

# **Effective Tours**

## **Tour Agents and Tour Operators Manual**

**Ver. 1.01**

**10/10/2013**



## Getting started with Effective Tours (ET)

---

Effective Tours is a unique application, developed in association with a tourist operators and hoteliers for all kinds of tourism business.

For more than 4 years, we developed that application. It took so long time, because our mission was to understand all the difficulties and the caveats the tourism companies having in their every day work. We make the computer to do the tedious work. Since you start using **ET** you will see how easy and native it is.

And the last one, **ET** is free for register, you can use all the power of it for absolutely free of charge until you are not loading our system a lot. Normally it means that you can run a small tour agent for free. As soon as you start using more system power, we will start charging you just for the system load. For example to manage one group of tourist from the beginning till the end, with vouchers and bills, you will pay not more than 3 USD. Doesn't matter how many days they will be in tour or the booking value. We believe that with powerful and native software and low rates we can build a very stable and strong tourism community.

In this manual will explain you the basics of the system and how to get started with ET fast and easy.

## The principles of ET

---

**ET** consists of several independent parts which can be used separately or in cooperation with each other.

The difference between Tour Agent and Tour operator is only that, that as a Operator, you can create and manage new hotels, tours, transfers, etc. As a tour agent, you can only resell the offers from other operators and agents. If you have plans to manage your own property directly, or you providing your own tours then you have to register as a Tour Operator. If you are a small agency, which accumulating information from various tour suppliers, then register as an Agent.

Even as an agent, you can offer all your objects to other agencies.

The power of **ET**, is in building a relationships between all parts of tourist market in one place. This makes the management of all of the process much easier than before.

If you are a Tourist operator, and working with all of the hoteliers directly, **ET** will cut down your running costs significantly. Simply send the link to **ET** to all of your hoteliers, ask them to register for free and enter the hotel information inside. After that, you can simply connect to each of the hotel, and get all of the rates inside your account. Since that, hoteliers can login with their own account and update all the rates, the periods, discounts, photos, description and the most important part – rooms availability. No more boring phone calls with availability requests, everything available inside the ET, with a single click 24 hours a day. You need to call to the hotel managers only in case if you need to hold the room or to confirm the booking. More of that, with the power of our API, you can check rooms

availability in real time from your own web site, and reply to the clients immediately, same way like on AGODA/BOOKING website.

If you are working with agents, who helping you to sell your tours, hotels, transfer, etc, then again, **ET** is the best options for you. Ask them to register, and connect them as your agent. Provide the markups for each agent particularly and they will be also update in real time. It means no more stupid XLS files, markups calculation, hundreds of emails and lot of headache. Everything will be done automatically by **ET**.

On the picture below, you can see how the system works. As an operator, you asked all your hotels, to submit you rates, availability, etc. Then you put markups for each agents, for example 5%, 10%, 7%, and your agents getting the rates automatically with this particular markups.



There is no limitations for the agents, and for the hotels. You can have thousands of them. And spend absolutely nothing on managing them!

Your agents will be happy as well, because if you are operating in Sri Lanka, and your agent are in England, then you have early five hours difference in between. So if any particular agent on the picture above, want's to know the availability of particular hotel, he has to write email to operator, operator, has to call or to write email to hotel. When the hotel replyed, operator have to reply to the agent back. This tricky mechanism is a simple wasting of time and money. Because some operators even have a fully packed calling department with an employees who walys requesting rooms availability in the hotels. With **ET** you can release the people from the stupid job, start operating faster, and get more happy agents and as a result more clients and more money. Same way you can operate with transfers and sightseeing tours.

And even this is not all. Any of the agents registered in **ET** can resell his objects to other agents with their own markups. **ET** will do all the heavy communication work for you. On this pictures you see, how long the chain can be



You can collect the information from the thousands of agencies, and provide your clients with the best options easily.

Main principle of **ET** is to create a huge snow ball, which will involve thousands of hoteliers, tour agencies, private owners, taxies, etc in one big network. Where everybody can share information with a few simple clicks. We want you to forget about old style operation with DOC/XLS files and switch to a modern and progressive way.

## **Registering with ET**

---

At first you have to go to <http://EffectiveTours.com/> and register a free account as a Tour Operator or Tour Agency. You can do it, by clicking [Sign up today](#).

Please provide correct information. You will get a confirmation email within 1 minute. After confirming your email, login to the system and start setup your hotel.

To login to the system, click [Sign In](#) at the top of the screen.

## First Look to ET

---

Effective Tours splitted in to several independed parts. You can use any of them depending on your needs.

[Support Center ▾](#)   [Tours ▾](#)   [Hotels & Houses ▾](#)   [Transfers ▾](#)   [Partners ▾](#)

### Support Center

Here you can manage all your clients' database, your direct contractors (partners) and all conversations and correspondence with your existing and new clients. ET uses any email provider, to collect and sort emails from your clients and to reply them. We create a special email ticketing system which allows you to have a productive conversation with thousands of clients without losing even one email. ET will automatically download and sort the emails by threads. For each of the thread you can put various statuses, which helps to understand the current situation with the client.

### Tours

ET has very powerful, complicated and same time easy-to-use tour management system. You can create any tour with a very common drag and drop system. After creating the route you can calculate the tour price depending on hotel class, dates, regions and amount of travelers with a few simple mouse clicks. Your agents can easily access your tours and offer them to their clients. All the prices will be calculated with personal markups for every particular agent.

### Hotels & Houses

ET allows you manage as many hotels as you wish. You can edit features & descriptions, upload photos, create different marketing zones, change prices for various periods depending on accommodation and food type. You can give access for your hotels to your agents/contractors. For each particular agents/contractor you can set up a fixed mark up. Forget boring price lists in Excel and Word files. Now everything can be done in a few mouse clicks.

### Transfers

Taxi service, airport drop and pick-up is always required. If you have a car-park, you can offer your cars to your agents with a various markups for each particular agent. As and tour-agent/tour-operator, you can get prices from different contractors in to one place, and choose the best option for each ride.

## **Partners and Agents**

The lists of all your contractors/agents/operators/distributors are here. You have to know, that all the data inside ET system is secure and safe. We will never offer your agents or your contractors anybody except you. ET is just a system which helps to manage the tourist business, nothing else. You have to find your contractors by yourself and you have to sign agreements directly. ET is not involved and will never ever be involved in any legal process.

## Managing the Hotels

---

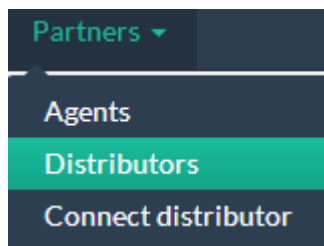
Hotel management for the Tours Operators are same as for the hotelier. You can add as many hotels as you like and manage them from one place. More information you can get from the *ET Hoteliers Manual* which is freely available at our web site.

Tour Agencies has no rights to add any hotel, they can only review the hotels from their Distributors.

## Partners. Agents and Distributors

---

As we discussed before, ET allows to build a long chain between hoteliers and final clients. Agents and operators can resell their object many times with any markups (margin) they like. Depending on your position in this chain you are always a distributor for the agencies whose buying from you and an Agent for the Distributors from whom you purchase.



It is easy to illustrate it by example, let's take the following situation:

*Tour operator A selling their hotels to Agency B, and  
Agency B selling their hotels to Agency C.*

In this case, A is a Distributor for B and B is a Distributor for C, same time B is an Agent for A and C is an Agent for B.

As a new user in ET you will have no connections at all and you need to make connections with Distributors and/or Agents. Everything can be done in Partners/Agents section.

---

## Connecting Agents

Click to **Agents**, in the top menu, to open the agent area. Page will be empty if you have no agents at all, or otherwise you will see the list of your agents and service which you provide them.

Home / Agents (Partners)					
<a href="#">Export Transfers</a> <a href="#">Export Hotels</a> <a href="#">Export Tours</a> <a href="#">+ Add new Agent</a>					
Agent name	Transfers	Hotels	Tours	Is connected?	
MojaLanka	✓				<a href="#">Edit</a> <a href="#">Delete</a>

Click **+ Add new Agent**, on the new screen, provide al the information about the agent:

Home / Agents (Partners) / Add new Agent

Agent name:

Allow access to photos: ☒

Is active?: ☒

Products

Provides transfers: ☐

Markup for transfers:

Provides tours: ☐

Markup for tours:

Provides hotels: ☒

Markup for hotels:

[Create new Agent](#) [Cancel](#)

If you allow agent, to use your photos, please check Allow access to photos.

In the product section check what kind of services you want to provide for this particular agency and choose a Markup group for this particular agent for each section. Later, you can always change providing services and markups. We will discuss the meaning of the Markups in the next chapters.

After click **Create new Agent**.

In a few seconds you will see the confirmation and the screen will changes:



Agent was successfully created. You can give him access key for connection to your data.

Agent name:

Allow access to photos: ☒

Is active?: ☒

YJFBjn55tvpLyLsmsArdx4StEPPxajfJ

## Products

Provides transfers: ☐

Markup for transfers:  ▼

Provides tours: ☐

Markup for tours:  ▼

Provides hotels: ☒

Markup for hotels:  ▼

[Save changes](#) [Cancel](#)

In the blue field, you will get a key for an agent. Please send this key to your agent, and ask him to use it when requested. This key can be used only once. The first person who use it, will be connected to you with the name of this particular agent.

Each time, when you update something inside your account and you want to update all your agents, you have to click the corresponding buttons

[📄 Export Transfers](#)

[📄 Export Hotels](#)

[📄 Export Tours](#)

When you click this buttons, all your agents will be updated with the prices. To avoid huge system load, we checking for requested updates once per hour. It means sometimes, you agents will get updaters only after one hour. It's very important to understand, that if you update your agents with any prices and your

agents also providing your services to their agents, then all members of this chain will be updated automatically.


## Connecting Distributors, Checking Distributors

The easiest part is to connect. Simply navigate to Partners->Connect distributors and submit a key, you got from your distributor.

To check all your active distributors and what they provide to you, navigate to Partners -> Distributors.


Distributor name	Transfers	Hotels	Tours	
Ajith Taxi (Colombo)	✓			 
BLACK BEAUTY Guesthouse		✓		 
DIYAMBA Beach Resort		✓		 
DUNES Guesthouse		✓		 
Exotic International (lh)	✓			 
GOOD KARMA Hotel		✓		 
Lanka Houses	✓	✓	✓	 

As you can see, here we have several distributors, who selling to us different service.

**ET** has open API, which allows you to import prices from your account to any third party products. For example your web site. If you have plans to use it, then you can provide your markups to them as well. To do this, simply click  and choose the markups.


Home / Distributors / Thambapanni Leisure

Markup for transfers:

Group A 

Markup for tours:

Markup for hotels:

Group D 

Save changes

Cancel

Confirm your selection by saving changes.

## Setting markups

---

You can provide different markup values for different agents, to do that, navigate by the top menu to Hotels & Houses -> Price Markups for Houses. You will see the screen similar to shown below.

You can set markup value for houses as percent or as money value.

Percent for Group A:	<input type="text" value="5"/> %	Money for Group A:	<input type="text"/> \$
Percent for Group B:	<input type="text" value="7"/> %	Money for Group B:	<input type="text"/> \$
Percent for Group C:	<input type="text"/> %	Money for Group C:	<input type="text" value="10"/> \$
Percent for Group D:	<input type="text"/> %	Money for Group D:	<input type="text" value="20"/> \$
Percent for Group E:	<input type="text" value="0"/> %	Money for Group E:	<input type="text"/> \$

By default, **ET** allows you to use up to 5 different markup groups. You can provide the markups in percent or in USD. Please provide the value only for the one of them, not both. If you want to add nothing, put 0% or 0\$.

This markups will be added on top of the price of your hotel. According to the picture above, it means if you have a price of 50\$, then agents with Group A will get a price of  $50\$ + 5\% = 52,5\$$ , Group B:  $50\$ + 7\% = 53,5\$$ , Group C:  $50\$ + 10\$ = 60\$$ , Group D:  $50\$ + 20\$ = 70\$$ , Group E:  $50\$ + 0\% = 50\$$

Please let us know, if you need more markup groups.