



TRAVEL & TOUR OPERATION



VOL. 1

Azlinda Binti Ahmad Nur Faizah Binti Zam Zam

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2023

Published by:
Politeknik METrO Betong Sarawak
1-12, Fasa 2, Bandar Baru Betong
Jalan Baru Betong,
95700, Betong, Sarawak

PREFACE

WELCOME TO THE WORLD OF TRAVEL AND TOUR OPERATIONS.

This book has been meticulously designed to be your gateway to the exciting and dynamic field of tourism operations. This comprehensive book is designed to help the students of Diploma in Tourism Management in exploring the world of tour operation from preparing the itinerary to post-tour analysis.

Travel and tour operations, often known as "tourism operations" or "tourism management," include all of the different services and activities that go into planning and executing travel and tours for individuals or groups of people. This field of work plays a critical role in the global tourism industry, which involves people traveling for leisure, business, education, cultural exploration, or other purposes.

We'll cover a wide range of topics in the pages that follows, such as itinerary planning, tour packaging, and programming, package tour costing, pre-tour preparation, handling tour package, and post-tour analysis. Our goal is to give the students a strong foundation that they can use as a guide when they start a career in travel and tourism specifically in Travel Agency.

The world of travel is full of possibilities, challenges, and ever-changing landscapes. It is a dynamic industry that thrives on adaptability and innovation. By absorbing the knowledge in these pages, students will be better equipped to meet the demands of this exciting field and contribute to its continuous growth.

Students will come across case studies, real-world examples, and industry expert insights—all of which are intended to give them a practical grasp of the complex, multidimensional world of travel and tour operations.

We hope that this book will serve as a source of inspiration, guidance, empowerment, and be beneficial for the students and the readers. We welcome any suggestions for further improvement in the future edition, In Shaa Allah.

So, whether you intend to embark on an exciting career, expand your horizons as a tour operator, or simply explore the wonders of travel, buckle up and get ready for an incredible journey in the field of Travel & Tour Operations.

Safe travels and happy learning!

Sincerely,

Azlinda Binti Ahmad & Nur Faizah Binti Zam Zam Tourism Lecturer,
Polytechnic METrO Betong Sarawak

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CHAPTER 1: PLANUING ITINERA

Chapter Objective:

At the end of this chapter student should be able to:

- Explain the basic of itinerary planning
- Respond to steps in itinerary preparation
- Explain travel itinerary

WHAT IS ITINERARY PLANNING?

Traveling is not as easy as selecting a place and booking your flight and accommodations. So why do some people make traveling look effortless? They seem to have no trouble going around wherever they want. Well, the secret lies in having a travel itinerary.

An itinerary is like a map that shows the route and the places a traveler will visit. It's basically a schedule or timetable that is created along with a package tour. The main goal is to provide a general description of the journey, including the departure location, the final destinations, all intermediate locations, accommodation alternatives, modes of transportation, activities, and other services offered while traveling.

Creating an itinerary is a step, in the sales process designed to persuade customers. It assists in determining the duration of services provided and takes into account both intangible aspects of those services. Furthermore, it covers any concerns related to fixed tourism packages. It is possible to make adjustments to the itinerary according to preferences or specific needs.



IMPORTANCE OF TRAVEL ITINERARY PLANNING

The four components of a tourism product are attraction, accessibility, lodging, and amenities. The intangibility of the tourism product makes it challenging to buy and sell.

IMPORTANCE OF TRAVEL ITINERARY TO TRAVEL AGENCY



IMPORTANCE

Expressing the services in monetery terms

Brand Name

Point of sales
and point of
deliveries

Figure 1.0: Importance of travel itinerary to Travel Agency

Sales kit

IMPORTANCE OF TRAVEL ITINERARY TO TRAVEL AGENCY

DETAIL EXPLANATION			
Compound product	A tourism product is not made of a single element but it is a compound product. It is made of 4 As - Accessibility, Accommodation, Attraction and Amenities.		
Tangible	Tour package is a combination of intangible product which cannot be seen, touched or inspected. Through itinerary, all the intangible component can be converted into tangible and visible by containing all the information needed.		
Sales Kit	A good tour itinerary can help sales person to convince clients to buy the package and closed deals since it includes details information of the tour, time schedule, places to be visited, activities, places to stay and modes of transportation used in the package.		
Point of sales & point of deliveries	An itinerary is useful for establishing a communication path between two sites while sales person presenting tour package to the clients.		
Brand Name	By creating an itinerary, a travel agency may promote its tour and highlight their unique selling point.		
To manage and operate tour	The tour must be managed and operated according to the itinerary. The creation of an itinerary informs us of the timing of each service.		
Expressing the service in monetary terms	It is possible to express service in terms of money only with the help of an itinerary by mentioning price inclusion and exclusion in the itinerary.		

IMPORTANCE OF TRAVEL ITINERARY TO CLIENT

The tourism product's ownership is non-transferable.

The client does not acquire the right to use it anytime he pleases. The client has paid for the use of the hotel room on a specified date and for a specific amount of time. This issue is resolved by using the itinerary, which details what you sold, who purchased the service, for what date, under what terms, and for how long, among other information.

Clients can maximise their quality time on holiday.

By ensuring all the important details are included in the itinerary, there'll be no time wasted traveling between places, activities, or accommodations. Clients' expectations can be managed with a more realistic view of how much can fit into each day.

Customers can predict the expense of their journey more accurately.

The client can be more prepared and have saved enough to ensure they can enjoy the trip without worrying about money.

Create excitement before the trip begins!

When the clients have a thorough travel schedule, they can visualize all the exciting locations that will be visited and the unique experiences that they will have, which makes them more enthusiastic about their forthcoming holidays.

IMPORTANCE OF TRAVEL ITINERARY TO TRAVEL AGENCY & CLIENT

Legal document between both parties

Act as an agreement between the client and the travel agency once the client agreed to buy the package. All mentioned details in the itinerary must be fulfilled, and travel agencies are not bound to provide any services that are not mentioned in the itinerary. It also helps to resolve any arising legal conflicts.

TYPES OF ITINERARY



Skeletal Itinerary

Skeletal itinerary is a proposed and tentative schedule of activities is outlined in the early stage of itinerary development.



Descriptive itinerary

The scheduled activities and locations to be visited are described in a descriptive itinerary. Typically, this includes descriptions of what to look for and expect. Descriptive is mostly used for marketing purposes.



Technical itinerary

A technical itinerary provides the specifics, such as the scheduled transportation, arrival and departure times, amount of time spent touring, amount of time spent traveling by land, as well as the type of accommodations. This itinerary is usually given to the tourist guide as he needs to follow mentioned time in the itinerary.



Day 1 - Singapore Science Centre

Night Safari

Chinatown

Day 2 - Sentosa Island / Universal Studios

Day 3 - Orchard

Singapore Flyer

Marina Bay



DAY 3

ISLAND HOPPING / FREE AT OWN LEISURE

Breakfast / Lunch / Dinner

After breakfast, speeds boat transfer to nearby **Kapalai & Mabul** for snorkeling.

Kapalai Island is not, in the true sense of the word, an island. It is in fact a picturesque, white sandbank at sea level formed as a result of hundreds of years of erosion. This idyllic, sun-steeped paradise sits in the middle of the Celebes Sea, with no land in sight. There is only one resort here, the Sipadan-Kapalai Dive Resort; its surreal water chalets are built entirely on stilts atop shallow waters near the edge of the Ligitan Reefs.

Mabul Island is a small oval shaped island fringed by sandy beaches and perched on the northwest corner of a larger 200-hectare reef. The reef is on the edge of the continental shelf and the seabed surrounding the reef slopes out to 25–30m deep. There are two main villages on the island, "Kampung Mabul" and "Kampung Musu". These residents are mainly Bajau Laut or Sea Gypsies and Suluk Muslims who live a nomadic lifestyle. They are fishermen or employees of the resorts on Mabul Island.

You can also stay back at resort to swimming, snorkeling or just laze yourself or suntan.

Figure 1.2 Example of descriptive itinerary

KUONI GROUP TRAVEL EXPERTS

BRI 2 BUILDING SUITE 2110 JL JEND SUDIRMAN KAV 44-46 JAKARTA 10210 INDONESIA

CLIENT: POTO TRAVEL & TOURS SDN BHD TOUR REF.: JMEO000066 - 29/MAY/15

CITY: PENANG-BUTTERWORTH CONTACT:

ITINERARY FOR: A/LE 29MAY 10D WEST C GIORGIO

Trees taking same								
DATE/CITY	TIME	ITINERARY						
FRIDAY 29/MAY/15 LOS ANGELES	16:35	FLIGHT - UNDER OWN ARRANGEMENT CLIENTS DEPART HONG KONG ISLAND						
	14:55	FLIGHT NO: CX882 CLIENTS ARRIVE LOS ANGELES						
anaheim	14:55	LOCAL TRANSPORT TO MEET CLIENTS AT AIRPORT FOR TRANSFER TO HOTEL IN ANAHEIM. COACH CO: TOUR COACH						
		500ML BOTTLED WATER PER PAX						
	15:00	*****AFTERNOON FREE AT LEISURE****						
	19:00	DINNER AT: ANARKALI RESTAURANT 7013 MELROSE AVE, LOS ANGELES PIC: MOHAMAD TEL: (323) 388 6786 SAMOSA (VEGETABLE) CHICKEN TIKKA MASALA (COMES WITH NAAN BREAD AND RICE) RICE PUDDING BOTTLE WATER						
		HOTEL - HOLIDAY INN BUENA PARK 7000 BEACH BOULEVARD Anaheim 90620 California United States PHONE: 1-714-5227000 FAX: 1-714-5223230						

Figure 1.3 Example of technical itinerary

STEPS IN ITINERARY PREPARATION:

- 1. Identify market tourist requirement and budget
- 2. Map out duration, identify flight details and ARNK segments
- 3. Listing major attraction, location and highlight of your tour
- 4. Negotiate with Destination Management Company or Ground operator and Airlines
- 5. Obtain permission to access private and public properties
- 6. Perfecting your timing
- 7. Suitable name of your tour

UZBEKISTAN DFHDFJ 8D6N (TASBHK)										
CENTRAL ASIA TOUR UZBEKISTAN - 8D6N (TASBHK)										
HY	8-Apr	HY552	KULTAS	1950	0510+1					
	9-Apr	HY23	TASBHK	1850	2000					
			ARNK	J						
	15-Apr	HY551	TASKUL	0745	1815					

Figure 1.5 Example of flights details with ARNK segments

Arrival City : Bukhara

ARNK

Departure City: Tashkent

WHAT IS ARNK SEGMENT?

An **ARNK (Arrival Unknown) segment** is usually present in an itinerary to signify that a **lack of continuity** between the arrival of one segment and the departure of the next segment is known and accepted.



GROUP INCLUSIVE TOUR (GIT)

A Group Inclusive Tour itinerary has no other option but to follow the fixed itinerary and schedule. This is because there is no scope for alterations as it is attached to several other pre-arrangements of tour components. Any modifications to the current schedule will create a total disruption to the tour as a whole.



Figure 1.6 Example of Group Inclusive Tour

PACKAGE INCLUDE :-

- Return economy flight with Turkish Airline
- Transportation by AC coach throughout the tour with Free Wi-Fi, DVD players.
- Professional guide throughout the tour
- (thorough guide service from arrival till
- departure)
- Meals as per itinerary
- Entrance fees as mentioned in the itinerary
- All taxes of the services within the itinerary
- Bosporus Cruise Trip for 15 Pax and above
- 7 Nights Accommodation in 4* Hotels
- Tour as Per Itinerary
- Tour leader from Malaysia

PACKAGE EXCLUDE :-

- Tipping and porterage (USD40)
- Optional Tours
- Travel Insurance
- Others not mentioned in the program

Figure 1.7 Package inclusion & exclusion of Group Inclusive Tour

All of the tour components, including the accommodation, modes of transportation, tourist guide, airline, restaurant, and attraction, are prearranged and booked several months in advance; any modifications could result in penalties for all parties involved.

Individuals or groups with certain budget limitations may prefer these group tour packages because they are more affordable for them. The group must typically consist of at least 10 individuals and have some sort of common interest. The tour is typically planned by a travel agency and accompanied by a tour leader along the trip.

EXAMPLE OF GROUP TOUR ARRANGEMENTS TO BALKAN 14DAYS 12NIGHTS













FREE INDEPENDENT TRAVELER (FIT)

Free Independent Tour itinerary allows for any adjustments. It is **flexible** and can be **adjusted to the client's interest** to meet their personal requirements. An immediate change in the schedule and **alternate arrangement is possible** here unlike GIT.

Thus, independent travelers prefer FIT tours as there is a lot of scope for any alterations to the itinerary. But such flexibility always comes with an **additional price**. Normally those who have an **extra budget** and **specific interests** tend to choose this package.

English Itinerary

QR Code

DAY 1: ARRIVAL - MELBOURNE - SIC TRANSFER IN (NO MEAL)

Arrival Melbourne International Airport. Transfer to hotel for check in. Stay overnight at Melbourne.

DAY 2: CHOOSE 1 OF THE SIC HALF DAY TOUR (B)

1 - Morning Melbourne City Tour (Departs Daily except MON and WED) - 8:00am to 12:00pm

Highlights of this tour: Hotel Windsor - high Victorian architecture, Parliament House, Princess Theatre, Royal Exhibition Building Melbourne Museum, Prestigious Melbourne University, Lygon Street - cafe central and 'Little Italy', Take a guided walk through some of Melbourne's best arcades and laneways - Royal Arcade, Block Place, Block Arcade, Centre Way, Centre Place and Degraves Street. Sit at a cafe and enjoy a coffee (own expense) and experience our unique laneways culture. Collins Street, Old Treasury Buildings and State Offices, St Patrick's Cathedral, Take a wander in Fitzroy Gardens - there is opportunity to visit Captain Cook's Cottage (own expense), Melbourne Cricket Ground (MCG), East Melbourne - ornate Victorian terraced homes Colourful Chinatown, Queen Victoria Market* - look for a bargain, wander around the fresh produce and take in the vibrant cosmopolitan atmosphere, Flagstaff Gardens, Law Courts, and Federation Square.

Figure 1.8: Example of itinerary of FIT Package

5D4N Melbourne Tour Package

Tour Highlight

4 Nights accommodation with daily breakfast

2 to go ground package

English Speaking Driver Guide

SIC Transfers & Tours

Figure 1.9 : Example of tour highlight of FIT Package

nclusion:

- · Accommodation with daily breakfasts
- · Airport return SIC transfers
- · SIC Tours by coach
- · Meals mentioned in itinerary
- · English speaking tour guide & driver
- · Admission fees per mentioned

Exclusion:

- · Air tickets & airport taxes
- · Meals not mentioned in itinerary
- Personal consumption: drinks, souvenirs, telephone calls, laundry, etc.
- · Travel Insurance
- Tipping
- · Other not mentioned in itinerary

Figure 1.10 : Example of inclusion & exclusion of FIT Package

EXAMPLE OF FREE INDEPENDENT TRAVELLER ARRANGEMENTS TO MELBOURNE 6DAYS 4NIGHTS



Participants less then 10 pax



Independent traveler without Tour Guide and Tour Leader



Restaurants and meals arrangement are upon request



Tourist might use private vehicle or seat in coach as the medium of transportation



Specific interest



Hotel request based on client's budget

PACKAGE OR INCLUSIVE TOUR

Package tour is the sum total of variety of services offered to the tourists in one price, which normally is less expensive than that of each individual item. Package tours normally include the services of accommodation, transport, food, guide and other ground services. Transport and accommodation have strongly influenced the cost and service of any organized package tour. In conclusion, package tours are very economical and convenient for tourists as they help them locate tourist attractions, hotels and modes of transportation needed with ease and at the appropriate time.

For example, website trafalgar.com sell package tour across the world. The published price is for individuals and if customers looking to book in a group of 9 people, they need to request a different quotation from them.

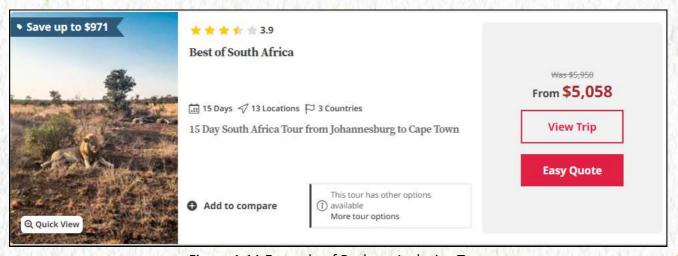


Figure 1.11 Example of Package Inclusive Tour

Scan here for full itinerary of Best of South Africa



PREPARE TRAVEL ITINERARY

The intangible elements of the tour package should be able to be turned into tangible items through an itinerary. Considerations for designing an itinerary include:



Client's budget range



Alternative and sequence point of attraction



Client's request or interest



Possible to fullfill



Seasonality



Possible to express in monetary terms



4A's -AccommodationAccess, Amenities and Attractions



Pacing the itinerary



- 1. Identify future travelers' expectations
- 2. Perfect your itinerary timing
- 3. Do not overload the itinerary with activities
- 4. Highlight critical details of the trip
- 5. Illustrate the itinerary with high quality visuals
- 6. Clearly mention all that is included and excluded from your travel proposal
- 7. Reece trip

CLIENT'S BUDGET RANGE

Knowing a prospective client's budget is crucial since it allows travel agencies to set realistic expectations for customers and assess if the package will be profitable. Setting a reasonable budget is crucial because it influences the itinerary and the package as a whole. A travel agency can also consult clients regarding their options based on their budgetary limitations.

For example:

The typical Turkiye package involves traveling by bus from Pamukkale to Cappadocia, which can take up to 8 hours by land. However, clients can save time by taking a domestic flight, which takes only 4 hours and requires additional payment. Based on their budgetary constraints, the travel agency may provide the client with advice on available possibilities.

CLIENT'S REQUEST OF INTEREST

A significant way to enhance the trip itinerary. The proposed tour's activities and attractions can be matched to the client's interests.

For example:

Senior Citizens might choose a leisure package that includes sightseeing to historical places, shopping, or a thematic tour such as including Keukenhof Botanical Garden in Lisse, Netherlands in the itinerary just to see the flower booming. Keukenhof Botanical Garden is one of the largest flower gardens in the world, is home to approximately 7 million bulbs of flowers with more than 800 varieties of their best-known tulips, carnations, hyacinths, lilies, orchids, and roses.

SEASONALITY

The price of each tour component varies depending on the season.

For example, prices for hotel in Dubrovnik, Croatia during summer are much higher compared to the winter season because Dubrovnik become a popular holiday spot of European during summer.

ACOMMODATION, ACCESSIBILITY, ATTRACTION, AMMENITIES (4 A's)

Accommodations refer to the facilities for the lodging of visitors to a destination. In addition to the traditional hotel or inn, other lodging options include campervans, cruise ship cabins, licensed bed and breakfasts, homestay, hostels, and more. Accessibility is a means of getting there such as an airlines, bus services, railway line or port. Attraction provide the single most important reason for leisure tourism to a destination such as historical site, A Famosa in Melaka. Amenities in tourism refer to providing cozy and comfortable facilities to the visitor or traveler throughout the tourism, such as drinking water, food, and sanity.

PACING THE ITINERARY

The allocation of time and duration must be considered when creating an itinerary. Certain excursions or activities require a minimum amount of time or days. You must also consider for the time required to go to each location.

POSSIBLE TO FULFIL

Itinerary is legal document with involves consumer's right that bind customer and a travel agency. All mentioned activity in the itinerary must be possible to fulfil.

POSSIBLE TO EXPRESS IN MONETARY TERM

It must be possible to express every itinerary in terms of cost. Every element, action, and thing listed in it should be able to be valued in monetary terms.

For example:

Package Includes:

- 7 Nights accommodation at the hotel with breakfast
- Meals as mentioned in the itinerary
- Transportation for tours as stated in itinerary
- Entrance ticket as itinerary
- Airport return transfer
- English speaking tour guide services
- Tour Manager from Malaysia Group above 15pax

Flight Arrangements:

- International flight ticket
- ✓ Airport tax & Fuel Surcharge
- Meals on board
- 23 kg Check in baggage + 8kg

Packages Excludes:

- Personal charges at the hotel (phone call, mini bar, laundry and others)
- * Personal expenses
- ▼ Tipping for Driver and Tour Guide USD 5 per day/pax
- Travel Insurance (RM 10/pax/day)

Figure 1.13 Example of monetary term mentioned in itinerary



QUESTIONS

- 1. What is an itinerary planning?
- 2. State THREE importance's of itinerary to the Travel Agency and to the Clients.
- 3. Identify THREE types of itinerary?
- 4. Mr. Khairi and his friend are eagerly anticipating their upcoming vacation to Kota Kinabalu, which they have planned during the upcoming school holidays. Their journey will start from Kuching, and they intend to take a flight to reach their destination. They will be on vacation for 3 days and 2 nights.

You are required to prepare an interesting itinerary for their trip.

CHAPTER 2: TOUR PAGENAGING PROGRAMMING

Chapter Objective:

At the end of this chapter student should be able to:

- Explain classification of tour packages
- · Explain components of package
- Set tour formulation and designing process
- · Comprehend brochure designing
- · Explain the importance of tour programming



INTRODUCTION

Tour packages are the main source of revenue for travel agencies, particularly wholesalers and tour operators. A carefully considered and planned itinerary is crucial for the creation of any vacation package. Every tour package centered around its itinerary.

During the itinerary planning stage, a lot of planning such as researching and familiarization trips goes into the process before the final itinerary can be done. After finalizing the itinerary, the travel agency can design tour packages that develop into a final product for sale to their target market. Tour packages vary from ready-made to tailor-made packages.

There are two important purpose of tour packaging such as;

- To minimize risk and remove any unnecessary inconveniences.
- To create business possibilities for travel agencies, tour operators, transportation providers, accommodation service providers etc.

CLASSIFICATION OF TOUR PACKAGES

A tour package is a pre-planned, pre-paid trip that combines two or more tourism components in one package such as airfare, airport transfer, accommodation, restaurants and other services with an objective of helping the clients or customers save time & cost and avoid uncertainties. There are six classification of package tours such as;



Figure 2.0: Classification of tour packages

ESCORTED TOUR

Escorted tours are popular among travelers who prefer a structured and hassle-free experience. They are particularly suitable for those who want to visit multiple destinations within a limited timeframe, want the convenience of having logistics taken care of, and desire the expertise and guidance of a tour guide throughout the journey.

An escorted tour is accompanied by a qualified, trained, and experienced tour manager or tour leader who provides information and assistance to the group at the origin, while traveling, and at the destination regarding flight boarding, luggage handling, hotel check-in, meal plans, seating arrangements and interpretation of the tourist attractions while sightseeing.

Aside from tour leader, escorted tour also being accompanied by an experienced tour guide which are one of the key benefits of taking an escorted trip. The guide offers insightful analyses, background knowledge, and local viewpoints on the places visited. They also make sure that the group keeps on schedule, assist with practical issues, and provide information.



Figure 2.1: Experienced tourist guide giving commentary to a group of tourist

INDEPENDENT TOUR

An independent tour might or might not be an all-inclusive tour. Independent travelers who prefer to travel on their own are the target audience for package tours. They are very particular when it comes to choosing destinations, accommodation, and modes of transportation that best meet their needs in terms of time, comfort, and budget. Therefore, the cost of the trip varies according to the type of airline service, the mode of transportation, the type of accommodation, and other tour elements. The cost of the package tour is relatively expensive as it includes most of the customized services. For example, the high-end or budget travelers prefer independent tours

INCENTIVE TOUR

A trip planned as an incentive to employees or business partners is referred to as an incentive trip. This kind of trip may be awarded to a single person or it may be offered to a large group of people, but only when specific goals have been reached over the year. Incentive travel strives to increase employee productivity and engagement while pursuing corporate objectives. Employees and their spouses or families may participate in incentive travel as a group or individually. Due to competitive corporate pricing, incentive travel should be highly cost-effective at scale and personally satisfying in a manner that other presents or bonuses might not be.

HOSTED TOUR

A hosted tour is one in which one agency makes use of the services of another agency or inbound ground operator at a certain location. In a hosted tour, the inbound ground operator serves as the host to welcome the travelers to the location. The wholesaler might not have a presence in a specific location and needs the assistance of inbound ground operator acting as hosting agencies to host the trip. In accordance with the contract, hosting agencies handle all of the visitor's needs, including transportation (taxi, coach, guide), hotel reservations (with confirmation), taxes, entrance tickets, etc.



As an example, Malhas Tours, located in Amman, Jordan, is bringing a group of Malaysian tourists to see the Al Aqsa Mosque in Palestine. The group is greeted at the border when they reach in Palestine by the inbound ground operator, also known as hosting agency based in Palestine. Their host agency will arrange for all of the tourist's needs, including accommodation, transportation, tours, guides, and meals and transfer the tourist to hotel.

FREEDOM TOUR

Among the working class, freedom excursions are rising in popularity these days. These itineraries are created based on tourist preferences. The traveler is free to pick and select how they want to travel and take their vacations. These excursions are designed for those who prefer to choose their own itinerary, travel dates, and destinations.

CUSTOMIZATION OR TAILOR-MADE PACKAGES

A customized or tailor-made package is created for group inclusive tours (GIT) or free independent travelers (FIT). For customers who fall into the FIT category, packages are frequently personalized with specialized services. With the aim of discovering new locations and attractions at their convenience, FITs travel independently between destinations. Independent travelers tend to avoid busy areas and search for exclusivity and seclusion. FITs, on the other hand, are able to plan the trip themselves and request particular services from the tour operators.

COMPONENTS OF TOUR PACKAGES

The components of a package tour impact the number of tour packages are sold in the travel industry. Tour companies use the services from service providers such as airlines, hotels, coaches, restaurants, and guides. The final price of a package tour is determined by adding a profit margin after tour wholesalers have considered the consumers' purchasing power and the cost of each component of the package tour. The following are the components of a package tour.



TRANSPORTATION:

This component includes transportation to and from the destination. This could be a flight, train ticket, ferry ride or any other mode of transport needed to get to or around the destination.







Figure 2.3: Examples of modes of transportation used in tour packages

ACCOMMODATION:

This package includes accommodation throughout the trip. This can range from hotels and resorts to motels, guest houses or vacation rentals. Accommodation types can vary depending on the traveler's package budget and preferences.

MEALS:

Plans typically include meals, which can be specified as part of the package. Depending on the package, it may include breakfast only, half board (breakfast and lunch or dinner), full board (breakfast, lunch and dinner) or all-inclusive options.

TRAVEL INSURANCE:

Some plans include travel insurance to cover unexpected events or emergencies that may arise during travel. Coverage may vary, so it's important to review policy details.













Figure 2.3: Examples of accommodation and meals in tour packages

ATTRACTIONS:

Packages often include specific activities, excursions or tours that provide experiences and opportunities to explore the destination. This can include city tours, cultural tours, adventure activities, tours or any other pre-arranged activities. Packages may include admission fees or tickets to popular attractions, monuments, museums or historical sites. This allows visitors to visit and explore these locations without having to buy separate tickets.



Figure 2.4: Hot air balloon in Cappadocia, Turkiye



Figure 2.5: Bosphorus Cruise in Istanbul, Turkiye



Figure 2.6: Plitvice National Park in Croatia



Figure 2.7: The Sphynx and Pyramids in Giza, Egypt



Figure 2.7: Apple farm in East Java, Indonesia



Figure 2.8: Gotemba Premium Outlet in Fukasawa, Japan

EVENT SERVICES:

There are numerous types of events that differ depending on the location. Theme parks, amusement parks, sports and entertainment clubs are used for a variety of events and activities. The inclusion of events and activities can be a valuable addition to the tourist package.

GROUND HANDLING SERVICES:

Ground handling services are also an equally important part of package travel. For local transportation, they need passenger cars, taxis, to know the places where guides and interpreters may be needed to help them convey in the domestic language. Car rental services, luxury buses and other motor vehicle services actively participate in travel packages that make traveling in and around the destination better

Miscellaneous Services

This service includes porter at airports and railway stations, tips to guides, interpreters and room boys, entrance fees, gifts and welcome dinners.

TOUR FORMULATION AND DESIGNING PROCESS

A managerial strategy is used in the formulation of a package tour, which entails appropriate planning, itinerary preparation, designing, costing, and marketing. Package tour formulation involves the investment of time, money, experience, and information by research and development firms. Marketing divisions conduct trial launches to test the viability and potential acceptability of their new package tours prior to full-scale launches. The following is a thorough flow of actions taken in creating tour packages:

RESEARCH AND DESTINATION SELECTION:

The process begins with thorough research on potential destinations and understanding their appeal to target customers. Factors like popular attractions, local culture, safety, accessibility, and seasonality are considered. The destination is selected based on market demand, customer preferences, and the tour operator's expertise.

TARGET AUDIENCE IDENTIFICATION:

Tour operators identify their target audience, which can be based on demographics (age, gender, nationality, etc.), interests (adventure, culture, wildlife, etc.), or any other defining characteristics. Understanding the target audience helps in customizing the itinerary and activities to meet their specific needs and expectations.

ITINERARY PLANNING:

The itinerary is designed to provide a structured plan for the tour, including the duration, destinations, attractions, activities, and the order in which they will be visited. It considers factors like travel time, logistics, and a balanced mix of popular highlights and unique experiences to create an engaging and enjoyable itinerary.

ACTIVITY SELECTION AND ARRANGEMENTS:

Based on the destination and target audience, suitable activities are selected and incorporated into the itinerary. These can include guided tours, adventure activities, cultural experiences, culinary experiences, or any other activities that align with the tour's theme and target audience preferences. Arrangements are made to ensure smooth execution, such as booking local guides, securing permits, or making reservations for specific attractions.

ACCOMMODATION SELECTION:

Accommodations are carefully chosen based on factors like comfort, location, budget, and the target audience's preferences. A range of options, including hotels, resorts, lodges, or specialty accommodations, is considered to meet the diverse needs and budgets of travelers. Negotiations with accommodation providers and securing room blocks for group travel may be part of the process.

TRANSPORTATION PLANNING:

Transportation arrangements are made to ensure seamless movement between destinations and activities. This includes selecting appropriate modes of transportation (flights, trains, buses, boats, etc.), arranging transfers, and considering factors like group size, comfort, safety, and accessibility. Collaborating with transportation service providers and securing necessary permits or tickets is involved in this stage.

BUDGETING AND PRICING:

Tour formulation also involves determining the tour's budget and establishing pricing structures. The costs associated with accommodations, transportation, activities, meals, guides, and other inclusions are considered to determine the tour's overall cost and ensure profitability. Pricing strategies are developed to align with the target audience's expectations and market competitiveness.

PARTNERSHIPS AND CONTRACTS:

Tour operators establish partnerships and contracts with various service providers, including accommodations, transportation companies, local guides, activity providers, and other relevant stakeholders. These partnerships ensure the availability of services and help negotiate favorable rates, terms, and conditions for the tour package.

DOCUMENTATION AND COMMUNICATION:

Once the tour package is designed, all the relevant information is compiled into detailed documentation. This includes the itinerary, inclusions, exclusions, terms and conditions, booking forms, and any other necessary documents. Clear and effective communication channels are established to share the tour details with potential customers and travel agents.

QUALITY ASSURANCE AND CONTINUOUS IMPROVEMENT:

Travel agency continually review and assess their tour packages to ensure quality and customer satisfaction. Feedback from customers, reviews, and evaluations are collected and used to refine and improve future tour packages. Regular monitoring and adaptation of the tour formulation and designing process contribute to ongoing success and customer loyalty.

30

Costing & Selling Price accordingly in costing components been fill Ensuring all the tour Creating a package with a competitive pricing sheet PROCES FOR DESIGINING TOUR PACKAGE Ground Operator and Initial booking with **Airlines Selection** partners for this Select definite package partners of pricing and services Getting quotation and Negotiating in terms Reviewing of hotels, transportation used journey in line with quotation received company standard restaurants and throughout the compare each Research and air fare from airline or ground quality and appealing Usually travel agent New destination to received invitation enhancement the take corrective measures for operator of tour. several do's and don'ts itinerary is prepared A well – structured considerations to during the tour with due

Figure 2.4: Process for designing tour packages

BROCHURE DESIGNING

People always like to have something tangible that they can hold in their hands. They want to walk away and take something with them to remember the conversation and be able to take notes and then share them with friends and families. A brochure is basically a small book/magazine that contains descriptions and information about the tour package. A brochure typically highlights prices, products, and events. It contains testimonials, package options and recommendations, and multiple calls to action (CTAs) for readers. Do's and don'ts are marked to help readers have a more enjoyable and memorable visit. The tour brochure clearly explains the package and exclusive components of the service. Images of attractive tourist destinations, hotels, transportation, and souvenir shops are placed next to the content to create great interest when purchasing a tour package. Brochure sent to wholesale and retail travel agencies for promotional purposes

Scan here for example of tour brochure

ALASKA







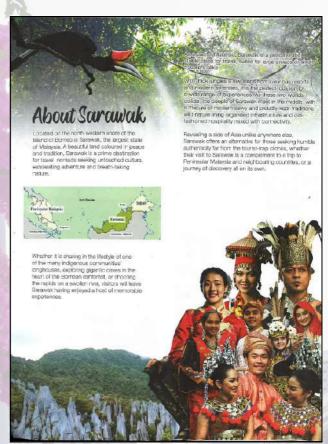


Figure 2.5: Sarawak Divisional Brochure Betong





Figure 2.6: Hertz Car Rental Brochure

IMPORTANCE OF TOUR PROGRAMMING

If you arrange your travel plans, a travel itinerary is a key component of staying organized and being able to maximize your vacation time. Each package is embedded with some appealing elements and the programs or events are planned to provide value-added services. Programming is nothing but an addition of services without cutting the prime activities of sightseeing or excursion. Tour operators fine-tune itinerary with attractive programs during the tour that makes the customers feel of worth buying the packages. Opting for a tour package can help you save money. It is usually less expensive than traveling on your own. Here in the travel agencies can negotiate better deals with airlines and hotels. They can also reduce the transportation expenses. The following are the advantages from both tour operators and customer's points of view.

- · It is value for money for customers.
- It improves the quality of the tourist route.
- Customers' requirements and attributes are used to structure activities.
- · This is a business opportunity for travel companies.
- · This helps develop branding and positioning.
- This helps meet the needs of the target market.



QUESTIONS

- 1.Discuss the elements of a package tour
- 2.Draw the process for designing tour package
- 3.Identify THREE (3) types of brochure
- 4.Explain the importance of tour programming

CHAPTER 3: PACKAGE TOUR COSTING

At the end of this chapter student should be able to:

- Measure tour costing
- Recognize components of tour cost



DEFINITION OF TOUR COSTING

Package tour costing refers to the process of estimating and determining the expenses associated with a pre-designed travel package. A package tour typically includes various components such as transportation, accommodation, meals, activities, and sometimes additional services like tour guides or travel insurance.

Calculating the cost of a package tour is a crucial step in determining the volume of sales and profit margin during peak and lean period. Cost is defined as the sum of all expenses incurred for obtaining the various service components such as destination, duration of the tour, type of accommodation, mode of transportation, and the inclusions and exclusions of the package for the custom or pre-made packages.

Each tour operator company does a thorough analysis of the costs associated with the various products on the market as well as the suppliers' capabilities. Cost savings enable the tour operator to set a competitive pricing and provide the wholesaler more flexibility in maintaining profit margins and client discounts. The overall cost for all of the components of a package tour is what is referred to as the tour cost.

The destination plays a significant role in package tour costing, as different locations have varying levels of expenses for accommodation, meals, and activities. Popular tourist destinations or cities with high living costs may generally result in higher package tour prices compared to lesser-known or more affordable locations.

The duration of the tour also affects the costing. Longer tours typically require more nights of accommodation, additional meals, and extended transportation, which can increase the overall cost. On the other hand, shorter tours might have a lower price tag due to reduced expenses in these areas.



TYPE OF COST INVOLVES IN TOUR COSTING

Tour costing typically involves various expenses associated with organizing and conducting tours. There are two types of cost involves while calculating tour costing which are variable cost and fixed cost .

VARIABLE COST

Variable costs are expenses that change in direct proportion to the quantity or volume of a product or service produced. These costs vary based on factors such as production levels, sales volumes, or usage rates. As the volume of production or sales increases or decreases, variable costs will rise or fall accordingly.

Some examples of variable costs in tour packages are:



ACCOMMODATION

The total cost is significantly impacted by the type of accommodation selected, such as budget, mid-range, or luxury. Budget-friendly accommodations can help keep costs down while more luxurious ones often come at higher rates.

For example, Premium package for Kuala Lumpur 3Days 2 Nights might stay 2 nights at Shangri-La Hotel (5star hotel) while Economy Package might stay 2 nights at Travelodge hotel (3star hotel)

Transportation costs are determined by the mode of travel during the tour. If the package includes flights, the cost will depend on the number of travellers and the airfares applicable at the time of booking. Similarly, if the tour involves ground transportation such as buses, vans, or private cars, the cost will depend on the size of the group and the distance covered.

TRANSPORTATION

MEALS

The cost of meals included in the tour package can vary depending on the number of meals provided and the level of dining establishments chosen. If the package includes a specific number of meals per day or throughout the trip, the cost will be adjusted based on the number of travelers.

For example, premium package might include dining at lavish restaurant with 3 course meals during lunch and dinner, while economy package might include normal 1 course meal during lunch and dinner.

The cost is also impacted by the tour's duration. Longer tours often require more nights spent in accommodation, more meals, and more journey time, which may increase the total cost. On the other side, shorter tours could be less expensive because of the savings in these areas.

DURATION OF THE TOUR



Tour companies organize a number of value-added activities while sightseeing. Normally, all entrance fees of tourist attraction in the itinerary are included in all inclusive tour package. Prices for entrance fees may vary depending on group rates or discounts offered for larger groups.

Group package may include the services of a guide and tour leader. Tourist guide fee in Malaysia depends on the language that they obtain in their licenses. Normally, fee for Bahasa Malaysia Tour Guide are between RM 250 - RM 350. The cost of their fees can vary based on the number of travelers, as additional guides may be required for larger groups.

GUIDE OR
TOUR LEADER FEES

VISA

Visa is a necessary expense for international tours. The cost of a visa can vary based on a number of criteria, such as the country of destination, the nationality of the visitor, and the type of visa required (such as a tourist visa, business visa, or student visa).

TYPE OF COST INVOLVED IN TOUR COSTING

FIXED COST

Fixed costs refer to expenses that remain relatively constant regardless of the number of travelers or the level of services provided. These costs are incurred to support the operation of the tour package and are not directly affected by the volume of sales or production.

Some examples of fixed costs in tour package are:



LICENSING AND PERMITS

Tour operators may incur fixed costs to obtain licenses, permits, and certifications required to legally operate their business. These costs are typically incurred upfront or on a periodic basis and are not directly linked to the number of travelers.

Advertising campaigns, brochures, website upkeep, and digital marketing initiatives are a few examples of promotion-related expenses that tend to be fixed costs. Sometimes, these costs will be planned and incurred regardless of the quantity of bookings or travellers.

MARKETING AND
ADVERTISING
EXPENSES

ADMINISTRATIVE COSTS

These costs cover for administrative staff, office space, utilities, and standard office supplies. Although they are directly unrelated to the number of travelers, these expenses are important for administering and organizing the tour package.

Merchandise can be considered a fixed cost if the tour operator invests in a set quantity of merchandise (e.g., T-shirts, souvenirs, promotional items) that does not change with fluctuations in the number of tours or tourists.

MERCHANDISE

Merchandise can also be viewed as a variable cost if the tour operator purchases merchandise specifically for a group or certain numbers of tourist

EQUIPMENT AND MAINTENANCE

Tour operators may need to invest in applications or equipment such as vehicles, audio systems, navigation tools and e-card system. These assets' purchase, depreciation, and maintenance costs are regarded as fixed costs.

TYPES OF TAX PAID BY TRAVELLER

Taxes paid by travellers can vary significantly depending on various factors, including their destination, the type of travel, and their personal circumstances.

AIRPORT TAX

 Airport Taxes or Passenger Facility Charges (PFC): Some countries or airports levy taxes or charges on departing passengers. These fees are often included in the ticket price and go toward airport maintenance, security, or other airport-related services.

				revised PS		
	Current PSC (RM)				sed PSC, eff nuary 2017	
	Domestic	ASEAN	Int'l	Domestic	ASEAN	Int'l (excluding ASEAN)
KLIA	9	65	65	11	35	73
KLIA2	6	32	32	11	35	50
Other airports	9	65 / 26*	65	11	35	73

Figure 3.1: Malaysia's Airport Taxes or Passenger Facility Chargers

TOURISM TAXES OR LEVIES

- In some destinations, there may be specific tourism taxes or levies that travellers are required to pay. These funds are often used for tourism promotion, environmental conservation, or cultural preservation.
 - Sales Tax or Value Added Tax (VAT):
 - Many countries impose sales tax or VAT on goods and services. These taxes are typically included in the price of goods and services, including accommodations, meals, shopping, and transportation. The tax rate and whether it's refundable to foreign travellers can vary from country to country.
 - Hotel or Accommodation Tax:
 - Some destinations impose a specific tax on hotel stays or accommodations. This tax is usually a percentage of the room rate and is collected by the hotel. It helps fund local tourism initiatives or infrastructure development.
 - Entry or Exit Fees:
 - Certain countries charge entry or exit fees to travellers upon a myal or departure. These fees are separated from visa fees and are typically collected at border crossings or airports.
 - Excise Taxes:
 - Excise taxes can be imposed on specific goods or services, such as alcohol, tobacco, or luxury items. Travellers purchasing these items may be subject to additional excise taxes

^{*} Special rate for departures from secondary domestic airports excluding KLIA, klia2, Penang, Kota Kinabalu, Kuching, Langkawi and Johor Bahru to ASEAN destinations or to points in BIMP-EAGA and IMT-GT.

TRAVEL INSURANCE AND COVERAGE

Travel insurance provides coverage and protection for various unforeseen events or risks that may occur during a trip. The specific coverage and terms of travel insurance policies can vary among providers, but here are some common types of coverage typically offered:

TRIP CANCELLATION OR INTERRUPTION:

This coverage reimburses you for non-refundable expenses if you need to cancel or cut short your trip due to covered reasons such as illness, injury, death of a family member, or unforeseen circumstances like natural disasters or travel advisories.



Figure 3.2: Flight cancellation status

MEDICAL EXPENSES

Travel insurance often includes coverage for emergency medical expenses incurred during your trip, including hospitalization, doctor visits, medications, and emergency medical evacuations. It's important to review the policy's limits and exclusions, especially for pre-existing medical conditions.

TRIP DELAY

If your trip is delayed due to reasons beyond your control, such as severe weather, strikes, or mechanical breakdowns, travel insurance can reimburse you for additional expenses incurred during the delay, such as accommodations, meals, or transportation.

BAGGAGE LOSS OR DELAY

This coverage provides reimbursement for lost, stolen, or damaged luggage or personal belongings during your trip. It may also offer compensation for essential items purchased in case of baggage delay.

EMERGENCY ASSISTANCE SERVICES

Travel insurance often includes 24/7 emergency assistance services, which can provide support in various situations like medical referrals, translation services, legal assistance, or help with lost documents or emergency cash.

PERSONAL LIABILITY:

This coverage protects you in case you accidentally cause damage to property or injure someone while on your trip. It can help cover legal expenses or settlements resulting from third-party claims.

RENTAL CAR COVERAGE:

Some travel insurance policies include coverage for rental car damage or theft when you're renting a vehicle during your trip. This coverage may be an alternative to purchasing the rental company's insurance.

TOUR COSTING SHEET

A tour costing sheet is a spreadsheet or document designed to help travel agencies and tour operators in calculating and analyzing the costs related to organizing and managing a tour. It offers an in-depth breakdown of all costs, providing accurate pricing, budgeting, and profitability analysis.

The following is a summary of what you might find on a tour costing sheet:

1. Tour Details

- Tour name and code
- Flight details including departure and return dates
- Destination(s)
- Tour duration
- Partner (ground operator and airlines)

2. Variable Costs:

- Transportation costs (flights, buses, vans, private cars)
- Accommodation expenses
- Meals
- Tour guide and tour leader fees.
- Entrance fees to attractions and activities
- Visa fees (if applicable)

3. Fixed Costs:

- Administrative costs
- Licensing and Permits
- Marketing and advertising expenses
- Equipment and maintenance
- Merchandise costs

4. Total cost

 Sum of fixed and variable costs to determine the total cost of organizing and conducting the tour.

5. Tour pricing

 The price at which the tour will be sold to customers. This should be based on the total cost, desired profit margin, and market competitiveness.

6. Profit/Loss Calculation

 Subtract the total cost from the tour price to calculate the expected profit or loss for the tour.

EXAMPLE OF TOUR COSTING SHEET

DEPARTURE DATE 11-Jun-23

PACKAGE: 6D3N Korea Economy

AIRLINE : Cathay Pacifix (CX)

GLOBAL PARTNER : Seotai Holidays

VARIABLE COST	SGL	DBL	CTWN	CWB	CNB
Transportation					
i) Ground transport					
ii) Airfare					
Accomodation					
Tour Guide Fee					
Tour Leader Fee					
Entrance fee					
Visa fee					
	0	0	0	0	0
FIXED COST		•			
Administrative costs					
Licensing and Permits	i				
Marketing and					
advertising expenses					
Equipment and					
maintenance					
Merchandise costs					
	0	0	0	0	0

TOTAL COST			
SELLING PRICE			
PROFIT MARGIN 15%			

Figure 3.3: Tour Costing Sheet

FLIGHT DET/	FLIGHT DETAILS									
DATE	AIRLINES CODE	DESTINATION	TIN	IING						
11-Jun	KA728	KULHKG	1010	1425						
11-Jun	CX416	HKGICN	1630	2115						
15-Jun	CX411	ICNHKG	1505	1755						
15-Jun	KA727	HKGKUL	2055	0025+1						

SEAT 21 PNR OBMRNB

Figure 3.4: Flight details

PRICING STRATEGIES FOR TOUR PACKAGE

To establish the price of their tour packages, tour operators use a variety of pricing strategies. These tactics seek to increase sales, attract clients, and maintain a position as the market leader.

The following are some typical pricing techniques utilized in the travel package sector:

Cost-Based Pricing

This type of pricing strategy is used to make over the cost in order to reach at the breakeven point. It calculates the average cost of each element of services in the package tour and it adds a markup over and above the average cost to earn profit.

Cost-based pricing is a pricing method that focuses on production costs to set selling prices of products.

There are two types of Cost Based Pricing:

Cost-plus pricing

- Cost-plus pricing is a common method of cost-based pricing and uses the total cost of goods sold (COGS) as the primary basis of pricing goods and services.
- Companies calculate and use a fixed percentage that represents the expected return on producing and then selling goods.
- This percentage combines with the total expenses associated with producing, storing and distributing or selling products and to give an appropriate selling price

SP = (Cost per unit) + (Expected % of return)

Cost-Based Pricing

Break-even pricing

- Break-even cost-based pricing allows companies to find the base price of goods that covers the fixed costs of producing and distributing products.
- It gives businesses a starting point for selling prices by covering production costs, and then using a cost-plus or mark-up method to establish the final selling price.

BP = (Total Fixed Costs/Production Volume) + Variable Cost per Unit SP = BP + (Expected% of return)

4 Days 3 Nights Kuching - Cameron Highlands

	No	Description	Cost (RM)	Quantity	Amount
	1	Accommodation Hotel in Kuala Lumpur 1 night Hotel in Cameron Highlands 2 night Driver's Hotel	950 700 344	22 22 22	43 32 16
VARIABLE COST (VC)	2	Transportation Flight Ticket Bus KL - CAMERON Bus to Boh Tea Plantation Buggy Bharat Tea MRT Tickets	7314 3300 120 178 108	22 22 22 22 22 22	332 150 5 8 5
VARIA	3	Activity Agro Market Muzium Negara	505 44	22 22	23 2
	4	Others Tourist Guide Exemption Approval Banner Merchandise	120 72 35	22 22 22	5 3 2
				TAL COST	627
COST (FC)	5	Office rental + utility	2000	1	2000
E S E		Wages	1500	1	1500
		T	OTAL FIX	ED COST	3500

Figure 3.5: Package Costing for 4D3N Kuching - Cameron Highland

Cost Plus Pricing based on costing above are:

P = (Cost per unit) + (Expected % of return)

P = RM627 + 20%

P = RM627 + RM 125.40

P = RM 752.40

Break-even Cost based pricing based on costing above are:

BP = (Total Fixed Costs/Production Volume) + Variable Cost per Unit

BP = (RM3500 / 22 pax) + RM 627

BP = RM 159 + RM 627

BP = RM 786

SP = BP + (Expected % of return)

SP = RM 786 + 20%

SP = RM 786 + 157.20

SP = RM 943.20

PRICING STRATEGIES FOR TOUR PACKAGE

Market-Based Pricing:

With this strategy, tour operators set their prices based on market conditions and customer demand. They analyze competitors' pricing, consider the perceived value of their package, and adjust prices accordingly. This strategy requires monitoring market trends and ensuring the pricing aligns with customers' willingness to pay.

Price may be set at:

- · Price below competitor prices
- Price match competitor prices
- Price above competitor prices

Seasonal Pricing:

Many tour operators adjust their prices based on seasons or peak travel periods. During high-demand seasons or holidays, prices may be higher due to increased customer demand. Conversely, off-peak or low-demand periods may feature discounted prices to attract more customers. Seasonal pricing helps balance supply and demand and optimize revenue throughout the year.

Loyalty Programs and Discounts:

Tour operators often offer loyalty programs or discounts to reward repeat customers or encourage early bookings. These strategies aim to foster customer loyalty and incentivize customers to choose their packages over competitors.

Consumer-Based Pricing:

This is a form of pricing that is primarily set to target customers by taking affordability and the quantity of purchase into considerations.

Create Different Package Tiers:

Consider offering different package tiers at varying price points to cater to different customer segments and their preferences. Each tier can have different inclusions, accommodations, or levels of service to justify the price differentiation.

Europe Tour 6 Countries - 13D10N All-in-HB via Oman Air

Early Bird MATTA FAIR SEP PROMOTION (RM)								
SINGLE	ADULT	SINGLE SENIOR CITIZEN	SENIOR CITIZEN	CHILD TWIN	CHILD WITH BED	CHILD WITHOUT BED		
13499	9999	13449	9949	9799	8999	8299		

Figure 3.6: Different pricing tiers for package Europe Tour 6 Countries 13D10N all in half-board via Oman Air

SET PRICING PACKAGE

To set pricing for a tour package, you need to consider various factors such as costs, target market, competition, and desired profit margin.

Determine Costs:

Calculate all the direct and indirect costs associated with the tour package. This includes accommodation, transportation, meals, activities, guides, administrative expenses, marketing costs, and any other relevant expenses. Make sure to include both variable and fixed costs in your calculations.

Understand the Market:

Research the target market and understand the pricing expectations of your potential customers. Analyze the prices of similar tour packages offered by competitors to gain insights into the market rates and pricing trends. Consider factors such as the destination, seasonality, target demographic, and the unique value proposition of your package.

Determine Profit Margin:

Decide on the desired profit margin for your tour package. Consider factors such as the level of risk, market demand, and the value you're providing to customers. The profit margin should be sufficient to cover costs, provide a return on investment, and support the growth of your business.

Consider Pricing Strategies:

Apply pricing strategies discussed earlier, such as cost-plus pricing, market-based pricing, or value-based pricing, to determine the base price for your tour package. Evaluate the pros and cons of each strategy in relation to your target market and competition.

Account for Seasonality:

Adjust the pricing for seasonal variations in demand. During peak seasons or holidays, you may be able to charge a premium price, while off-peak periods may require discounted pricing to attract customers.

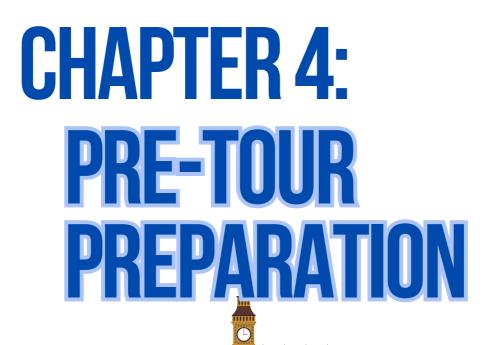
Add-Ons and Upgrades:

Provide optional add-ons or upgrades that customers can choose to enhance their experience. These additional offerings can generate extra revenue and provide customers with more customization options



QUESTIONS

- 1. Describe the two types of costs that are involved in determining tour costs.
- 2. Examine different methods of determining tour package prices.
- 3. You are required to make a cost sheet as below:
 - i. 2 days 1 night to Kuching Sarawak
 - ii. 2 adult & 2 children participant
 - iii. Full board package (accommodation, transportation, meals & activities)
 - iv. The package includes tax or tipping (if)
 - v. Mark up price will be within 10-15 percent only



At the end of this chapter student should be able to:

- Assemble pre-tour documentations
- Fasten confirmation Recognize financial matters before the trip is carried out
- Chapter Objectives



INTRODUCTION

Pre-tour preparation involves several key steps to ensure a smooth and enjoyable trip. Before the tour departs, operations duties include handling tour requests, tour booking, handling payments, booking supplier services, arranging travel documents, sending tour documents to the tourists, interacting with the tourists to prepare for their trip, and setting up the pre-tour meeting.

WHAT IS PRE-TOUR DOCUMENTATION?

When preparing for a tour, there are several important documents you should gather and organize. These documents will vary depending on the destination, type of tour, and individual circumstances.

Here are some common pre-tour documentations to consider:

PARTICIPANT FORM

A participant registration form is a tool used to sign up customers for a certain trip. This participant registration form enables a travel agency to gather participant data such as name, gender, age, contact information, address, passport details, necessary travel documents, terms and conditions, participant signature, and payment method.



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lote : All payment must be made to Attn to: Suzaini -inp: 019-200 EIIE -emol					
OOM-MATE: Name: 1			Nome: 3		
Unless preferred room-mate is inc	dicated, the Company w	vill assigned a	ccordingly)		
CKNOWLEDGEMENT BY APPLIC	ANT				
gnature : ome ; RIC No :		 	Date:	DD/MM/YY	
MPORTANT TERMS AND CONDIT			-		
) No refund will be given if concellation mode) Visa fee of EM 330.00 will be imposed for an) A penalty will be imposed for concellations	y application that has been proce	enied.	:50% Within 9 days:60%	and Within 3 days: 100	13)

Figure 4.1 Example of registration form

LIST OF PARTICIPANTS

An alphabetical list of the client names, addresses, and contact information, along with the Pax travelling together.

ROOMING LIST

The list of guests or tour participants that is provided to a hotel or motel as part of a group travel arrangement. The names are listed room-by-room to indicate who is rooming with whom rather than alphabetically like on a flight manifest. Single, double, and triple rooms are typically listed in different categories. It is your responsibility as the trip's organiser to make sure that the accommodations for the participants have been reserved weeks or even months in advance of the trip. This applies to family vacations, trips with friends, and official business trips. Make sure each participant is placed in a room they choose and with a housemate or roommates you are confident they will feel comfortable with, though.

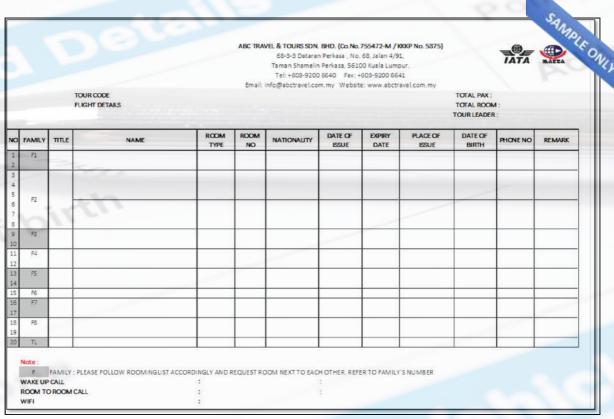


Figure 4.2 Example of rooming list

INSURANCE COVER

Insurance is one of the utmost necessities when travelling abroad. The need of having insurance when travelling must be stressed by the travel agent to the client. Regardless of the length of your trip—weeks, months, or years—and the nation you'll be visiting, travel insurance is 100% necessary. There are several levels and types of travel insurance coverage depending on the kind of activities you'll be engaging in and the location of your trip.

The protection provided by the insurance includes:

- · Accidental death and long-term disability
- Medical costs
- · A travel or luggage delay
- · Medical Emergency Evacuation and Repatriation Programmed
- · Loss of a travel document, money, or valuable things
- · An unreturned or cancelled flight



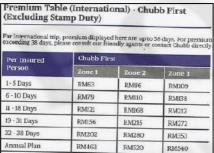


Figure 4.3 Example of travel insurance



Figure 4.4 Example of certificate of insurance

CONFIRM ITINERARIES

A confirm itinerary is an itinerary that have been agreed upon by tourists and travel agencies when making purchases. The itinerary must be cross-checked with the Operations Team using confirmation sheets provided by the ground operator.

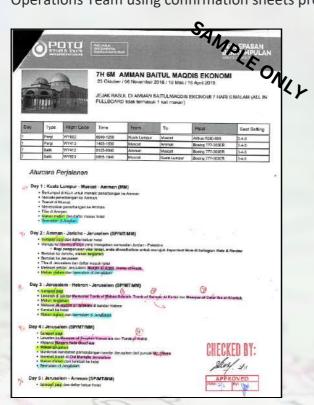




Figure 4.5 Example of confirmed itinerary

Figure 4.6 Example of confirmation sheet

DESTINATION FACT SHEET

Key facts and details about chosen destination are provided in a destination fact sheet. The following components are gathered in the final reminder before giving to the customer.

- Flight details
- Transit information
- General information such as weather forecast, specific electrical plug and voltage, time difference, prayer time, currency exchange rate, credit card line and roaming
- Reminder such as insurances, medicine, clothing, weather, airport restrictions and regulation
- Additional information of onboard meals, coach, meals arrangement, hotel, value added tax, boarding pass, safety, and list of optional tour.
- Emergency contact from travel agency and nearest embassy.

KEINDAHAN NEGARA ANTARA 2 BENUALTURKI

Sila berada di KLIA pada 27 September 2019

Waktu : 6:30 Pagi

: Kaunter M. Aras 5, KLIA Tempat

: Cik Siti Zaharah Binti Jamil (0137425555) Ketua Rombongan

Maklumat Penerbangan - Oman Air (WY)

Tarikh	Penerbangan	Perlepasan	ETD	Destinasi	ETA	Tempoh
27 Sep	WY 822	K.Lumpur	9:30 pg	Muscat	12:15 Vhari	± 7 jam
27 Sep	WY 165	Muscat	2:40 ptg	Istanbul	7:00 mlm	± 6 jam
6 Okt	WY 166	Istanbul	12:55 tgh/m/m	Muscat	6:50 pg	± 6 jam
6 Okt	WY 823	Muscat	9:05 pg	KLumpur	8:10 mlm	± 7 jam

*ETD = Estimated Time Departure (Jangkaan Waktu Pedepasan)

*ETA = Estimated Time Arrival (Jangkaan Waktu Ketibaan)

Maklumat Transit

1	Tarikh	Transit	Tempoh	Jenis Transit
I	27 Sep (Pergi)	Muscat	2 jam 25 minit	"Immediate connecting"
	6 Okt (Balik)	Muscat	2 jam 15 minit	"Immediate connecting"

1. Sila buat tukaran matawang yang secukupnya.

2. Peserta digalakkan untuk membawa pakaian dan toiletries untuk kegunaan transit pergi dan balik didalam hand- carry luggage anda.

Pengurusan transit adalah dibawah kelolaan dan tanggungjawab pihak penerbangan, bukan POTO Travel & Tours.

1. Anggaran Suhu dan Ramalan Cuaca

Tempat	Suhu Min (°C)	Suhu Max (°C)	Ramalan Cuaca
Muscat (Transit)	30	35	Cerah/Mendung
Istanbul	12	24	Cerah/Mendung
Bolu	11	22	Cerah/Mendung
Cappadocia	10	24	Cerah/Mendung
Konya	12	26	Cerah/Mendung
Pamukkale	12	28	Cerah/Mendung
Bursa	8	26	Cerah/Mendung

^{*}Sumber Internet (http://www.accuweather.com) Tarikh: 27 Ogos 2019
*Peserta digalakkan membawa payung atau baju hujan sebagai persediaan

2. Palam Elektrik dan Voltan

Peserta dinasihatkan untuk membawa international adaptor.

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4. Waktu Solat

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Turki	Subuh	Syuruk	Zuhur	Asar	Maghrib	Isya'	
Muscat (Transit)	4:43	5:55	11:57	3:22	5:58	7:28	· ON
Istanbul	5:35	6:56	12:56	4:17	6:54	8:20	"VL
Bolu	5:18	6:45	12:45	4:06	6:42	8:08	Carlotte Comment
Cappadocia	5:10	6:33	12:32	3:53	6:28	7:51	H 3EH «C
Konya	5:19	6:44	12:40	4:00	6:34	7:56	
Pamukkale	5:34	6:58	12:54	4:14	6:48	8:10	B
Bursa	5:33	7:00	12:54	4:11	6:46	8:10	oury &

^{*}Sila bawa kompas untuk kegunaan masing- masing

5. Kadar Tukaran Matawang

Matawang MYR tidak diterima di Turki. Peserta dinasihatkan untuk membawa matawang USD dari Malaysia, kemudian ditukarkan ke matawang TRY di sana.

Ringgit Malaysia (MYR)	10.00	Turkish Lira (TRY)	13.81
US Dollar (USD)	10.00	Turkish Lira (TRY)	58.11
US Dollar (USD) (MYR)	10.00	Ringgit Malaysia (MYR)	42.00

^{*}Sumber internet (http://www.oanda.com) dan tertakluk kepada perubahan semasa. Tarikh: 27 Ogos 2019

7. Talian Kad Kredit

Bank	No Tel.	
Maybank	1-300-88-6688	
RHB	+603-9206-8118	
Hong Leong	+603-7626-8899	
Citibank	+603-2383-0000	

7. Roaming

Syarikat Telekomunikasi	No. Tel.
Celcom	<00 or +> <country code=""> <area code=""/> <phone number=""></phone></country>
Digi	Dial <*111*><00> <country code=""><area code="" mobile=""/><telephone number=""><#></telephone></country>
Maxis	Dial 132 00 <country code> <area code=""/> <phone number=""></phone></country

"Sekiranya syarikat telekomunikasi peserta tiada di dalam senarai, peserta boleh merujuk terus kepada

Figure 4.7: Destination Fact Sheet (Final Reminder Information)

^{*}Sumber Internet (http://www.islamicfinder.org) Tarikh: 27 Ogos 2019

OTHER RELATED DOCUMENTS

The Malaysian International Passport must be renewed at least 6 months before the expiry date.



Figure 4.8: Example of Malaysia's Passport

FASTEN CONFIRMATION

Arrange confirmation with suppliers

To expedite the confirmation process with suppliers for accommodation, restaurant, theme park, and transportation before travelling. Make sure to keep a secure record of any confirmation numbers, booking references, and contact information for convenient access when travelling.

Check the details in the confirmations again to make sure there are no inconsistencies.

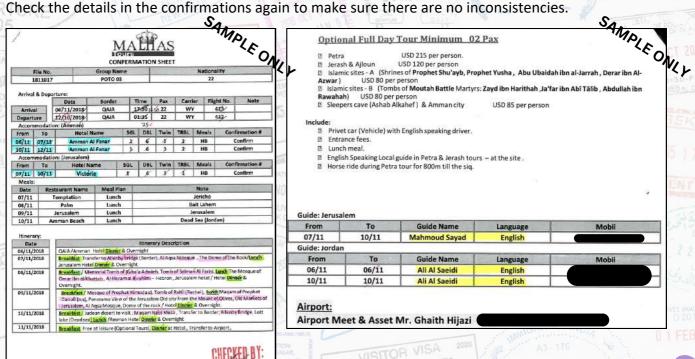


Figure 4.9 Example of confirmation sheet

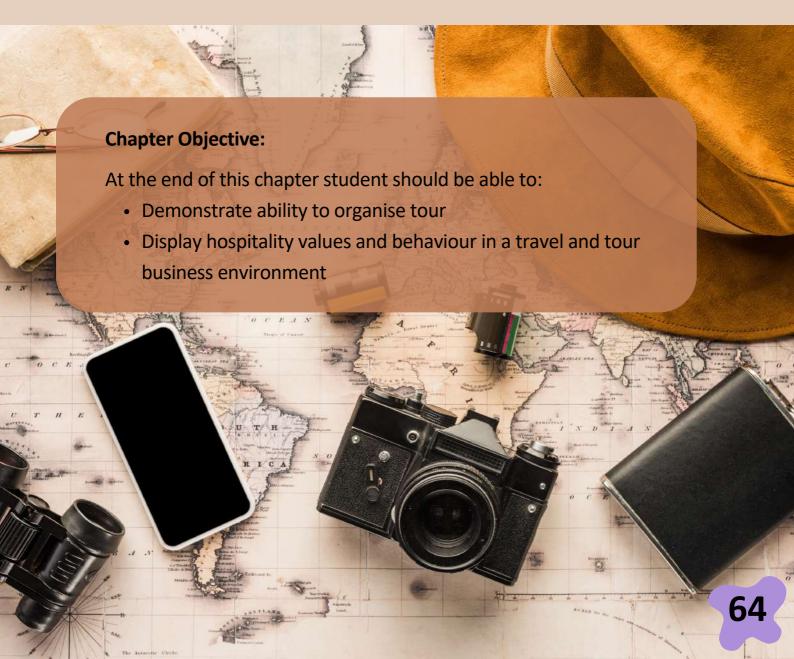
ARRANGE CONFIRMATION WITH TOURIST To coordinate tourist confirmation of the meeting location and informational briefing before departure. **Meeting Location** • Confirm the meeting location with participants by email or text message. Specify the date, time, and any further information participants need to know. • Provide clear directions on how to get to the meeting place, along with landmarks, comprehensive driving instructions, or GPS coordinates if necessary. • Ask participants to recognize the meeting location and confirm their participation by responding to the message or email. **RECOGNISE FINANCIAL MATTERS** Recognizing financial matters before the trip is carried out is essential for smooth operations including Arrange deposit or full payment Organize financial documents and contracts · Prepare financial statement Arrange deposit or full payment • Establish the terms and conditions of payment with suppliers, including accommodation providers, transportation providers, and activity planners. • Plan for the required down payments or full payments in accordance with the terms established. • Maintain records of payment transactions, including receipts or confirmation numbers. Name of Street, or other Party of Street, or



QUESTIONS

- 1. Identify the documents that need to be emphasized before conducting a trip.
- 2. Discuss the components that need to be included in the Destination Fact Sheet.
- 3. Prepare content for briefing to customer.

CHAPTER 5: HANDLING TOUR PACKAGE



INTRODUCTION

The appointment of handling agency not only ensure excellent travel services to the tourist but also make the operation smooth and profitable. It is a matter of great significance as the success of travel business largely depends upon the clients are actually taken care of during the tour.

It is a positive match between the promised services and tourist's actual experiences or feelings. Thus, the tour operator should consider the experience of the handling travel agency in the business, the area of operation, reputation, credibility, professional staff, credit facilities and the competitive price in appointing a handling agency.

ABILITY TO ORGANIZED TOUR

Airport Duty Officer (ADO)

Airport duty officer is an officer appointed as a representative of a travel company selected by tourists to manage the check-in process at the airport. Usually the role of ADO is required for group departures, corporate groups, Umrah and a group of tourist more than 15 people and above.

THE ROLES OF AIRPORT DUTIES OFFICER (ADO)

- To help customer check-in process include luggage check in
- Managing emergencies matters such as, immigration issues usually because PTPTN / name is blacklisted by the bank or visa is not valid.
- Make a briefing on travel abroad and package itinerary
- Ensure that all participants get tickets as well as seats on flights (family)
- Meet customer requirements for specific seat selection for example window & aisle seat.
- Ensure luggage tags are registered according to the participant's name along with the correct destination.

THE ROLES OF AIRPORT DUTIES OFFICER (ADO)

- Identify the correct airlines counter for group check-in process.
- Contact customers to gather 15 minutes before calling time
- Provide a list of customer names (name list) to identify customer family relationships (family by family), infant.
- Collect passport from the customer for check-in purposes.
- Request customers to gather at 1 hour 30 minutes from check-in time for a briefing session and for seating arrangement purpose.
- Attach customer name tags on luggage
- Submit passport to ground staff at the counter to get the boarding pass.
- Check in luggage and ensure passenger name, destination is accurate.
- After the check-in process, arrange seating arrangements according to family and customer request.
- Ensure the actual customer seat number is written on the back of the boarding pass.
- Submit passport and boarding pass to customers during briefing.
- Briefing on airport flow, new seating arrangements, inflight meals, first stop at arrival destination, prayer times, as well as specific guidelines and arrangements in the country visited.

ORGANISE TOUR

Tours can be professionally organized or they can be as simple as a group of friends taking a trip together. To organize a tour, it is important to plan in advance, take into consideration your audience and pay attention to details.

Below are considerations for organizing group trips:

A Place to Stay (Accommodation)

When planning a group tour, the first and foremost thing to consider should be ensuring a comfortable place to stay for your fellow travelers. Consider the number of travelers in your group that you plan on accommodating and book a place in advance for the best deals.

Where to Eat (Meal)

The biggest pain point of how to plan a trip for a large group is finding a place that will accommodate your group for a meal in advance. To save yourself the hassle of booking reservations that are sometimes not readily available, pick places that allow the customers to order at the front counter.

Transportation

This depends on where your destination is, but transportation is (almost) everywhere. If you have a group of 4-6 people, offering a mini taxi van is a great option for taking your travelers where they need to be.

TOURIST SAFETY & SECURITY

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Here are the steps to consider before traveling

- Before selecting a foreign destination, check for official government assessment and warning about the countries you'll be visiting
- · Keep up to date on recent news
- You should be careful of petty theft
- Go with brands you know
- Be prepared for a series of security checks
- · Keep up on restrictions
- · Always bring identification card or passport
- Never leave valuable items openly visible in your hotel rooms

COMPLAINT

Complaints should be looked upon positively. It is a way of preventing other complaints. It is also a way of receiving feedback from clients to let you know how you are performing. The first step to handling customer complaints is to empathize with the customer and try to understand their perspective. Customers may complain for various reasons, such as dissatisfaction with the service, unmet expectations, misunderstanding, or frustration.

Here are steps how to handle customer

- Be Clear About Your Complaint Policy
- During the introduction of your tour, be clear about your complaint policy.
- Explain:

That you will do your best to make everyone on the tour happy.

That you are willing to hear what everyone has to say.

That you will respond as quickly and fairly as possible to handle the complaint.

The procedure the guest has to follow to file a complaint.

How you and your team will respond to the complaint.

- Be Professional
- Since it can be difficult to deal with angry guests, train your staff ahead of time so that they are familiar with the procedure on how to deal with complaints.



HERE ARE SOME GENERAL RULES TO FOLLOW:

Respond quickly

The guest will want to feel like you heard them and that you care about their complaint. Dealing with the complaint quickly also means the customer is less likely to post their complaint on a site like TripAdvisor.

- Show your guest that you are listening:
 Use your body language to show the guest that you are actively listening to their complaint –
 Nod your head, keep eye contact, and verbalize that you understand.
- Thank your guest: Thank your guests for raising their concerns.
- Be patient, calm and empathetic:
 The guest may be acting unreasonable, but that doesn't mean that you should too If you remain patient, calm and empathetic then they will likely mimic your approach.
- Verbalize how you will manage the complaint:
 Letting the guest know what your plan is to manage the complaint will make them feel satisfied. Breakdown what happens next and when.
- Involve your guest in the solution:
 Ask them if there is anything that they would like you to do to solve the problem.
- Update your guest on the status of their complaint:
 Let your guest know that you haven't forgotten about them and where their complaint is in the filing process.



HOSPITALITY VALUES AND BEHAVIOR IN A TRAVEL AND TOUR BUSINESS ENVIRONMENT

Unlike other industries that depend on complex, technical skills, the hospitality industry is largely a "people business." It relies on several hospitality values; workers must be able to create a valuable and satisfying experience for guests, as well as forge goodwill and relationships to build loyalty. Service-oriented such as tourism and food and beverage rely heavily on positive customer recommendations, ratings, and reviews to attract more tourist. For starters, you'll need to know the following excellent hospitality values

EXCELLENT HOSPITALITY VALUES WHILE DEALING WITH TOURIST

- Flexibility
- Commitment
- Can do attitude
- Multitasking
- Language
- Cultural awareness
- Organizational skills

EXCELLENT HOSPITALITY VALUES WHILE COLLABORATING WITH OTHER TOUR OPERATORS & TOURISM SERVICE PROVIDERS

- Communication
- Commitment
- Respect
- Honesty
- Organizational skills
- Flexibility

THE IMPORTANT POSITIVE ATTITUDE TOWARDS BUSINESS IN TOURISM INDUSTRY

- · To attract more tourist
- To create more chance & opportunities
- · To upgrade our industry more active & popular
- Improve product quality
- To attract foreign & domestic investor to make customer feel comfortable & happier
- Improve customer relation
- Promotion



QUESTIONS

- 1. Discuss the roles of Airport Duty Officer
- 2. You are required to attend complaint base on situation below:

Letter of Complaint about a holiday

I am writing to complain about a holiday you arranged for me

I chose your agency because i was told that it provides the best services ,

especially when i read some positive reviews online . Unfortunately it was

nothing like i expected.

was very stressful.

To begin with , our bus reached the destination three hours later than planned . I must mention that the road was full of pitfalls . So traveling by bus

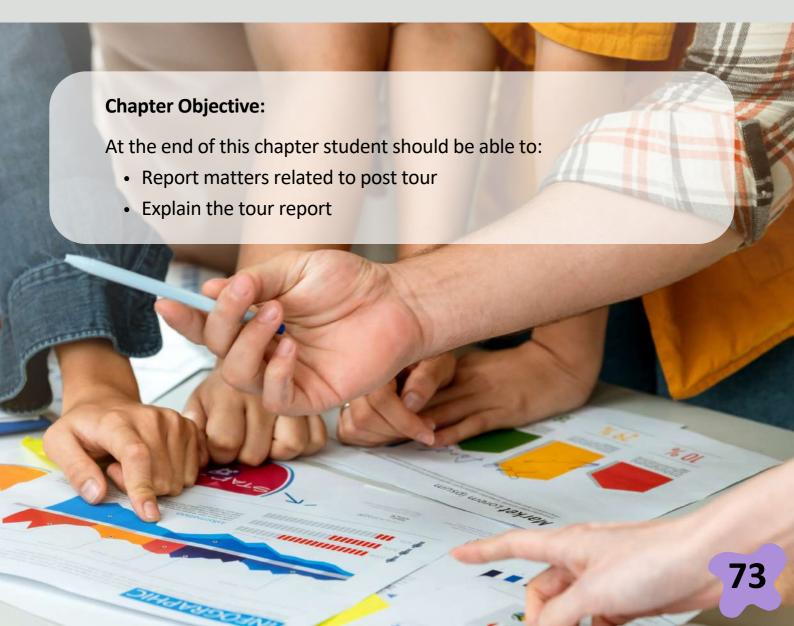
When we finally arrived to the hotel , I was slightly shocked that the hotel was completely different from the one described in your brochure . There were no single rooms left , so I hard to share a twin room with other tourists for two days .

Besides , we were very disappointed with the cleanliness of our room .

We Also noticed that the beds were not made, and cleaning staff did not visit

3. Discuss the excellent values of a tour guide

CHAPTER 6: POST TOUR ANALYSIS



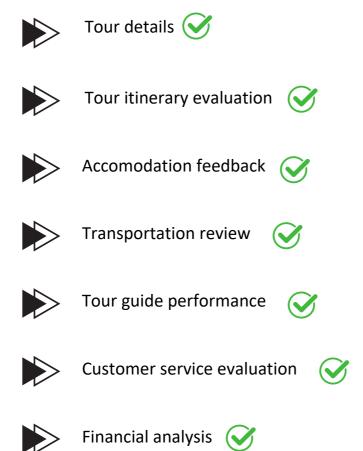


INTRODUCTION

This post-travel tour analysis aims to evaluate the overall performance and experiences of the recent travel tour conducted by travel agency. The analysis will cover various aspects of the tour, including customer satisfaction, itinerary effectiveness, logistical efficiency, and potential areas for improvement. The feedback and data collected from tour participants, guides, and relevant stakeholders will be utilized to provide valuable insights.

6.2: TOUR REPORT

This tour report provides an in-depth overview of the tour/trip organized and conducted by travel agency. The purpose of this report is to summarize the key aspects of the tour, including the itinerary, accommodations, transportation, tour guide performance, customer feedback, and any significant incidents or challenges encountered during the journey. The report must include:



NAMA TOUR LEADER



NAMA PAKEJ/TEMPOH LAWATAN/TARIKH LAWATAN

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Figure 6.1: Example of tour leader journal for operational teams, travel kits and airport duties officer's assessment

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Figure 6.3: Example of tour leader journal for transportation and hotel's assessment

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Figure 6.4: Example of tour leader journal for restaurant's assessment

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TERIMA KASIH

Figure 6.5: Example of tour leader journal for tourist guide's assessment

CONCLUSION

The post-tour analysis serves as a valuable tool to evaluate the performance of recent tours and identify areas for improvement. By incorporating the recommendations and lessons learned, travel agency is committed to continuously enhancing our travel experiences and ensuring the utmost satisfaction of our customers. With a customercentric approach and a focus on responsible tourism, we look forward to offering even more enriching and memorable travel adventures in the future

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