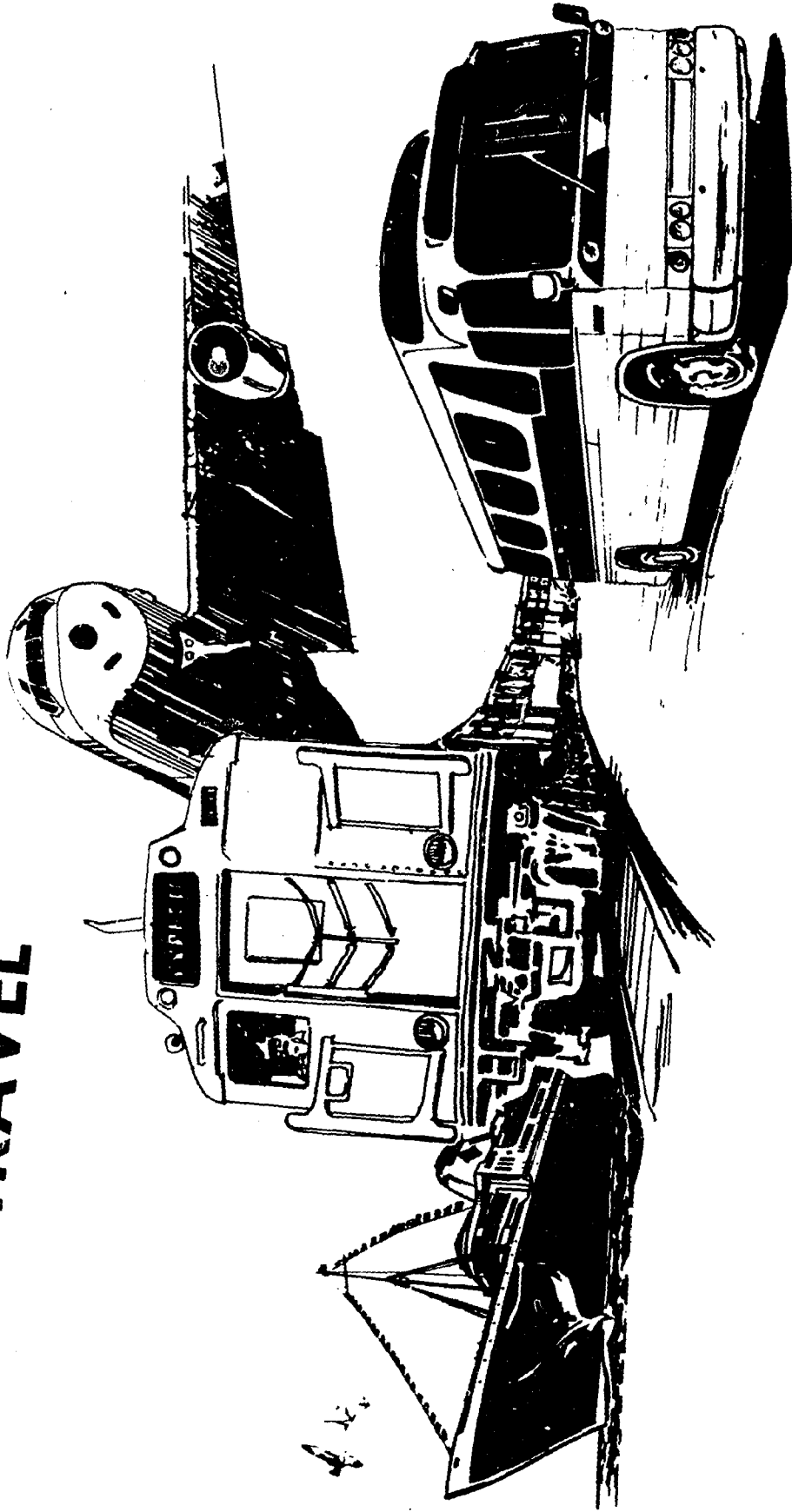
WHAT MAKES PEOPLE TRAVEL?

- . The question of the forces that motivate people to travel is of tremendous concern to certain types of travel businesses. Motivational psychologists, sociologists, and advertising experts study people to discern reasons for travel.
 - . Among factors that have been identified as reasons for travel are these:
 - business needs
 - educational opportunities
 - increased income and education
 - desire to escape from routines
 - escape from pressures of work
 - the status associated with those who have travelled
 - desire to make new friends
- . Ask the class members to state their understanding of why people travel. Try to break down answers into specifics that go beyond such general classifications as "fun."
 - . Do all people travel for the same reasons? Is there a difference in the reasons for travel because of age grouping or sex?
 - . Do some people travel as a status symbol?
 - . Does the increasing amount of discretionary income indicate the likelihood of increasing travel?
 - . To what extent does boredom serve as a factor? To what extent does escapism enter the picture? To what extent does education (the glimpse of other lands and other peoples) influence travel?
- . "What Makes Some People Travel and Others Stay at Home?," Reprint from Travel Weekly, One Park Avenue, New York, New York 10016
 - . Research has shown that reasons for travel vary. For example, there is the travel addict, whose restless nature inclines him to keep on the move. On the other hand there are people who are quite content to stay at home and rarely or never travel.
 - . While travel may be an end in itself, for most people travel is simply a component in some other broad experience or activity (to reach a ski slope, to avoid heat or cold, to be with congenial people, etc.).

WHAT IS THE CHEAPEST WAY TO TRAVEL?

- . Probably the cheapest way to travel is on foot.
- . Ask students to name economical ways to travel. Ask interested students to explore the possibilities of hiking
- . Next to staying at home, the cheapest way for you and your family to spend a vacation is to go on a camping trip.

MODES OF TRAVEL



UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> . Another inexpensive way to travel is by bicycle. | <ul style="list-style-type: none"> and camping and report their findings to the class. What experiences of this nature have students had? Has anyone hiked a section of the Long Trail, explored the Catskills, Adirondacks, or Palisades? What camping equipment is recommended? What advice would seasoned campers offer to beginners? . What are the advantages of foot travel? (cost, ability to see more, health-giving qualities, freedom from pollution). . Have a committee investigate the advantages of cycling. | <ul style="list-style-type: none"> . For as little as \$50 a week a family can go on a camping trip by foot or by canoe in any one of thousands of national and state parks. It is a good idea to get a \$10 Golden Eagle passport, which will admit you and your family in your car to all areas of the National Park System for the year. . "The Consumer and Recreation," Bureau of Secondary Curriculum Development, State Education Department, Albany, N. Y. 12224. . Over 60 million Americans, ranging in age from small children to oldsters, find pleasure in pedaling their bicycles. |
|--|---|---|

WHY HAS BICYCLE TRAVEL BECOME SUCH A POPULAR SPORT?

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> . Bicycling has many advantages <ul style="list-style-type: none"> - economy - universality - flexibility - health-building qualities - companionship . There are now between 75-80 million American cyclists. | <ul style="list-style-type: none"> . Discuss the universal appeal of bicycle travel. For the oldest to the youngest, the bicycle provides an inexpensive, economical means of transportation. It may be ridden to places where autos could not go. It can be demounted and carried on a train or bus, and be serviced with relative ease. It is nonpolluting and health building. | <ul style="list-style-type: none"> . "North American Bicycle Atlas," American Youth Hostel Association, 20 West 17th Street, New York, N. Y. 10011 . "Bicycle Touring; 10-speed America," Holiday magazine, March-April 1973 |
|---|--|--|

UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> . In 1972 more bicycles were sold than motor cars. . More than 40 percent of the nation's population are cyclists. 	<ul style="list-style-type: none"> . Investigate the impact of the bicycle upon business, road planning, recreation, and national park planning. . Discuss the following quotation: "The joy of bicycling is that you can get into the country where the air cannot be seen and the water can be seen through." 	<ul style="list-style-type: none"> . "A Toy Finds A Place in Traffic," National Geographic Magazine, May 1973 . More than a dozen colleges now offer courses in bike history, riding, and maintenance.
<ul style="list-style-type: none"> . Despite its relative safety, bicycle riding still poses some dangers. 	<ul style="list-style-type: none"> . Have students consider reasons for bicycle accidents. To what extent are such accidents attributable to human errors? To what extent are they mechanical errors due to the construction of the bicycle? To what extent are they due to lack of bike paths and bike ways? What suggestions do students have to overcome these problems? 	<ul style="list-style-type: none"> . The National Safety Council estimates that bike-related accidents totaled some 40,000 in 1972, of which 900 resulted in fatalities. . Contact Marie Birnbaum of the U. S. Department of Transportation for research results on this problem and suggestions for solutions. . "Bicycle Safety Curriculum Guide," Safety Education Unit, State Education Department, Albany, N. Y. 12224
<ul style="list-style-type: none"> . By 1975 more than 200,000 miles of bikeways will be ready for cyclists' enjoyment. 	<ul style="list-style-type: none"> . Some cities such as Alexandria, Virginia, set aside one or two lanes of major highways for cyclists. What does your community do? What should it do? 	<ul style="list-style-type: none"> . "Bikepacking Across Alaska and Canada," National Geographic Magazine, May 1973
<ul style="list-style-type: none"> . The extended use of bicycles could help solve the traffic, pollution, and preservation-of-the-environment problem 	<ul style="list-style-type: none"> . Read and report on the 20,000-mile bike trip taken by Don Burden and his family from Alaska to the tip of South America, as reported in "National Geographic Magazine." 	<ul style="list-style-type: none"> . More than 25,000 miles of bikeways are already in use.

UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> One good way to become experienced in biking is to join a youth hostel bike trip. 	<ul style="list-style-type: none"> Investigate the variety of bicycle trips arranged by AYHA. Among others are these: <ul style="list-style-type: none"> - adventure trail covering historic sites such as Philadelphia, Gettysburg, Harper's Ferry, Monticello, Jamestown, and Williamsburg - Alaska Sourdough Special; Roughing it in Alaska and the Yukon - Atlantic Seafarer trip along the coast - California coast and Mexico - Great Lakes - Hawaiian Islands - New England and Quebec - Pacific Northwest - Western National Parks. 	<ul style="list-style-type: none"> "Hosteling in the Americas," American Youth Hostel Association, National Campus, Delaplane, Virginia 22025 A directory of cycling clubs and touring groups in every state is available from the Bicycle Institute of America, 122 East 42 Street, New York, N. Y. 10017. Write also to the League of American Wheelmen, 3852 Sunnyview Avenue, N.E., Salem, Oregon for a list of cycling clubs. "Biking's Better, Say Pedaling Advocates," National Observer, July 21, 1973

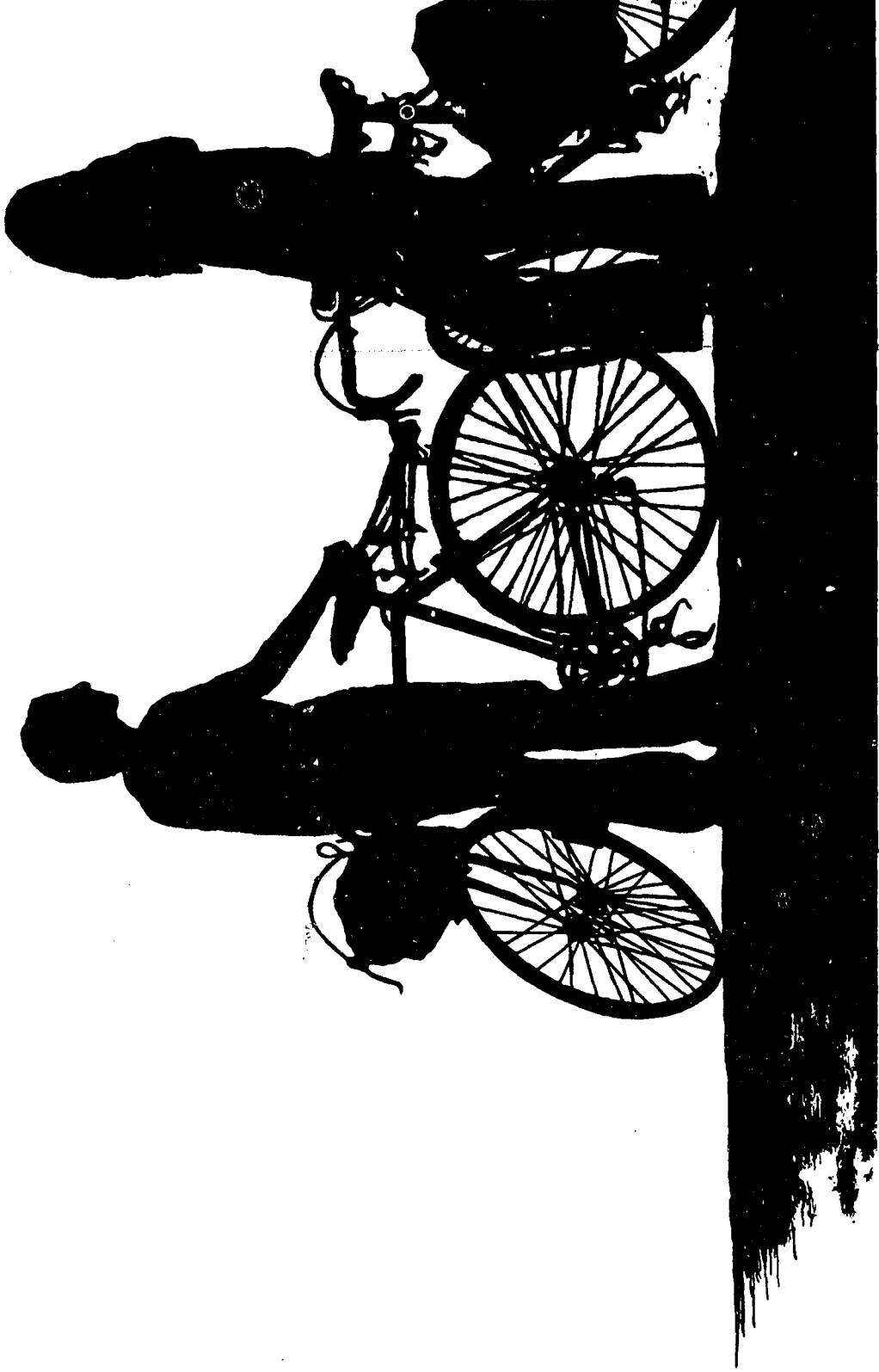
WHY HAS HOSTELING BECOME SUCH A POPULAR METHOD OF TRAVEL?

- It is inexpensive.
 - It provides enjoyment for the whole family.
 - It offers a variety of experiences.
- Have pupils write to the American Youth Hostels, National Campus, Delaplane, Virginia 22025, for information on hostels.
 - Invite a person who has hosted to discuss his or her experiences with the class.

WHAT IS HOSTELING?

- Hosteling is membership and participation in a group which arranges for inexpensive trips both within and outside the United States.
 - Publications available from Consumer Information, Public Documents Distribution Center, Pueblo, Colorado 81009
- (Continued on Page 14)

HOSTELING IS FUN



UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> . Hostelters travel on foot, on horseback, by boat, canoe, bicycle, and occasionally by train, boat, or plane. 		<p>"Backpacking in the National Forest," U. S. Government Printing Office, 1971. 28 pp. 224A. 25¢. Pointers for backpacking, necessary equipment, and a list of backpacking areas.</p>
<ul style="list-style-type: none"> . Conducted trips are arranged for groups desiring this service. 		<p>"Camping in the National Park System." 1973. 52 pp. 225A. 50¢. Descriptive listing includes information on number of sites, fees, sanitary facilities, recreation, etc.</p>
<ul style="list-style-type: none"> . Accommodations are simple but adequate; they may be a barn, inn, house, or camp. 	<ul style="list-style-type: none"> . What encouragement is offered to bicycle riders by states and municipalities? (bikeways, bike trails, and bike paths). 	<ul style="list-style-type: none"> . Bicycle Institute of America, 122 East 42nd Street, New York, N. Y. 10017

HOW CAN HOSTELS CONTRIBUTE TO CAMPING PLEASURE?

<ul style="list-style-type: none"> . The American Youth Hostels, Inc. and its foreign counterparts offer an inexpensive way to enjoy hiking, bicycling, canoeing, and horseback riding. Inexpensive travel by boat, airplane, car, or bus is sometimes used also. 	<ul style="list-style-type: none"> . Write to American Youth Hostels, Inc., Delaplane, Virginia 22025 for: "Highroad to Adventure," explaining AYHA's small group travel program; and "How to See the World, with all expenses paid" ...which is AYHA's leader training program; and "Youth Hosteling in the United States," showing the location of youth hostels throughout the United States. 	<ul style="list-style-type: none"> . Youth hostels provide safe, simple, inexpensive overnight accommodations for members. . American Camping Association, Bradford Woods, Martinsville, Indiana 46151 . New York State Outdoor Education Association, Box 42, Albany, N. Y. 12201 . Sierra Club, 250 West 57th Street, New York, N. Y. 10019
	<ul style="list-style-type: none"> . Plan a bike trip in your area, with youth hostel stops at convenient distances. 	

UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
ARE THERE LEGITIMATE WAYS TO SAVE MONEY ON AIR FLIGHTS?		
. Yes, there are many ways to economize legally on air travel.	. With the help of information secured from reading, travel agents, and friends who have traveled, compile a list of legally acceptable ways to save on air flights. Included might be the following:	. "Fly High for Low (or No) Fare," Moneysworth Volume 3, Number 26, October 10, 1973, 251 West 57th Street, New York, N. Y. 10019
- Use charter rates.	- Become a member of a group eligible for charter rates.	. Air fare schedules have become so complex and so competitive that even airline agents may not be aware of all the bargains, particularly for foreign travel.
- Search out excursion and economy fares.	- Investigate applicable excursion, economy, youth, and group inclusive tour rates.	. Usually it pays to buy an excursion ticket rather than an economy ticket. For example, a recent peak-season "economy" ticket between New York and Frankfurt cost \$720. At the same time a 22-45 day excursion ticket cost \$335.
- Look for air fares not regulated by the International Air Transportation Association.	- Fly during off-season periods. - Investigate fares offered by airlines that are not members of the International Air Transport Association.	. Group inclusive tours (GIT) cover both air and land arrangements and are generally less expensive.
- Search for bargains offering a number and variety of stop-off places.	. Obtain a copy of "Air travel and Charter Flight Handbook," Travel Information Bureau, P. O. Box 105, King's Park, N. Y. 11754, \$4.95. Let class members search through the material to discover the least expensive flights to various destinations.	. The travel value of any fare is determined partly by the number and variety of places you can visit at no extra cost en route to your destination.
- Search for bargains offering a number and variety of stop-off places.	. Have pupils discuss with travel agents stop-over privileges available at little or no extra cost.	

UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> - Where available, travel on local planes that carry both freight and passengers. Such planes may offer both interesting experiences and economical fares. 	<ul style="list-style-type: none"> . Investigate Alaskan and South American airline fares on local planes. Investigate the possibilities of round-the-world air travel and the stop-over privileges each company offers. (Round-the-world routes number more than 200, each with a variety of free stop-overs.) 	<ul style="list-style-type: none"> . "How to Travel Without Being Rich," Norman Ford, Harian Publications, Greenlawn, N. Y.
<ul style="list-style-type: none"> - Take time to examine the options offered by competing airlines. 	<ul style="list-style-type: none"> . What differences are there in cost, services, and side trips or stop-over privileges of airlines flying between the same two points? What types of meals are offered? Are land arrangements included? What extra cities are included? Is the use of a car offered? 	<ul style="list-style-type: none"> . "Your choice of an airline offering you the most advantages depends on your point of departure and your European destination. There are over a dozen airlines that fly transatlantic passengers and all of them are obliged to charge the same fare because of C.A.B. regulations, with the exception of Icelandic Airlines and charter flights. Therefore, the only area where the regularly scheduled carriers can compete is in service, type of aircraft, and special routings which would include free extra cities." "Save Money Travelling in Europe," Robert Christopher, Henry Holt and Company, New York, N. Y. 1959

WHY HAS AIR TRAVEL GROWN IN POPULARITY?

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> . Perhaps the biggest single advantage of travel by air is speed. | <ul style="list-style-type: none"> . Ask pupils how many have traveled by air. What were their reasons for choosing this form of travel? What recommendations would they have for other travelers? | <ul style="list-style-type: none"> . Ninety percent of all international travel is now by air. |
| <ul style="list-style-type: none"> . An allied advantage is economy, both of time and money. | <ul style="list-style-type: none"> . Make a chart showing what the comparative costs are for travel between selected points by air or by boat. | <ul style="list-style-type: none"> . Low fare excursion rates make air travel more attractive. |



**ALI BABA AND
HIS MAGIC CARPET HAD NOTHING ON THIS!**

UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

HOW ABOUT CHARTER FLIGHTS?

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> . Charter flights provide an economical way to fly to foreign lands but they also pose potential problems. . Many of the charter flights are run by "underground" agents who circumvent C.A.B. regulations. . While many of the charter flights are legitimate operations, others pose a problem for travelers. | <ul style="list-style-type: none"> . Compare standard rates for travel by conventional scheduled flights with those listed for unscheduled charter flights. Rates for scheduled fares may be obtained from any airline or travel agent. Watch student newspaper ads for "lowest fares to Europe," for charter flights. . Consider the moral and ethical implications of purchasing a charter flight from an agent acting in contravention of Civil Aviation Board regulations. The passenger who knowingly buys a ticket from a charter agent acting illegally is breaking the law, making it difficult for legitimate airlines to operate, and running the risk of being stranded at either end of the flight if the charter agent is unable or unwilling to complete flight arrangements. | <ul style="list-style-type: none"> . Most airline travel is by scheduled flights for which tickets are purchased individually. Increasingly, however, organizations have been booking entire planes. These organizations then sell tickets to individuals at far less than standard fares. These nonscheduled charter flights have been increasingly popular. . "Is That Charter Flight for Real?," Consumer News, Office of Consumer Affairs, June 15, 1972. . "The Travel Underground," New York Times, February 14, 1971 . Many charter flights are above board, meet all Government regulations, and offer substantial savings to travelers. If in doubt, check with the Civil Aviation Board, Washington, D. C. . "If you are Planning a Charter Flight," U. S. News and World Report, March 9, 1970 |
|---|---|--|

UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

WHAT IS THE BACKGROUND OF THE CHARTER FLIGHT?

- . From the Civil Aviation Board, or Bureau of Consumer Frauds and Protection, secure information about legitimate charter arrangements. When did the C.A.B. first authorize airlines to offer their planes for commercial charter? (about 1964). Why were these airlines restricted to serve only established social, fraternal, or charitable organizations? (to prevent unfair competition with scheduled lines). Do these supplemental carriers have to meet the same standards for safety and maintenance as scheduled carriers? (yes). How do unscheduled charter flights manage to operate on such a small return per passenger? (a full load is assured, few general services are provided, a low 5 percent commission is allowed to the travel agent).
- . How have unscrupulous promoters taken advantage of the situation? (travelers have been made "instant" members of charter groups without the required 6-month waiting period in order to fill planes and win a commission; unscrupulous travel
- . The Office of Consumer Affairs suggests the following as indications that a charter flight may not be legitimate:
 - The flight is advertised in a newspaper, on the radio or on television. Bona fide charter flights are not permitted to advertise in the mass media and are not permitted to solicit passengers from the general public.
 - The traveler is asked to join a club and accept a back-dated membership. Legitimate charters must involve clubs or associations whose main purpose is not travel; legitimate charters may accept as passengers only members who have been with the club for at least 6 months.
 - The promoters are unwilling to disclose the name of the airline that will perform the flight. They may not have a contract with any airline and may not intend to make one until just before the scheduled flight, if at all.
 - The promoters' set-up appears obviously impermanent. How long have they had the

UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

agents have booked passage for travellers not affiliated with the charter group).

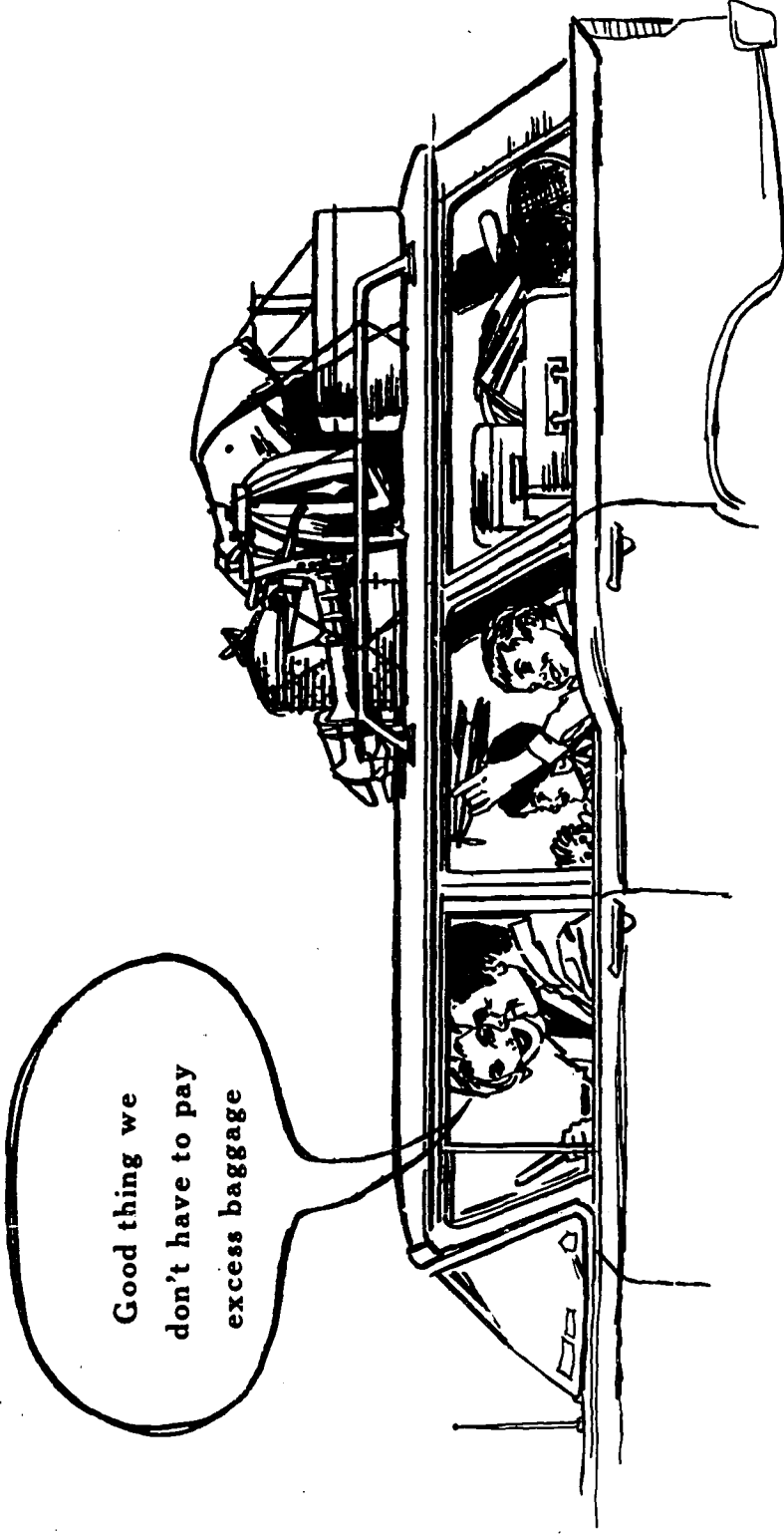
same office and phone number? Do they work out of somebody else's office? Do they make extensive use of an answering service?

- . About 100 flights were cancelled last year by the C.A.B. when that agency discovered irregularities in charter arrangements.
- . Many passengers have been delayed, inconvenienced, or cheated out of the membership and travel advances made to unscrupulous promoters.
- . CHARTER CHANGES. A new step to prevent passengers on charter flights from getting stranded overseas has been taken by the Civil Aeronautics Board. The charter airline either will have to put advance payments from passengers into an escrow account in a bank or other institution or post a surety bond. Money to pay for the outbound flight will be released to the airline only after the flight has been completed, and the remainder will not be released until the return flight is completed. The rule became effective September 1, 1973.

USE CARE IN CHOOSING A CHARTER FLIGHT



UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
WHAT ADVANTAGES DOES THE AUTOMOBILE OFFER FOR TRAVEL?	<ul style="list-style-type: none"> . The automobile is the most popular mode for tourist travel. . Most families have a car or can obtain the use of one. . A car can accommodate a number of passengers. . The automobile provides flexibility to come and go as one pleases rather than having to meet a schedule when traveling by common carrier. 	<ul style="list-style-type: none"> . "For your children, the family car represents a classroom on wheels, enabling them to touch geography and history, giving these studies a living meaning far beyond textbook scope. For us all, motoring opens the heart of America to our sight and our perception," "Better Vacations For Your Money," Michael Frome, Doubleday and Company, 1959.
HOW CAN MOTORISTS SAVE MONEY ON CAR TRAVEL?	<ul style="list-style-type: none"> . Investigate the possibilities of driving someone else's car cross-country. . Remember that smaller cars are usually much more economical to operate. 	<ul style="list-style-type: none"> . Usually papers such as the New York Times (Sunday edition) list advertisements of drivers wanted for cross-country transportation. Check also with such commercial agencies as: Dependable Car Travel, 132 Nassau Street, New York City, N. Y.; National Car travel, 1535 Undercliffe Avenue, Bronx, N. Y. . From personal knowledge, mileage figures quoted in such magazines as Consumer Reports and others, and recent . At certain times of the year, both private owners and commercial companies need cars in other parts of the country. Drivers are offered free transportation for driving such vehicles. . Consumer Reports . U. S. Department of Transportation



THE FAMILY CAR PROVIDES FLEXIBILITY FOR TRAVEL

UNDERSTANDINGS

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SOURCE

- . Costs of automobile travel vary depending on many factors.
 - . Consider using the car to transport camping equipment, thus saving the cost of lodgings.
 - . Develop ideas on ways to economize while traveling.
- figures released by the U. S. Department of Transportation, determine the savings that might result from driving a smaller car vs. a large car a distance of 1000 miles. For instance, a small car might give twice the mileage of a larger car.
 - . Invite experienced campers to share their experiences in combining camping with travel. What equipment is necessary? What are the advantages and disadvantages?
 - . Make your own list of 101 ways to save money while touring. Check these ideas with class members, then publish the suggestions for class use.
- . Hot Rod, Motor, Popular Mechanics, and other magazines that specialize in reports of car performance.
 - . The American Automobile Association estimates average costs for two people en route by passenger car as \$52.00 per day including, food, lodging and gasoline.
 - . "1001 Ways to Save Money Traveling," Robert Christopher, Henry Holt and Company, 1959.

WHAT DOES SHIP TRAVEL OFFER?

- . The tourist ship offers economy, comfort, and convenience at moderate cost.
 - . Each year fewer transoceanic liners are available for ocean travel between continents,
- . Ask a travel agent to discuss tourist travel by ship. Many Americans look to a cruise on a travel ship for a most enjoyable vacation. Why might tourists prefer ship to air travel? What are some of the popular cruises? What is the cost of such cruises?
 - . Why has transatlantic and transpacific passenger boat business declined? At the same time business for cruise
- . American Banner Lines, 52 Broadway, New York, N. Y.
 - . American Export Lines, 39 Broadway, New York, N. Y.
 - . American President Lines, 311 California Street, San Francisco, Cal.
 - . Cunard Lines, 25 Broadway, New York, N. Y.
 - . Holland-American Line, 29 Broadway, New York, N. Y.

UNDERSTANDINGS

and more and more are diverted to become cruise ships.

- . In many cases, using the ship as a hotel for lodging and meals is cheaper than purchasing these services on land.

SUGGESTED PUPIL AND TEACHER ACTIVITIES

ships is increasing. Why?

- . Investigate combination air-ship trips. What advantage does such a combination offer?
- . Make a display of advertisements of cruises from such a source as the New York Times (Sunday edition). What are the rates? What expenses are covered? How many ports are visited? Does the ship serve as a floating hotel? How long do the cruises last?

SOURCE

- . "Save Money Traveling in Europe," Robert Christopher, Henry Holt and Company, New York, 1959
- . New York Times (Sunday edition)

WHY HAS THE CRUISE SHIP BECOME SO POPULAR?.

- . Cruises have become relaxed, informal events appealing to all ages and tastes.
- . Before exploring the opportunities open on a cruise ship, list the preconceptions of the students on a display board. They might include the ideas that:
 - cruises are largely for wealthy people and older people
 - an expensive wardrobe is necessary to be well dressed.
- . After the study is completed, list opposite the preconceptions the findings of the study. These might include the fact that cruises are largely:
 - taken by people of modest means
 - appeal to people of all ages and classes
- . The cruise, which was once a luxury reserved largely for the wealthy, is now available at a reasonable price to almost everyone.
- . Obtain cruise literature from such sources as
 - local travel agents
 - cruise ship companies
 - local office of American Automobile Association
 - Better Homes and Gardens Travel Service, Box 521, Des Moines, Iowa 50336
- . "Ocean Cruises to Nearly Everywhere," Changing Times, November 1973

UNDERSTANDINGS

SUGGESTED PUPIL AND
TEACHER ACTIVITIES

SOURCE

- do not require an expensive wardrobe for casual clothes are proper and acceptable for almost all occasions.
- . The primary appeal of a cruise ship is the freedom from daily routines.
- . Study cruise ship publicity. From what routines does the cruise relieve you? (preparing meals, shopping for food, housecleaning, child care, etc.).
- . Special purpose cruises are designed to attract those with common interests. Among such cruises are those for "singles" only, those for the elderly, those who wish to study the history or natural beauty of an area. Often distinguished anthropologists, historians, or artists are employed to conduct discussions of the areas visited. One cruise is designed for culinary experts and is led by gourmet cooks and other experts on food preparation.
- . Describe a cruise that would be tailored just for your interests. Where would it go? To what type of people would it appeal? What kind of activities would passengers engage in?
- . For a fee not much higher than that of a good motel, a cruise ship provides lodging, meals, special programs for children, travel-ogues, snacks between meals, physical fitness opportunities, and entertainment including floor shows, movies, parties, dancing, games, and other diversions.
- . "On a cruise ship you have 24 hours every day to pursue whatever pleasure suits your fancy. If you want, you can indulge in lazy days just soaking up sun and wallowing in the joy of being physically removed from the workaday world's usual headaches. This sense of liberation and serenity at sea is, for many travelers, the strongest lure of all — topping even the surfeit of superlative food and the invigorating, smog-free sea air. On the other hand, if you prefer a more active vacation, you're invited to participate in the plethora of shipboard diversions."
Better Homes and Gardens, November, 1973.

CRUISE SHIPS PROVIDE FREEDOM FROM ROUTINES

It's great to have the
children cared for, and
the meals prepared.



UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> . Cruises satisfy the desire for adventure without danger or problems. 	<ul style="list-style-type: none"> . Compare a cruise with an automobile trip. On a cruise there would be no problems of traffic, no search for a good place to eat or sleep. Instead of being confined for long hours to a car seat, one would be free to walk, swim, or otherwise move about. Since the stateroom serves as a floating hotel, there would be no need for packing or unpacking each day. On the other hand, the automobile is more economical, especially for a family, permits changes of plan, and provides a flexibility not possible on a planned tour. Then, too, despite all the planned activities, boredom can be a factor for some travelers, whose personality is such that they do not enjoy a programmed trip. 	<ul style="list-style-type: none"> . "For most people ocean cruising represents a new way of vacationing. In terms of cost alone it offers a high value, with transportation, accommodations and food all wrapped in one package. Remember, however, to allow for certain other expenses, principally land excursions, tips and shopping. Be wary of cruise advertising, too, especially when it shows minimum price only. The rate quoted may be low, but when you inquire, the minimum-rate cabins always seem to be sold out. Above all, put your money on the ship that appeals to you rather than on the cabin at the cheapest rate." "Ocean Cruises to Nearly Everywhere," Changing Times, November 1973.
<ul style="list-style-type: none"> . Even on cruises billed as "one class," the price paid by passengers will vary greatly. The location of the cabin assigned is the determining factor. 	<ul style="list-style-type: none"> . Ask a travel agent or experienced traveller to describe the difference between a high-priced and a low-priced cabin. . Ask pupils how much extra they might be willing to pay for a cabin with a porthole on the water side, without bunks one over the other, and located on an upper deck. . From a travel agent or cruise company, procure brochures describing a number of cruises. Read 	<ul style="list-style-type: none"> . "One class" means that all passengers are treated as equals. Usually they eat the same food, are free to enjoy the same attractions, and mingle freely. . However, even on a "one class" voyage, the cost of the best stateroom may be twice as much as that paid for the lowest cost room. The difference is due to the choice of cabin. . In general the larger the cabin, and the higher the deck on which it is,

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SUGGESTED PUPIL AND TEACHER ACTIVITIES

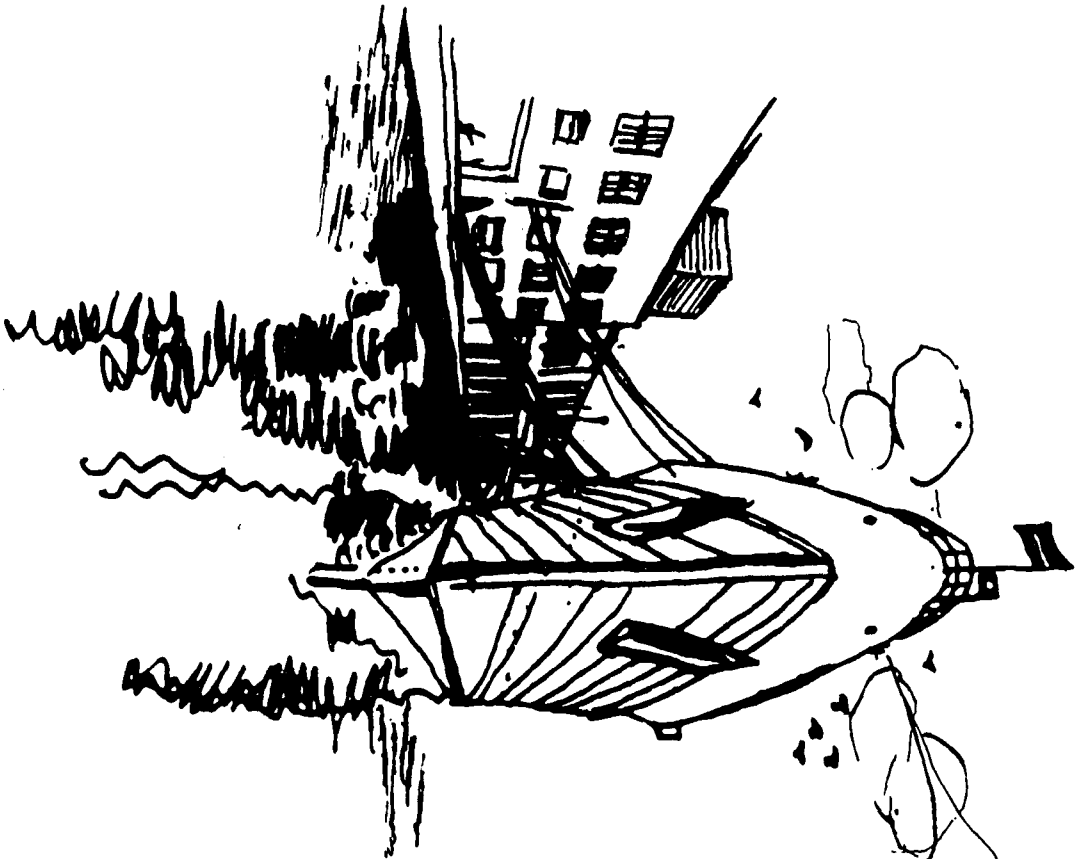
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these carefully, including the small print. Then decide on the trip and accommodations of your choice. Have various members of the class describe the trip and the cost of the selected cruise. Discuss these choices with other class members. Do the selections appear to be well made?

the higher the price. Conversely, inside small cabins, low down in the ship, are usually the least expensive. Ordinarily such low-priced cabins are equipped with bunks instead of beds.

WHAT IS FREIGHTER TRAVEL?

- . A freighter is a ship engaged in carrying goods, usually licensed to carry not more than 12 passengers.
- . Freighters offer few luxuries, but the food is plentiful and usually very good.
- . Investigate the advantages and disadvantages of travel by freighter from sources such as:
 - Alcoa Steamship Company, 17 Battery Place, New York, N. Y.
 - Norton, Lilly and Company, 26 Beaver Street, New York, N. Y.
 - American President Lines, 311 California Street, San Francisco, Calif.
 - American Mail Line, Stuart Building, Seattle, Washington,
 - American Republic Line, Moore-McCormack Lines, 5 Broadway, New York, N. Y.
 - Barber Steamship Lines, 17 Battery Place, New York, N. Y.
- . Advantages of freighter travel:
 - leisurely progress
 - opportunity to see sights not seen by passenger vessel passengers
 - ample deck space
 - special attention from crew and captain
 - smooth ride (usually due to heavy loading)
- . Disadvantages of freighter travel:
 - slow speed
 - absence of ship doctor
 - absence of organized activities for passengers
 - possible delays
- . Freighter travel is regulated by the International Conventions and Conferences on Marine Safety.



We may not be the fastest ship but we see the most

**FREIGHTER
TRAVEL
HAS IT'S
COMPENSATIONS**

UNDERSTANDINGS

SUGGESTED PUPIL AND
TEACHER ACTIVITIES

SOURCE

HOW CAN TRAVEL BE
MADE MORE ENJOYABLE?

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|--|---|---|
| <ul style="list-style-type: none"> . Plan your trip cooperatively as a family enterprise so that all can contribute ideas and all share in the enjoyment. . Budget far enough ahead so that other needs can be met. . Balance your holiday with different types of experiences. . Get all the help you can from periodicals, travel agents, and travel planning sources. . Plan ahead for accommodations of a pleasant nature yet within your budget. | <ul style="list-style-type: none"> . Role play a situation in which a family is planning a trip. Have students take the part of the father, mother, and children. Let the children's point of view be heard and include their desires to a reasonable degree. . Make an estimate of your expected expenses and set up a budget so that the required sum will be on hand to meet expenses. . Plan a varied experience in which periods of travel will be balanced by periods of physical activity. Arrange for varying kinds of experiences — walking, swimming, sightseeing, shopping, or whatever interests the family. . Think ahead about accommodations. Will you be camping? Where are camp sites? Will you be stopping at | <ul style="list-style-type: none"> . "How to Travel Without Being Rich," Strong and Runyon, Doubleday and Company, Inc., Garden City, N. Y., 1959 . Scholastic Teacher (Travel Supplement to March 5, 1973 teacher's edition of Senior Scholastic) . "Travel Tips," American Automobile Association, local office. . Mobil Travel Guides, P. O. Box 265, New York, N. Y. 10011 . Gulf Travel Club, Gulf Oil Corporation, Gulf Building, Pittsburg, Pa. 15219 . Union Oil Company of California, P. O. Box 7934, San Francisco, California 94120 . Hote and Motel Red Book . "Youth Travel Abroad," Consumer Information, Pueblo, Colorado 81009 30¢ |
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UNDERSTANDINGS

SUGGESTED PUPIL AND
TEACHER ACTIVITIES

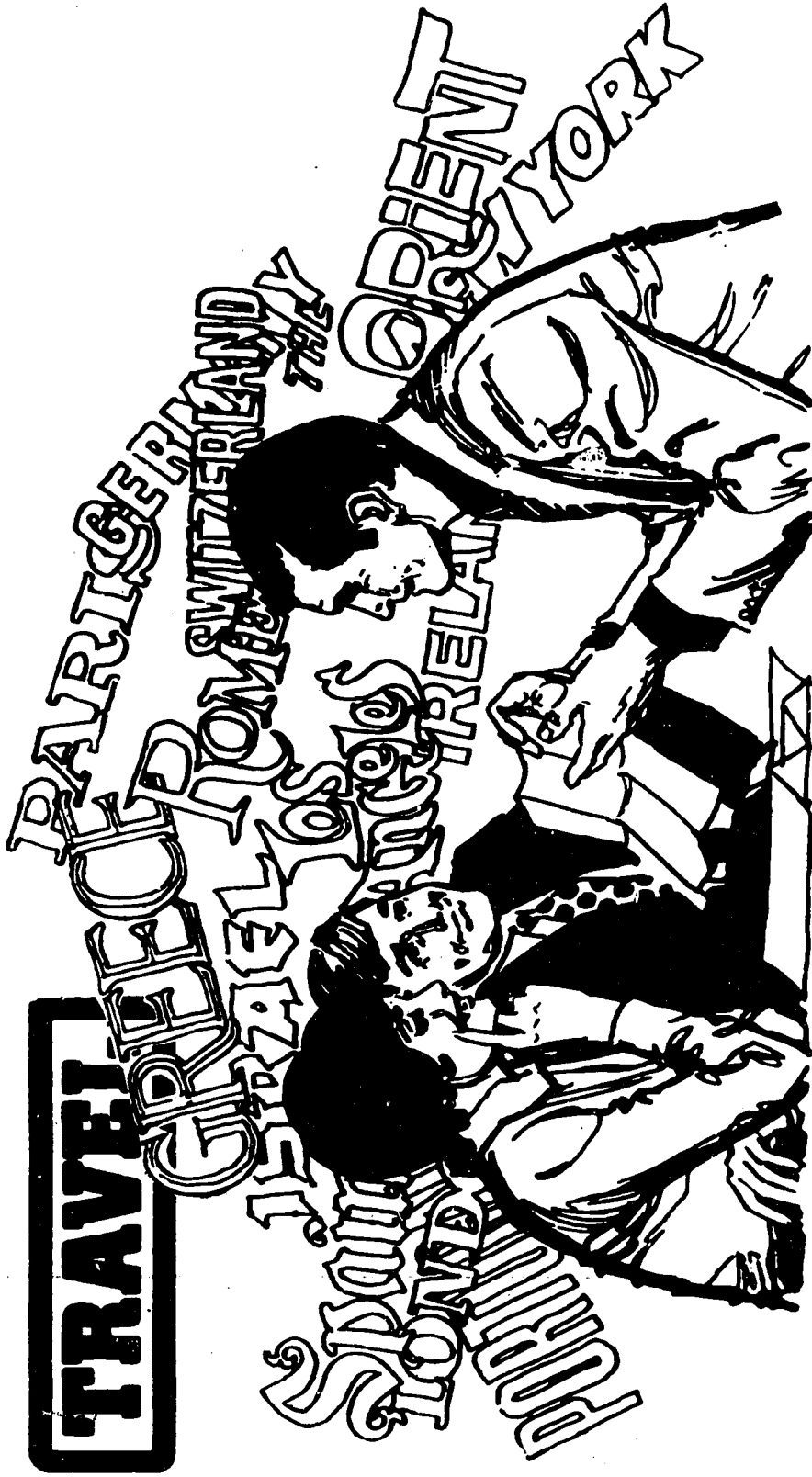
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hotels, motels, or public parks when advance reservations are needed? How can these be secured?

WHERE CAN HELP BE OBTAINED
TO MAKE TRAVEL PLEASANT?

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| <ul style="list-style-type: none"> . A number of agencies provide free or inexpensive help in planning trips. | <ul style="list-style-type: none"> . Investigate the cost and service provided by American Express, American Automobile Association, and other agencies of this kind. What help is available in planning a trip? What other services are provided? (trip planning, insurance, emergency towing service, etc.). What is the cost of the service provided? | <ul style="list-style-type: none"> . American Automobile Association . National gasoline companies . Travel agencies . State and local recreational agencies . New York State Department of Environmental Conservation . New York State Parks and Recreation Department . New York State Department of Commerce . National Park Service |
| <ul style="list-style-type: none"> . The travel agent is a specialist in making travel arrangements. His experience is usually available without direct cost to the traveler. | <ul style="list-style-type: none"> . Visit a travel agency. Look at the brochures available. What types of trips are available? What kinds of transportation are used? How can a travel agent provide free service and advice to travelers? Who pays the cost of the services? Although another agency may initially pay for the travel agent's service, who pays for it ultimately? Is it a good "buy" to use these services? | <ul style="list-style-type: none"> . Local travel agency . "The Travel Agent and You," Better Business Bureau of Metropolitan New York, 220 Church St., New York, N. Y. 10013 |

UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> Not all travel agents' services are free; for those services for which he is not paid by some other agency, he must charge a fee. 	<ul style="list-style-type: none"> Ask the travel agent what services he provides free of charge and those he charges for. Does he charge for railroad ticket reservations? special services? If so, why? 	<ul style="list-style-type: none"> Travel agent
<ul style="list-style-type: none"> Most travel agents are appointed by transportation carriers to issue tickets and officially represent the carriers. Among the carriers are the following official agencies: <ul style="list-style-type: none"> - Air Traffic Conference of America - International Air Transport Association - Trans Pacific Passenger Conference - Rail Travel Promotion Agency 	<ul style="list-style-type: none"> Have the travel agent describe his services. Does he: <ul style="list-style-type: none"> - arrange transportation by air, steamship, cruise, bus, rail? - arrange for car rental? - arrange for car purchase abroad? - prepare individual itineraries? - arrange for personally conducted tours? - sell prepared package tours? - arrange for hotels, motels, and resort accommodations? - arrange for meals? sightseeing? - arrange for transfers of passengers between terminals and hotels? - arrange for tickets to theaters and festivals? 	<ul style="list-style-type: none"> "The Travel Agent and You," Better Business Bureau of Greater New York
<ul style="list-style-type: none"> Although travel agents provide a valuable service, it is sometimes more economical to plan a trip yourself. 	<ul style="list-style-type: none"> What are the possible disadvantages of using a travel agent's services? (Since the agent gets a commission from hotels and motels, individuals making their own arrangements may be able to secure lower rates. A further disadvantage is that the travel agent may be unwilling or unable to plan unusual, individual, "off beat" or low-cost vacations.) 	<ul style="list-style-type: none"> "Continental Travel By Air, Rail, and Bus," Everybody's Money, CUNA International, Madison, Wisc.



**A GOOD TRAVEL AGENT CAN MAKE
TRAVEL ARRANGEMENTS A PLEASURE.**

UNDERSTANDINGS	SUGGESTED PUPIL AND TEACHER ACTIVITIES	SOURCE
<ul style="list-style-type: none"> In addition to travel agents, there are a number of sources of help for travelers planning vacations. 	<ul style="list-style-type: none"> Investigate the following sources of help and report to the class on services provided by: <ul style="list-style-type: none"> local chambers of commerce State recreational agencies Hotel and Motel Red Book American Automobile Tour Book Free reservation services of such hotel chains as Howard Johnson's, Holiday Inn of America, etc. American Express State and local tourist bureaus Greyhound Highway Tours, 130 South Canal St., Chicago, Ill. 60606 Grey Line Sight-seeing Companies Associated, One Rockefeller Plaza, New York, N. Y. 10020 Holiday Magazine 	<ul style="list-style-type: none"> "See America Free." S. A. Robbins. Bantam Books. New York. \$1. (A 50-state guide listing what is free to the vacationer: museums, plant tours, art galleries, etc.)

WHAT DIFFERENT TYPES OF TOURS ARE AVAILABLE?

<ul style="list-style-type: none"> There are many types of tours: independently arranged tours, package tours, group tours, cruises, weekend excursions, and charter flights. 	<ul style="list-style-type: none"> Travelers can, of course, plan their own tours and trips. Many, however, have arrangements made by a travel agent. Compare experiences of those in the community who have used a travel agent's services and those who did not. 	<ul style="list-style-type: none"> Fellow pupils who have traveled Members of the community who have traveled Travel agent Member of a charter group
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UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

- . Independently arranged tours are those planned by individuals to meet their own needs.
- . A package tour is one designed to fit the desires of a wide variety of travelers. Many such tours cater to the desires of special interest groups such as sun worshippers, skiers, art lovers. The cost, terms, and conditions of the tour are outlined in a brochure.
- . Group tours consist of a number of people traveling together who are members of a club, business, professional, or other affiliated group.
- . Usually there are savings in the form of a quantity discount rate for people traveling together as a group.
- . For those who used a travel agent's services:
 - Were the arrangements satisfactory?
 - Could the individual have made the same arrangements?
 - Would it have been more or less costly for the individual to arrange this trip?
- . For those who did not use a travel agent:
 - How were reservations and other arrangements made?
 - What difficulties, if any, were encountered?
 - In planning another trip, would the individuals plan the trip themselves or use a travel agent's services?
- . Role play a situation in which one class member, with the aid of attractive travel brochures, acts as a travel agent to sell the class a low-cost tour.
- . Tours are available to almost all spots in the world. For example, recently advertised tours included trips such as these:
 - ski trips to Colorado, \$150-\$198
 - a Eurorail pass good on any European railroad, \$175 for 1 month, \$275 for 2 months
 - eight-day package tour of England, \$304
 - a "fly and drive" tour of the French countryside, \$314 for 8 days
 - a two-week coach tour of Spain including air passage to and from the U.S.A., \$505 per person
 - a 22-day tour of six South American nations, \$867.
- . "There are many reputable and experienced agencies that make up tours. Unfortunately, there are also travel agencies of dubious qualifications. The uninitiated find it difficult to tell a good tour from a poor one until it's too late. Many of the marginal operators, having no reputation to sell, rely on price to pull in customers, and their

UNDERSTANDINGS

SUGGESTED PUPIL AND
TEACHER ACTIVITIES

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| | | <p>product suffers. Your best guide to a tour or firm is the recommendation of someone who had used it before and liked it. If for any reason you must deal with an agent unknown to you, be sure to learn all the conditions, especially those covering cancellation. There are several methods used by operators to shave tour costs."
Time-Life Book of Family Finance</p> |
| <ul style="list-style-type: none"> . Cruises with optional shore excursions using the ship as a floating hotel are often offered as package trips. . Advertisements usually feature minimum rates with limited facilities available at the quoted price. | <ul style="list-style-type: none"> . Role play a situation in which those who have taken the low cost tour describe their experiences. Remember that the advertisements of vacation spots are meant to sell holidays. All the glamorous descriptions would lead us to believe that the place is filled with beautiful women and handsome men, that fun goes on 24 hours a day, that the meals are a Roman banquet, that the sun shines every day, that bathing in a pool or the ocean is only steps from the hotel. The actual situation may be quite different. | <ul style="list-style-type: none"> . Sometimes it is true that a place that is advertised at a low rate is a bargain. It <u>might</u> be that one operator is trying to drum up trade in an off season and offers good bargains to keep his place full and his staff busy. Or he might be exceptionally efficient, or it might be that one tour operator bargained for and got better air-charter rates. Chances are, however, that the cheaper place is less expensive because its buildings are not new, its food not so good, or its services poorer than another place that charges more. |
| <ul style="list-style-type: none"> . Get a knowledge of the area you intend to visit in advance. | <ul style="list-style-type: none"> . Make up a list of suggestions for school-mates to make travel more interesting. Among the suggestions might | <ul style="list-style-type: none"> . "Better Vacations for Your Money," Michael Frome, Doubleday and Company, Garden City, N. Y. 1959. |

UNDERSTANDINGS

SUGGESTED PUPIL AND TEACHER ACTIVITIES

SOURCE

be these:

- Assemble travel aids and study them before reaching the area. In that way you will know what to look for. Chart your itinerary. Plan your trip with reasonable rest and recreation breaks in mind. Take time to see historic and scenic sights.
 - If possible, reserve accommodations in advance. National Parks, for instance, are so crowded that those without reservations are denied entrance.
 - In addition to guidebooks, read something of the history of the area or about the flora and fauna so that you will get maximum enjoyment from what you see.
- . "Historic Sites of New York State," New York State Department of Environmental Conservation, 50 Wolf Road, Albany 12226
 - . For literature on a specific National Park, write the U. S. Government Printing Office. Individual leaflets cost 5-10¢.
 - . For state parks and state camping directories, write the State Parks Department at the capital of the state you plan to visit.

IS IT POSSIBLE TO ECONOMIZE ON TRAVEL EXPENSES AND STILL ENJOY THE TRIP?

- . Yes. There are many ways to economize:
 - Travel off-season when rates are lower and accommodations are less in demand.
 - Consider excursion or economy passage.
 - Consider spending your vacation in countries where living costs are
 - . Role play a situation in which:
 - One family has planned ahead, made reservations, or stopped early enough to secure good accommodations, budgeted sufficient money, and travels slowly enough to enjoy points of genuine interest.
 - Another family fails to plan ahead, drives 100 miles before finding a night's lodging, arrives at a crowded resort area only to find
- . "1001 Ways to Save Money Traveling," Robert Christopher, Henry Holt and Company, N. Y. 1959.
 - . "The magic vacation formula is a combination of frugality and luxury." Better Vacations for Your Money, Michael Frome, Doubleday and Company, Garden City, N. Y.

UNDERSTANDINGS

- lower. Travel expenses can vary widely from country to country.
- Don't try to cover too much ground. Covering one area on foot or by bicycle may be just as rewarding and much less expensive.
 - Use buses, street cars, and subways instead of taxicabs and *fiacres*.
 - Look for second-class hotels, motels, or *pensions* instead of expensive housing.
 - Occasionally buy yourself some provisions and make your own meals.
 - Use youth hostels, YMCA's or YWCA's.
 - Buy a rail pass for extensive rail travel (particularly for European travel).
 - Consider the purchase of a ticket for unlimited bus travel during a specified period.

SUGGESTED PUPIL AND TEACHER ACTIVITIES

- all accommodations taken, runs out of money, drives so fast that points of interest are missed, and returns home cross and irritable.
- . Is it possible to economize to the point where all the fun of travel is lost? Discuss this issue with the class. What are reasonable compromises between extravagance and penury? What have been the class members' experiences in trying to select inexpensive lodging and eating places? Develop a guide of suggestions for such expenditures. Consider various forms of lodging ranging from hostels, through YMCA's and YWCA's, tourist homes, motels, to luxury hotels.
 - . Get a copy of the lodging guides furnished by such agencies as AAA, Gulf, Mobil, etc., and consider the range of accommodations possible. Better yet, invite some person who has used those guides to describe his experiences and evaluate the information furnished.

SOURCE

- . "Better Vacations for Your Money," Michael Frome, Doubleday and Company, Garden City, N. Y. 1960
- . "All the World at Cost," and "How to Travel Without Being Rich," Norman Ford, Harian Publications, Greenlawn, N. Y. 11740

For economy - Buy a rail pass
Use excursion and economy fares
Travel during "off season" rates



PRUDENT CONSUMERS CHECK TRAVEL VALUES