

Spain and portugal

[Business](#), [Marketing](#)



HRHM 3010: Tourism Management Final Project: Spain & Portugal By Assaf
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Introduction

Free Travel is a company in Denver, Colorado. We have one goal in mind that has one goal, which is to make the client happy and make his dream come true. Our prices for the travel packets we offer are at a very economical price. We specialize in travel tours all over the world, and have a great and friendly staff.

Section One: Background History of the clients

In May of 2012 the three Luna brothers will be the ones to experience a trip of a life time; it will be a great trip full of adventure. This trip to them is to celebrate their accomplishments and as well it is a fresh start into their new lives. The oldest brother Juan at age 32 will be coming back home after studying abroad in France. He had gone there and accomplished his goal of getting his master's in Business. Now his goal was to set out on another adventure, since he had traveled to France now he wanted to see more of this wonderful world.

The middle brother Roberto at the age of 26 was following his older brother's steps. This trip to him was to celebrate that he had gotten into the master's program and would soon be traveling to Italy to finish it there. This was to prepare him for the outside world and get more of an insight on what he would soon experience. Carlos the youngest was simply going with them to celebrate his 21st birthday and as well he just wanted to experience an adventure of a lifetime. However, he had also at such a young age gotten his bachelor's in computer science at the University of Denver.

All three of the Luna brothers want to make this an experience of a lifetime. Not only that they want this experience to help them grow with each other, to help them be able to go on off on their own and know how to be responsible. They love adventure and what will make this trip even better is that since they all like different things it makes the trip have a lot of diversity. This trip they will embark on will last 21 days and in these days the trip we want to prepare will make them learn things from each other. For example while one of them like's things outdoors, historical sites, and museums. The other one likes just the nightlife, parties, and fancy

restaurants. On the other hand the other one likes to just interact with the locals and just to go around and do a little shopping. They know their income all together does not add up to get a life of a king, but it will be enough for them to have a great trip and to enjoy everything they want.

Juan, 32 Roberto, 26 Carlos, 21

Section Two: The Destinations

During this trip we will take the clients to explore 3 major cities two of them belong to the country of Spain, which are the capital Madrid and the island of Palma. (Spain S. L.. 1999) The last city will be in Portugal and it is the capital as well called Lisbon. There are a few travel requirements, preparations, do's, don'ts, taboos, and other things that the clients should prepare for. Since our company wants the clients to have the best experience with no interferences we have taken the liberty to design a table that will explain everything they need.

City

What US State Dep. Has to say?

Passport/Current?

Visa required?

Fee to enter/leave country?

Contact info for the U. S. Embassy

Madrid

Safe to Travel and Enter

Yes

No

None

Phone: 91-587-2240

(08: 30-13: 00, Monday-Friday)

Palma

Safe to Travel and Enter

Yes

No

None

Monday-Friday: 10: 30 - 13: 30

Tel.: +34 971. 40. 37. 07

Fax: +34 971. 40. 39. 71

Lisbon

Safe to Travel and Enter

Yes

No

None

Monday thru Friday

8: 00 a. m. - 5: 00 p. m.

Phone: 351-21-727-3300

Fax: 351-21-726-9109

When traveling to other countries there are things that our clients should expect, in Madrid and Palma the expectation are very alike in both. Basically when traveling there of course one of the main things they will encounter is a very much more open minded group of people(Planet, 2012). They will see that homosexuality is not opposed there, so to see activity between them like holding hands and kissing is likely.

Also, keep in mind that although there is not a lot of crime activity there is a medium activity of theft. (Focus logo. 1996) To avoid this it is highly recommended to not carry a large amount of money with you. As well never flash how much money you have, it is preferred to carry a credit card and use it; rather than cash. As well our clients have to beware of many gypsy women who will try to distract you while others pickpocket you. (Focus logo. 1996)

Spain is very patriotic when it comes to their country, so do not try and pick a fight or say anything bad about their country. (Jerrols, 2012) As well it is very offensive to some and makes them upset when one brings up anything about their history before they were free or about the war they had against England. Also it is very usual and is a greeting custom to kiss each other on both cheeks and hug as well. Spaniards are very friendly people, so to deny or walk away from a greeting is seen as very rude.

As well never arrive late to appointments, and when speaking with someone try to maintain psychical contact with them. Such as tapping on the shoulder, patting the back, etc. this is seen as friendly and adds more to a friendship or any relationship for that matter. It is also illegal to smoke in public places, and if you get caught there will be a fine. As well do not complain about smoking. Spaniards believes whoever complains about smoking are actually afraid of life. There are also some other small things of what not to like do not wear shorts in public, do not eat with your hands. Not even fruit!

To prepare for these changes our clients have to accept the fact that they will face and meet people who will have very different opinions and views. (www. Travel Taboo. 2012) As well they will see and be in an environment

where the things are more open and they have to be on guard all the time. As well it is very important that they all stay together especially at night, it is not recommended to be walking alone. (www. Travel Taboo. 2012)

When preparing your suitcase it is important to bring clothes for every occasion and every weather, because even though many of us think that Spain is very tropical and warm. (www. Temperature Inc. 2000) It also has its shares of storms and even snow. It is also recommended to bring with you an adapter for the electricity plug in, because Spain uses only the two pin plug in; and as we all know here in the U. S. (www. Travel Document, 1999) we use a lot of appliances that are three pin plugs. Especially when using our laptops!

Now with Portugal even though it is very close to Spain, it has a different way of life and of seeing things. To start off with when coming to this beautiful country our clients have to have in mind that the language that is spoken here is Portuguese. (Viajera_del_mundo, 2012) Of course English is spoken in tourist areas, but the level to which they speak it is not very high. Another thing that our clients have to keep in mind is when going to restaurants; if they are vegetarian it will be very hard for them. The reason being is that there vegetables are used simply to garnish a plate. Very few restaurants serve them as a side or even a dish for all that matter. (FERREN, A. 2012) The people of Portugal feel very happy when they help tourists. Do not feel embarrassed to ask for help, since we know that their English is not very good; when you try and talk to them in Portuguese it makes them feel very happy. (www. Lets Go, 1960) In fact they enjoy these, because it makes them feel like you do care to interact and get to know their culture. Like in

Spain they are very friendly people, so they greet people properly. It is a must that every time you see people take time over greeting each other. However, do not use first names; unless you know the person really well. The Portuguese have a lot of respect for high titles especially in academics and for the doctors.

For this reason our clients must prepare themselves to see that the Portuguese are very reserved and formal. Do not think of this as them being cold or not liking you, it is just that if they don't know you they take a lot of precautions. As well do not in any case write in red, this is seen as very rude. When eating as well if the salt and pepper is not on the table asking for it is not acceptable, as it is seen as rude and disrespectful to the cook. (www. Lets Go, 1960)

Even though the Portuguese are really open minded people there are a few things that will be seen as very disrespectful towards them, like shorts and flip-flops. As well collarless t-shirts on men are generally unacceptable. (Stoller, 2011) As well like in Spain clients should take clothes for every occasion and their adapter for the two pin plug in.

Now that we have given clients the basics of how to get around in both Spain and Portugal, it is time to get a look at their history and culture. Let's start with Spain, the Christian conquest of the Iberian Peninsula from Muslim rulers left Spain dominated by two large kingdoms: Aragon and Castile. Then they were united under the joint rule of Ferdinand and Isabella in 1479, and they added other regions to their control. (Wilde, 2012) From this is how the country of Spain would later be formed. During the rule of these two monarchs Spain began to acquire a massive overseas empire, and the

Spanish “Golden Age” occurred in the 16th and 17th centuries. (Wilde, 2012)

After this Spain became part of the Habsburg family inheritance when emperor Charles V inherited it in 1516, and when Charles II left the throne to a French noble the War of the Spanish Succession occurred between France and the Habsburgs; of which the French noble won.

Spain was invaded by Napoleon and saw struggles between an allied force and France, which the allies won, but this triggered independence movements among Spain’s imperial possessions. During the nineteenth century the political scene in Spain came to be dominated by the military, and in the twentieth century two dictatorships occurred: Rivera’s in 1923 – 30 and Franco’s in 1939 – 75. Franco kept Spain out of World War 2 and survived in power; he planned a transition back to monarchy for when he died, and this occurred in 1975 – 78 with the re-emergence of a democratic Spain. (Wilde, 2012)

Not only have all these things impacted Spain, but they have also had a huge impact on its culture. This has made Spain have a huge cultural diversity, making it also have the second highest number of UNESCO World Heritage Sites in the world; with a total of 42. When we start talking about literature it is mostly influenced by the Spanish. As it is written in Spanish and due to its historic geographic and generational diversity it has known a great number of influences and is very diverse. One of the greatest books in Spanish literature is called “The Celestina”, written by Fernando de Rojas in 1499. It talks about the end of medieval literature and the beginning of the literary renaissance in Spain. (Wilde, 2012)

In the arts we have to say that Spain's greatest painters were during the Golden age period. Some of them were El Greco, Bartolome, Esteban Murillo, Diego Velazquez, and Francisco Goya. These painters become world-renowned artists between the periods of the 17th century to the 19th century. (Wilde, 2012) However, Spain's best known artist since the 20th century has been Pablo Picasso. As well what defines Spain is its great architecture, from its amazing cathedrals to the buildings and structures from the Islamic culture.

With religion about 79% of them are Roman Catholic, 2% are another faith, and about 19% are non-religious. One of the most important Spanish holidays is "Semana Santa", which in English is Holy Week. It is celebrated a week before Easter with large parades and other religious events. As well one of their best known Spanish celebrations is the festival of "San Fermin", which is celebrated every year in July in Pamplona. Bulls are released into the streets, while people run ahead of the animals to the bullring. (Wilde, R. 2012)

With the country of Portugal it was emerged during the 10th century, this all happened during the Christian conquest of the Iberian Peninsula. It was first as a region under the control of the counts of Portugal and then, in the mid-twelfth century, as a kingdom under King Afonso I. The throne then went through a turbulent time, with several rebellions. (Wilde, 2012)

During the fifteenth and sixteenth centuries overseas exploration and conquest in Africa, South America and India won the nation a rich empire. In 1580 a succession crisis led to a successful invasion by the King of Spain and Spanish rule, beginning an era known to opponents as the Spanish

Captivity, but a successful rebellion in 1640 led to independence once more. Portugal fought alongside Britain in the Napoleonic Wars, whose political fallout led to a son of the King of Portugal becoming Emperor of Brazil; a decline in imperial power followed. (Wilde, 2012)

The nineteenth century saw civil war, before a Republic was declared in 1910. However, in 1926 a military coup led to generals ruling until 1933, when a Professor called Salazar took over, ruling in an authoritarian manner until 1974. His retirement through illness was followed by a further coup, the declaration of the Third Republic and independence for African colonies.

The only word that can truly express the culture of Portugal is “complex”; this is because of the complex flow of different civilizations during the past millennia. (Commission Education & Training. 2005) Every civilization that has passed through here has made an imprint on the country’s culture and history. They participate in many cultural activities, and to them it is very important to appreciate every activity as well. One of their main events is their rich traditional folklore, with great regional variety. Not only folklore but music of every genre is very important to them and they enjoy it to the max; it is present always in their everyday life. (Commission Education & Training. 2005)

During the summer, in the month of June, festivities dedicated to three saints known as Santos Populares take place all over Portugal. (Viajera_del_mundo, 2012) The three saints are Saint Anthony, Saint John and Saint Peter.

Common fare in these festivities is wine, and traditional bread along with sardines. During the festivities are many weddings, traditional street dances and fireworks. (Travel, 2011)

Saint Anthony is celebrated on the night of 12th-13 June, especially in Lisbon where that saint was born and lived most of his life, with a street carnival and other festivities. (Travel, 2011) In the meantime, several marriages are made. The most popular saint is Saint John, he is celebrated in many cities and towns throughout the country on the night of the 23rd-24th, especially in Porto and Braga, where the sardines, and plastic hammers to hammer in another person's head for luck are indispensable. The final saint is Saint Peter, celebrated in the night of 28th-29th, especially in Póvoa de Varzim and Barcelos, the festivities are similar to the others, but more dedicated to the sea and with an extensive use of fire. (Travel, 2011) In Póvoa de Varzim, there is the Rusgas in the night, another sort of street carnival. Each festivity is a municipal holiday in the cities and towns where it occurs. (www. Lets Go, . 1960)

Carnival is also widely celebrated in Portugal, some traditional carnivals date back several centuries. Loulé, Alcobaça, Mealhada, Funchal, Torres Vedras, Ovar and Figueira da Foz, among several other localities, hold several days of festivities, with parades where social and political criticism abound, along with music and dancing in an environment of euphoria. (www. Lets Go, 1960) There are some localities which preserve a more traditional carnival with typical elements of the ancient carnival traditions of Portugal and Europe. However, several parades in most localities have adopted many elements of the tropical Brazilian Carnival.

On January 6, Epiphany is celebrated by some families, especially in the North and Center, where the family gathers to eat " Bolo-Rei", a cake made with crystallized fruits; this is also the time for the traditional street songs - "

As Janeiras".

In the next two tables we will inform our clients of a few facts that they may want to know about these two countries.

Country

Capital

Population

Economy & currency exchange

Industry & trade

Safety & crime rates

Climate

Area & geography

Language spoken

Spain

Madrid

46, 030, 109

Euro

0. 77

Textiles & apparel, food & beverages, metals and metal manufactures, chemicals, shipbuilding, machine tools, tourism, and refractory products

Moderately safe and crime rate is at 45 per 1000 inhabitants

Temperate, clear, hot summers in interior, more moderate and cloudy along the coast, cloudy cold winters, partly cloudy and cool along coast

505, 370 sq km

Large, flat to dissected plateau surrounded by rugged hills and Pyrenees

Mountains in the north

Castilian Spanish is official, but Catalan, Galician, and Basque is also spoken

Portugal

Lisbon

10, 707, 924

Euro

Market economy

Automobiles and transport components, agricultural products, machinery and tools, textiles, clothing, footwear, paper pulp and cork, wine, plastic moulds, and tomato paste.

Low rate of violent crime, but petty crime is a reality in some areas

The overall crime rate is 15. 5%

Maritime temperate, cool and rainy in the north, warmer and drier in the south

92, 391 km sq

Mountainous north of the Tagus River, rolling plains in the south

Portuguese

Country

Gov./Politics

Major Cities

Time Zone

Technology

Culinary contributions

Medical records

Unique laws

Spain

Unitary Parliamentary Constitutional Monarchy

Madrid, Barcelona, and Valencia,

Central European Time Zone

Internet, media, industries of aerospace, renewable energies, they are up to date

Seafood, paella, sopa fria, gazpacho, tapas, churro

Routine vaccines, influenza, chickenpox, polio, measles, hepatitis B, and tetanus

Animals can get arrest for stealing, it's against the law to insult other drivers

Portugal

Republic, parliamentary democracy

Lisbon and Porto

Western European Summer time

Up to date, European space agency, laboratory for particle physics, ITER

Esfiha, tabouli, kubbah, spices

Routine vaccines, influenza, chickenpox, polio, measles, hepatitis B, and tetanus

Illegal to pee in the ocean

Section Three: Creating the Trip

Throughout this amazing tour in Spain and Portugal, our clients will see some of the most beautiful parts of each country. Not only that but they will experience many historical attractions, amazing architecture, cathedrals, and the exciting nightlife. As well they will be able to participate in their foreign cultures by walking in the streets and getting a closer view, as they interact with the local residents. They will embark on activities such as

walking tour of Barcelona, Vespa, Scooter and moped tours, river cruises, canoeing, visiting museums, and of course dancing in the most diverse and lively nightclub.

Free Travel has partnered with the government in both countries to give the clients the most out of their tour. They will be taking many kinds of transportation from the beautiful city of Barcelona all the way to the heart of Portugal, Lisbon. (Travel, 2011) Clients will be getting on buses, cars, planes, and even Vespas. The whole trip has been planned, but like our motto says, “ Our wallet satisfied is a client satisfied”. Of course we have planned free days in which the clients are free to choose what they will do to spend their day and night. We don’t want them to be tired; we want them to relax in their hotels, spas, museums, and of course to some shopping. (FERREN, 2012)

Not only do we have their travel taken care of, but we also have made some connections and partnered up with many hospitality companies to make sure our clients have a splendid vacation and a wonderful place to put their adventures to sleep.

Section Four: Planning the Detailed Itinerary

We have partnered with American Airlines for their flight departure and for their flight back into Colorado, as well we have reserved first class tickets and all the meals are included. As well to not waste more than one day of their trip the flight that we have reserved for them has no stops, so they will arrive to Spain that same day. (Spain, 1999)

In the next table we have arranged the trip in what we believe will give them a fuller experience. What we have done is arranged three days in each city,

this makes it better for them to get to enjoy each city to the fullest, and because we all know that a city can't be seen in just one day. Also in the trip we have given the clients apart from the three days, two days in which they are completely free to enjoy it to the max and do as they wish.

Day

of

the trip

Transportation

Country & City

Accommodations

Attractions,

Entertainment, Food & Beverage

May 18

Airplane

Leave Denver at 5: 35 PM and arrive in Madrid at 8: 35 PM

First Class Tickets including meals

Clients will check into the Wellington Hotel

None, just on the airplane the food and beverage is included in the plan.

Hotel includes free breakfast

May 19-21

Bus, Vespa, and walking

Madrid, Spain

Fee for the bus is waived as we have a voucher for the client

Plaza de Oriente

Restaurant Casa Mingo

Madrid Vision

Flamenco Show at Torres Bermejas

May 22-23

Free

Day

Madrid, Spain

Free entrances to the clients chose of place

Theater of Joy Eslava

El Son Nightclub

Isolee Cafe

May 24-26

Bus, Boat, and walking

Leave Madrid on a bus, then take a boat to the city of Palma

Check into the Hotel Isla Mallorca & Spa

Free transportation

Lunch provided on the boat, free scuba diving

Restaurant S'Ametller

B Connected Concept Store

Pacha Nightclub

Palma de Mallorca Shore Excursion

May 27-28

Free

Day

City of Palma

Free Vespa and boat vouchers

Panoramic Mallorca Boat Trip to Formentor Beach

Restaurant Es Bigotes

Croissant Show

Western Water Park Trip on Mallorca

May 29-31

Airplane, bus, walking

Take plane from Palma to Lisbon, Portugal

Plane ticket is included in travel Packet, check into

The Tivoli Lisboa Hotel

Joshua's Shoarma Grill

Private Tour to Queluz Palace, Mafra, Ericeira and Sintra UNESCO world heritage site

Go see the sighting of Castelo de Sao Jorge

June

1-2

Free

Day

Lisbon, Portugal

Free vouchers valid at any destination the client chooses

Casino Lisboa

Chiado Shopping Center

Com Alma Caffe

June

3-5

Bus and Walking

Lisbon, Portugal

Everything is free and meals included

Obidos, Nazare, Fatima, and Batalha Day Trip

June 6

Free Day

Plane, bus, and walking

Take plane back to Madrid, Spain

Check into the Wellington Hotel where a meal and free use of spa will be provided

Morocco Nightclub

Cerveceria 100 Montaditos Restaurant

Plaza de Toro's Bull Show

June 7

Airplane

Pack and take airplane from Madrid back to Denver, Colorado

Flight ticket is included in packet, first class, and meals provided

Breakfast at the hotel

Section Five: Financial Perspective

Free travel wants to really make an impact in their clients' lives, so we know that right now the economy is not at its best position. For a lot of people traveling seems impossible, even more impossible is to travel outside the country. (Media, 2012) However, we have come to the rescue! With us we price our products at an affordable price, to where anyone no matter their money status can buy even our best packets. By doing this and putting our prices lower than our competition we believe our profit will be bigger than

most of our competitors. We believe that it is better to sacrifice a slice of the pie, because it will later bring us a whole pie in return. We are not afraid to put our prices down, from experience we know just how low to put our prices. Since we are a business we don't want to lower our prices so much to where we are making no profit and giving our clients everything for free.

The cost of this entire trip will be in our calculations \$4, 000 dollars. It may seem like a large amount of money, but once we break it down to you it will seem like nothing. Especially if you compare it to the other companies.

The trip cost breaks down like this:

Airfare\$900

Hotels \$600

Transportation\$450

Accommodation\$550

Food & Beverage\$450

Activities\$450

Shopping\$600

Total \$4, 000

Our price compared to other is quite competitive, because we are offering our clients so much for such a small price. Not only that but in what we are offering we are giving them the best like first class flights and the 5 start hotels. Clients pay our prices, because they know that only we can bring them the best and at a low price. Once they see what is offered in our travel packets they will see its more than what they are paying for. They way we arrived at the price were by seeing how much the airplane tickets were, that's the first step. Second we saw the price of the hotel rooms per night

and then made our calculations for the rest of the things. (Spain, 1999)

We believe that our profit margin for us being tourism promoters will be about 50%. The reason being is that we are confident in our clients and believe we have a 50/50 chance in selling our travel packets. So, even if we didn't sell one travel packets it wouldn't be a total loss. However if we did sell the packets and more clients came the profit we would make would be greater, because most people think that a lower price means cheaper.

To us this helps, because more people will come and as well buy our travel packets. What helps this price and our profit is that people always want more at a low price and that is what we offer. With other companies they don't want to sacrifice even a penny, so they sell everything they offer at double the price they paid to make it available.

Section Six: Reflections, Action Plans, and Recommendations

When completing a tour development process there are a lot of actions that need to be taken into consideration. (www. States Embassy, 1996) The most important one that needs to be taken is the clients, one has to get to know them and see what the customer wants. After a client goes and talks to you, you need to see what is the best travel packet to satisfy with their needs, it is not proper to just benefit your company without benefiting the clients.

I have now learned what it takes to create a travel plan; as well I have learned what it takes to put a tourist place together. Not only that but it has shown me that research is very important when it comes to seeing how to give your clients a pleasant experience in a place where you have control, even more where you have not gone. Recommendations for future plans would be to plan the trip with more time. As well to get to know the clients

more, and see how many partnerships you can get in a lot of destinations. To expand your business and get more deals with many destinations will bring you a bigger profit.

Section Seven: Brochure and Final Presentation

Free Travel

Spain and Portugal are waiting! For a limited time we are offering clients a trip of a lifetime.

In this exclusive packet we have prepared a 21 day journey through these wonderful countries. Clients will have an opportunity to visit cities like Madrid, Palma, and Lisbon.

Once you buy the packet everything is taken care of. All you have to do is enjoy and have fun. All is included in the packet the first class flight with meals included. The hotels, transportation, activities, accommodations, and even food and beverages.

Come and enjoy the incredible nightlife of Madrid! Its amazing cathedrals, plazas, and its wonderful and exciting Plaza de Toro's!

Not only have that but got ready to see more of Spain, by going deep into the island of Palma!!! With its wonderful beaches, scuba diving and amazing sunsets it's a dream come true.

Spain is waiting! Come see the historical landmarks, and enjoy the fine cuisine.

The adventure does not stop there Portugal is just a few steps away, as it offers its very diverse culture.

Lisbon at the heart of its city offers so much to the tourists. What it offers doesn't have a price that is the friendliness of its locals. As they do anything

to help make the tourist get the best from their country.

All of this and more is waiting. Come and explore all the festivals, nightlife, historical sites, and culture.

Now for only the month of may come and get \$100 dollars off!!!

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