



Republic of Rwanda
Ministry of Education



RQF LEVEL 5



TOURISM

TORTP502

Developing Tour Packages

TRAINEE'S MANUAL

April 2025



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

DEVELOPING TOUR PACKAGES



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LIST OF ABBREVIATIONS AND ACRONYMS

ABC: Activity-Based Costing

CBET: Competency-Based Education and Training

DMA: Destination Management Area

DMCs: Destination management companies

DMOs: Destination Management Organizations

EU: European Union

GSTC: Global Sustainable Tourism Council

NGOs: Non-Governmental Organizations

OTAs: Online Travel Agencies

RDB: Rwanda Development Board

RQF: Rwanda Qualifications Framework

RTB: Rwanda TVET Board

TVET: Technical and Vocational Education and Training

USP: Unique Selling Proposition

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to **develop tour packages**. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge, and attitudes about the unit. A discovery activity is followed to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures, and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses, and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

Module Units:

Unit 1: Describe tour package details

Unit 2: Create tour Package

Unit 3: Cost the tour Package

Unit 4: Prepare tour itinerary

UNIT 1: DESCRIBE TOUR PACKAGE DETAILS



Unit summary

This unit provides you with the knowledge, skills and attitudes required to describe tour package details. It includes assessing market needs, ways to identify both tour package components and tourism suppliers.

Self-Assessment: Unit 1

1. Referring to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. Looking at the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
3. At the end of this unit, you'll assess yourself again for self-reflection.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Explain tour package concepts					
Detail parts of a tour package design					
Identify techniques to assess market needs					
Analyse factors influencing market needs					
Identify ways to successfully segment a tourism market					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify the components of tour package					
Categorize the components of tour package					
Identify tourism suppliers					
Categorize tourism suppliers					



Key Competencies:

Knowledge	Skills	Attitudes
1. Explain tour package concepts	1. Detail parts of a tour package design	1. Be clear and exhaustive while detailing a tour package samples
2. Identify market needs	2. Assess market needs	2. Be comprehensive with market research ethics
3. Identify tour package components	3. Select tour package components	3. Be logic with potential tourist needs
4. Identify tourism suppliers	4. Contract with tourism suppliers	4. Be careful with market needs
		5. Be knowledgeable of both client needs and the tour package components
		6. Be honest and trustful person when identifying and negotiating contract with suppliers



Discovery activity



Task 1: Read and answer the questions below:

1. Define the following concepts:
 - a. Tour package
 - b. Tourism market
 - c. Market needs
 - d. Market needs assessment
 - e. Market segmentation
2. Describe the techniques of assessing market needs.
3. Describe the factors influencing the market needs.
4. Describe the factors to consider when segmenting a market.
5. Explain the types of market segmentation.
6. Describe the benefits of market segmentation.
7. Describe the strategies used in market segmentation.
8. Describe the characteristics of a good market segment.
9. Indicate the two categories of the components of a tour package.
10. Identify the components of a tour package by category.
11. Describe each of the components of a tour package.
12. Indicate the types of tourism suppliers.
13. Explain with examples the types of tourism suppliers.
14. Explain the strategies to identify tourism suppliers.
15. Clarify the important considerations when identifying tourism suppliers.

Topic 1.1: Assessment of market needs



Activity 1: Problem Solving

Scenario 1: Assessment of market needs

You have been employed in one of the prominent tour companies in your home town. The management wants to develop a tour package to be offered to the various guests/tourists who will come to the company. In order to be able to develop a tour package, the company needs to first describe tour package details.



Task 2:

I. You are required to assist the company to clarify the concepts of tour packages and market needs assessment by:

1. Defining:
 - a. Tour package
 - b. Tourism market
 - c. Market needs
 - d. Market needs assessment
 - e. Market segmentation
2. Describing the techniques of assessing market needs
3. Describing the factors influencing the market needs
4. Explaining the types of market segmentation
5. Describing the factors to consider when segmenting a market
6. Describing the benefits of market segmentation
7. Describing the strategies used in market segmentation.
8. Describing the characteristics of a good market segment

II. Read carefully the Key Facts 1.1 for more clarification

Key Facts 1.1 Techniques to assess market needs

- **Definition of concepts**

- ✓ **Tour package:** A tour or a travel organized by a tour or travel agent, with arrangements for transport, accommodation, and everything to be served, made and sold at an inclusive price.
- ✓ **Tourism market:** It is a collection of people and businesses that buy and sell tourism products and services, also known as stakeholders.
- ✓ **Market needs:** These are the fundamental wants, expectations, and needs of potential customers within a specific market. They are the driving force behind business innovation and purchasing decisions.
- ✓ **Market needs assessment:** Market Needs Assessment is the process of identifying and analyzing the demand for a product or service, including target customers, gaps in the market, and potential opportunities for growth. It helps businesses align their offerings with customer needs.
- ✓ **Market segmentation:** Market Segmentation is the process of dividing a broad target market into smaller, more defined groups based on shared characteristics like demographics, behavior, or needs to improve marketing effectiveness.

- **Ways to identify market needs**

- ✓ Conducting market research
- ✓ Analyzing trends, competitors, and customer feedback
- ✓ Collaborating with suppliers
- ✓ Creating user personas to understand the audience's goals and challenges

- **Techniques to assess market needs**

Defining the target market:

- ✓ Clearly identify the specific customer segment you want to cater to, which helps tailor your products or services to their needs.

Analysing competition:

- ✓ Study your competitors to understand their offerings, strengths, weaknesses, and identify potential gaps in the market where you can differentiate.

Market trends analysis:

- ✓ Monitor industry trends and emerging technologies to identify potential opportunities and adapt your product strategy accordingly.

Market sizing:

- ✓ Estimate the potential market size and revenue for your product or service to assess its viability and growth potential.

Consumer analysis:

- ✓ Gather information about customer behaviors, preferences, and pain points through surveys, interviews, and observations.

Identify market gaps:

- ✓ Analyze the market to find unmet needs or areas where existing products are not fully satisfying customers.

Opportunity evaluation:

- ✓ Assess the potential profitability and feasibility of entering specific market segment with your product or service.

Customer feedback analysis:

- ✓ Analyze customer reviews, feedback forms, and social media interactions to understand customer pain points and expectations.

- **Factors influencing market needs**

- ✓ **External factors:**

- ✚ Political factors: These include government policies, regulatory changes, and trade agreements.

- ✚ Economic factors: These include income levels, inflation rates, interest, unemployment rates, and currency exchange rates.

- ✚ Social factors: These include demographics (ages, gender, and ethnicity), lifestyle trends, consumer attitudes and values, and cultural norms.

- ✚ Technological factors: These include new technologies, digital adoption rates, automation and robotics.

- ✚ Environmental factors: These include sustainability concerns, climate change regulations, and resource availability.

✓ **Internal factors:**

-  Business culture: The Company's values and work environment can influence employee creativity and responsiveness to market needs.
-  Corporate objectives: The Company's overall goals and strategic direction influence the types of products developed and markets targeted.
-  Technology infrastructure: The level of technological advancement within the company influences product development, marketing strategies, and customer engagement.
-  Financial resources: Available funding determines the scale of operations, marketing activities, and potential for innovation to meet market needs.
-  Human resources: The skillset, expertise, and capability of the workforce impacts the quality of products and services offered.
-  Operational capabilities: Production capacity, logistics, and efficiency affect the ability to meet market demand.
-  Leadership style: The leadership team's vision and decision-making can significantly impact market focus and strategy.
-  Product or service brand: This influences market needs by shaping consumer perception, creating a sense of value and differentiation, and ultimately driving demand for specific features or functionalities that align with the brand image, thereby influencing what consumers actively look for in the market; essentially, a strong brand can educate customers about what they need by presenting a compelling vision of how a product or service should perform and benefit them.
-  Marketing strategies: these influence market needs by actively shaping consumer perception and desires through targeted messaging, product positioning, and market research, essentially creating or reinforcing needs that align with the products or services being offered, sometimes even leading to the development of new market demands based on identified gaps or trends.
-  Business location: This can help identify its target audience by considering the local population's demographics.

- + Pricing strategies: This can influence how consumers perceive a product or service's value and quality. For example, a high price can signal exclusivity and quality, while a low price can signal value for money.
- + Competitive advantages: this is when a company can better meet customer needs than its competitors, which can influence market needs in the following ways:
 - + Market differentiation:
 - + A competitive advantage helps a company create a unique selling proposition that sets it apart from competitors.
 - + Increased market share:
 - + A competitive advantage can help a company attract a larger customer base and gain a higher market share.
 - + Customer loyalty:
 - + A competitive advantage can help a company build strong customer loyalty by constantly delivering value and meeting customer needs.
 - + Pricing power:
 - + A competitive advantage can give a company the ability to command premium pricing for its products or services.
 - + Innovation and adaptability
 - + A competitive advantage can encourage a business to continuously innovate and improve.

- **Market segmentation**

Definition: Market segmentation is a marketing strategy that divides a brand's market share into smaller groups, or segments, based on shared characteristics.

- ✓ **Factors to consider when segmenting a tourism market**

- + Customers: Whether the segment is profitable, or how much they are willing to pay
- + Condition: The size and growth rate of the market
- + Cost: How much it costs to reach the segment

- + Company's objectives, capabilities, and resources
- + Competitors: Who the main competitors are
- + Occasion: The occasion for the tourism
- + Benefits sought by the customer
- + Usage: How the customer uses the product or service
- + Loyalty: The customer's loyalty to the product or service
- + Quantity: The quantity of the product or service the customer uses
- + Attitude: The customer's attitude towards the product or service

✓ **Types of market segmentation:**

The four main types of market segmentation are:

- + Demographic segmentation: Uses characteristics like age, gender, income, education, family size, race, and marital status.
- + Geographic segmentation: Uses location-based characteristics like region, country, city, district, climate, and neighborhood.
- + Psychographic segmentation: Uses characteristics like interests, activities, opinions, personality, values, and attitudes.
- + Behavioral segmentation: Uses characteristics related to behavior.

✓ **Benefits of segmenting a tourism market:**

These include:

- + Better understanding of customers: By dividing the market into smaller groups based on demographics, psychographics, and behavior, businesses can easily identify specific needs, motivations, and travel patterns of each segment, leading to more relevant product and service development.
- + Effective marketing campaigns: With clear understanding of different segments, businesses can design targeted marketing strategies that resonate with each group, resulting in higher engagement and conversion rates.
- + Personalized experiences: Tailoring products and services to specific traveller segments allows for more personalized experiences, increasing customer satisfaction and loyalty.

- ✚ Optimized pricing strategies: By analyzing the price sensitivity of different segments, businesses can adjust pricing to maximize revenue potential for each customer group.
- ✚ Improved resource allocation: Segmentation helps businesses allocate resources efficiently by focusing efforts on the segments with the highest potential for profitability.
- ✚ Niche market development: By identifying and catering to smaller, specialized segments, businesses can develop unique offerings that stand out in the market.

✓ **Strategies to segment a tourism market**

- ✚ Demographical segmentation: The segmentation focuses on factors such as age groups (young adults, families, and retirees), gender, income level, and education level.
- ✚ Psychological segmentation: the segmentation focuses on lifestyle (active, relaxed, luxury), interests (history, nature, food, art), values, and personality traits.
- ✚ Behavioural segmentation: The segmentation focuses on travel frequency (frequent, occasional), spending habits (budget, luxury), travel decision-making role (planner, influencer)
- ✚ Geographic segmentation: The segmentation focuses on geographical features such as country, region, city, weather and climate.

✓ **Characteristics of a good market segment**

The key aspects of a good market segment are:

- ✚ Measurable size: A good segment should be large enough to generate substantial revenue and justify dedicated marketing efforts.
- ✚ Accessible and reachable: The segment can be effectively targeted through marketing channels and communication methods.
- ✚ Distinguishable from other segments: Each segment should have unique characteristics that set it apart from others, enabling tailored products and marketing approaches.

- + Homogeneity within the segment: People within a segment share similar needs, wants, and buying behaviors, allowing for focused marketing strategies.
- + Actionable insights: Understanding the segment allows for the development of targeted marketing campaigns and product adaptations to meet their specific needs.

1



Activity 2: Guided Practice

Scenario: You have been employed in one of the prominent tour companies in your home town. The management wants to develop a tour package to be offered to the various guests/tourists who will come to the company. In order to be able to develop a tour package, the company needs to first describe tour package details.



Task 3:

As someone with the knowledge about assessment of market needs, you are required to:

1. Apply various techniques to help the company assess the market needs
2. Analyze the different factors and segment the market for the company

Instructions: Read carefully this case study, before responding to the task 3 given below:

In the study tour organized by your school, your class visits X&Z Tours and Travel Agency Ltd to learn practically how to develop a tour package. The agency staff sufficiently explained and shown you how to identify and assess market needs and their usefulness in tour package development.



Task 4

¹ Naeem, M. A., Arfaoui, N., Karim, S., & Lim, W. M. (2024). Tourism market in turbulent times: evidence of asymmetric connectedness. *Current Issues in Tourism*, 27(23), 4104-4133.

Instructions: Refer to the information given in activity 2 above, to answer to this question:

Assess the needs of international tourists visiting Rwanda as a tourism destination country.



Activity 3: Application

Instructions: Read carefully before answering to the questions in the task 5 and 6 given:

You have been employed in one of the prominent tour companies in your home town. The management wants to develop a tour package to be offered to the various guests/tourists who will come to the company. In order to be able to develop a tour package, the company needs to first describe tour package details.



Task 5:

As someone with the knowledge about assessment of market needs, you are required to assess the market needs and help the company to segment the market.

In class, you were explained by your trainer how tour operators identify and assess the needs of their potential markets. As you did different class works on this topic, your trainer gives you the task below as a homework to submit tomorrow.



Task 6: Question about activity 3

Instructions: Read to different exercises done in class to do very well this homework.

Act as a domestic tour operator and accomplish the following tasks:

1. Identify your target tour markets
2. Assess their needs
3. Determine the factors influencing the needs of your target markets
4. Segment your target markets
5. Explain the importance of market segmentation.

Topic 1.2: Tour package components



Activity 1: Problem Solving

Instructions: Read and answer the questions below



Task 7:

You are required to identify the tour package components by:

1. Indicating the two categories of tour package components
2. Describing the components of a tour package per category
3. Explaining each tour package component

Read carefully the Key Facts 1.2 for more clarification

Key Facts 1.2: Tour package components

- **Categories of Tour package components**

The components of tour packages are divided in the following two categories:

- ✓ **Core Components** – Essential elements like accommodation, transportation, attractions, and meals that form the foundation of the tour package.
- ✓ **Supplementary Components** – Additional services such as tour guides, entertainment, travel insurance, and special activities that enhance the travel experience.

Core components

 **Transportation:** This is considered a key component of a tour package, meaning it's typically included within the overall price of a tour, allowing travelers to move between different destinations and attractions as part of their itinerary, often using methods like flights, buses, trains, or even car rentals depending on the tour type.

 **Accommodation:** This refers to the place where a traveler will stay during their trip, like a hotel, hostel, or resort, and is considered a key component of a tour package, meaning it is usually included alongside transportation and other services when a tour operator sells a complete travel package to a destination.

 **Sightseeing and Activities:** These are key components of a tour package, meaning it encompasses the planned visits to major attractions, landmarks, and experiences that are included in a travel itinerary, essentially forming the core "things to do" aspect of a holiday package.

 **Food and beverage:** These are considered significant components of a tour package, often playing a key role in the overall travel experience by providing local culinary delights, contributing to cultural immersion, and influencing a tourist's decision to revisit a destination due to positive dining experiences.

 **Attractions:** These refers to the sightseeing destinations or activities included in a tour package, essentially the places of interest that tourists will visit during

their trip, making it a key component of a well-designed tour itinerary, alongside elements like transportation, accommodation, and meals.

Supplementary Components:

Ancillary services/Miscellaneous

Ancillary basically means 'extra' or 'additional'. An ancillary service in the context of tourism, therefore, is any product or service that is additional to the core elements of accommodation, transport and transfer. Below are some examples of ancillary products or services that may be included in a tour package:

-  Travel insurance
-  Foreign exchange
-  Luggage transportation
-  Special events assistance
-  Guiding services
-  Car hire services

2



Activity 2: Guided Practice

Scenario:

You work as an internee at Nice Journey Tours and Travels Ltd. your trainer develop a tour package for a group of 8 tourists from Tanzania who will come to visit Rwanda next month, where he first of all determined the components to include in the package. As there is another group of 15 tourists from Senegal who have also requested this company to develop for them a tour package for six days in Rwanda, below is your task to accomplish:

Tichaawa, T., & Chamboko-Mpotaringa, M. (2024). Factors influencing the success of local craft tourism businesses. Bulletin of Geography. Socio-economic Series, (65), 99-110.



Task 8:

Question about activity 2

Instructions: Refer to the activity 2 above while answering to this task.

Determine the components to include in the tour package requested by these 15 Senegalese tourists. Use 10 minutes to accomplish the task.



Activity 3: Application

Instructions: Read carefully this scenario, before answering to the task 7 given below:

In class, you were explained by your trainer how tour operators identify and categorizes tour package components. As you did different class works on this topic, your trainer gives you the task below as a homework to submit tomorrow.



Task 9:

Question about activity 3

Instructions: Refer to different exercises done in class, then respond these questions:

1. What are the main components of a full tour package?
2. What the miscellaneous services to include in a tour package?

Topic 1.3: Identification of tourism suppliers



Activity 1: Problem Solving

Instructions: Read carefully this scenario, before responding to the task given below:

You work as a tour operator in Kigali City and you receive a group of 5 tourists who need to do different tourism activities at different tourism sites in Rwanda including Volcanoes Destination Management Area (DMA). As you will help them to get all tourism services they will need during the tour, below is your task to accomplish:



Task10:

With the required services to offer to this group of tourists, identify the tourism suppliers to be involved in order to provide smooth and conducive living conditions, by:.

1. Indicating the types of tourism suppliers to be involved
2. Explaining with examples the cited types of tourism suppliers
3. Explaining the strategies to identify tourism suppliers
4. Clarifying the key considerations when identifying tourism suppliers

Read carefully the Key Facts 1.3 for more clarification

Key Facts 1.3: Types of tourism suppliers

Tourism suppliers are categorized in two main types Public and Private suppliers.

- **Public suppliers**

These refer to entities like government agencies or public organizations that provide tourism-related services to the public, such as managing national parks, operating public transportation systems for tourists, running visitor information centres, or facilitating community-based tourism initiatives, essentially offering tourism experiences that are accessible to the general population and often overseen by a public body. They include:

- ✓ Banks, financial institutions, and foreign exchange providers
- ✓ Consultants
- ✓ Education institutions
- ✓ Destination Management Organizations (DMOs)
- ✓ Tourism information centers, and
- ✓ Ministry of tourism

- **Private suppliers**

These are referring to is the private businesses that operate in the industry of travel and tourism. They include:

- ✓ Hotels
- ✓ Private entities and NGOs
- ✓ Travel agencies

- ✓ Car hire companies

- ✓ Tour operators

- **Strategies to identify tourism suppliers**

The following are some of the key strategies to use when identifying suppliers:

- ✓ **Online platforms:**

Utilize online travel agencies (OTAs) like Expedia, Booking.com, and TripAdvisor to search for listed accommodation, activity providers, and transportation options.

- ✓ **Industry conferences and trade shows:**

Attend tourism-related conferences and exhibitions to meet potential suppliers and network with industry professionals.

- ✓ **Local tourism boards:**

Contact your destination's local tourism board for a comprehensive list of registered tourism operators, including accommodation, tour guides, and transportation providers.

- ✓ **Travel agents:**

Collaborate with travel agents who have established relationships with a wide range of tourism suppliers in your desired destination.

- ✓ **Social media:**

Utilize platforms like Facebook, Instagram, and LinkedIn to search for local tourism businesses, review their services, and connect directly.

- ✓ **Industry publications:**

Subscribe to relevant tourism magazines and online publications to discover new suppliers and industry trends.

- ✓ **Online directories:**

Explore online directories specifically designed for the tourism industry, like the Global Sustainable Tourism Council (GSTC) directory for eco-friendly options.

- ✓ **Networking with other tourism businesses:**

Partner with other tourism operators in your area to access their supplier networks and potentially cross-promote services.

- ✓ **Direct outreach:**

Contact potential suppliers directly through email or phone to inquire about their services and availability.

- Important considerations when identifying suppliers:
 - ✓ **Reputation and reviews:**
Check online reviews and testimonials to assess the quality of a supplier's services.
 - ✓ **Specialization:**
Identify suppliers that cater to your specific target market and niche.
 - ✓ **Pricing and value:**
Compare prices and packages from different suppliers to ensure you are getting the best value for your clients.
 - ✓ **Sustainability practices:**
If relevant, consider suppliers committed to eco-friendly and socially responsible tourism practices.
 - ✓ **Licensing and compliance:**
Verify that suppliers have the necessary licenses and permits to operate legally in the destination.
- The **key considerations when identifying tourism suppliers:**
 - ✓ **Quality & Reliability** – Ensure they provide consistent and high-quality services.
 - ✓ **Reputation & Experience** – Check reviews, testimonials, and industry standing.
 - ✓ **Cost & Value for Money** – Compare prices while ensuring good service quality.
 - ✓ **Legal Compliance** – Verify licenses, permits, and adherence to regulations.
 - ✓ **Location & Accessibility** – Ensure they are conveniently located for tourists.
 - ✓ **Capacity & Scalability** – Can they handle peak seasons and large groups?
 - ✓ **Partnership & Contract Terms** – Assess flexibility, cancellation policies, and agreements.
 - ✓ **Sustainability & Ethical Practices** – Consider eco-friendly and responsible tourism practices.



Activity 2: Guided Practice

Instructions: Read carefully this case study, before answering to the task 11 given below:

X&Y Tours and Travels Agency, has a tour package for tourists who visit Akagera National Park. The all needed tourism services and their suppliers were identified. For your information, these tourists requested X&Z Travel Agency a tour package for 10 days, With this case answer the following questions:



Task 11:

Question related to the activity 2

1. Identify what types the suppliers required to serve an exceptional tourism service to this group of tourists
2. Mention the strategies and key considerations you do opt to identify these suppliers



Activity 3: Application

Instructions: Read carefully the situation below, and then perform the task 12 given below:

In the different topics covered in class, your trainer explained you how to identify tourism suppliers when developing tour packages, and you did more exercises on this topic. Today, your trainer gives you the following as homework to submit tomorrow.



Task 12:

Question about activity 3

Instructions: Act as a tour operator and identify the effective suppliers and tourism services needed by a group of 10 domestic tourists for whom you are desing a tour package. Your clients need to do a one-day Kigali City Tour using their own vehicle.

Formative Assessment

Read carefully the following questions then, provide the right answers:

1. Give the meaning of the following concepts:
 - a. Tour package
 - b. Tourism market
 - c. Market needs
 - d. Market needs assessment
 - e. Market segmentation
2. Having sufficient information about assessment of market needs, explain factors influencing tourism market needs
3. When assessing market needs, different techniques can be applied. Explain those techniques.
4. In the list below, choose five core components and Supplementary Components of a tour package
 - a. Transportation
 - b. Accommodation
 - c. Sightseeing and Activities
 - d. Food and beverage
 - e. Attractions
 - f. Travel insurance
 - g. Foreign exchange
 - h. Luggage transportation
 - i. Special events assistance
 - j. Guiding services
 - k. Car hire
5. Fill this table with the right information about the types of tourism suppliers

Public suppliers	Private suppliers

Points to Remember

- Understanding market needs is a key to develop a cost-effective tour package, which requires a careful market research and proper identification of both tour package components and tourism suppliers.

Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

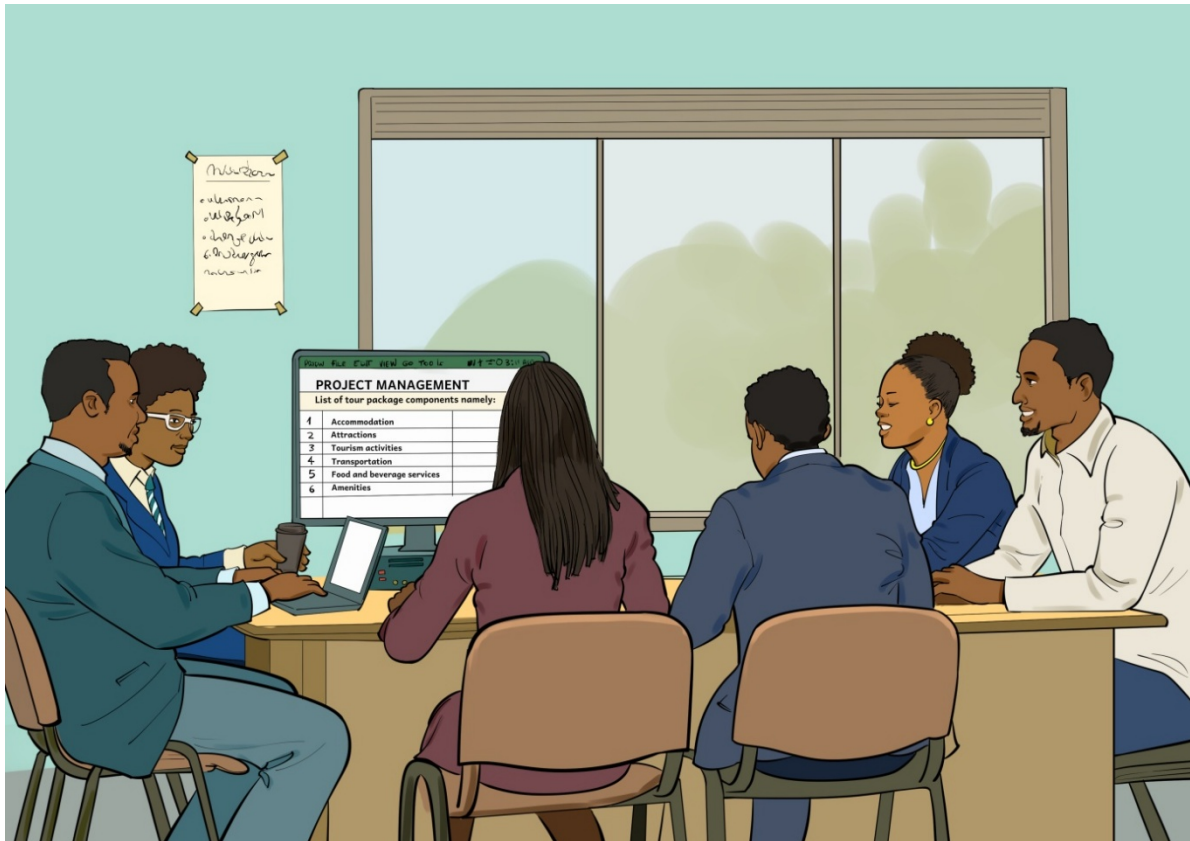
Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Explain tour package concepts					
Demonstrate a tour package design					
Identify techniques to assess market needs					
Analyse factors influencing market needs					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify ways to successfully segment a tourism market					
Identify the components of tour package					
Categorize the components of tour package					
Identify tourism suppliers					
Categorize tourism suppliers					

1. Fill in the table below and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 2: CREATE A TOUR PACKAGE



Unit summary

This unit provides you with the knowledge, skills and attitudes required to create a tour package that is including of determining different types of tour packages, selecting tour package components, negotiating contracts with tourism suppliers and tailoring a tour package.

Self-Assessment: Unit 2

1. Referring to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. Looking at the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.
3. At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Determine types of tour packages					
Identify the factors to consider while selecting tour packages components					
Identify different techniques to select components of a tour package					
Describe tour package advantages and disadvantages					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify strategies to negotiate contracts with tourism suppliers					
Select tour package					
Negotiate contracts with suppliers					
Design a business contracts					
Design a tour package					
Develop a tour package					



Key Competencies:

Knowledge	Skills	Attitudes
1. Determine types of tour packages	1. Select tour package	1. Be cautious towards the target market needs
2. Distinguish types of tour packages	2. Negotiate contracts with suppliers	2. Be aware of clients' needs, preferences and expectations
3. Describe tour package advantages and disadvantages	3. Design a business contracts	3. Be careful when negotiating contracts with suppliers
4. Explain tour package design steps	4. Design a tour package	4. Be creative when designing tour packages
5. Illustrate key consideration to tailor a tour package	5. Develop a tour package	5. Be creative when developing tour packages



Discovery activity



Task 13:

Read and answer the questions below Basing on the focus of the travel experience:

1. Identify the different types of tour packages.
2. Explain the factors to consider when differentiating tour packages.
3. Illustrate the advantages of tour packages.
4. Clarify on the disadvantages of tour packages.
5. Interpret factors to consider while selecting tour packages components.
6. Describe the types of contract found within tourism industry.
7. Illustrate the elements to include in the tourism related contracts.
8. Clarify the key factors to consider when selecting tourism suppliers to negotiate a contract.
9. Explain the strategies used to negotiate contracts with the selected tourism suppliers.
10. Demonstrate the Key factors to consider when selecting tourism suppliers.
11. Defining the term “Tailoring a tour package”.
12. Demonstrate the type of tour package design.
13. Explain What does tailoring a tour package mean.
14. Highlighting the factors to consider while tailoring a tour package.
15. Present the techniques used while tailoring a tour package.
16. Describe the key points to consider about tailoring a tour package.

Topic 2.1: Types of tour packages



Activity 1: Problem Solving

Scenario1: Determining types of tour packages

Instructions: Read carefully this scenario before answering to task 14 given below the scenario.

Safaris Tours Ltd., a tour operator company operating in Kigali City, needs to tailor tour packages suggestions for five clients from Kenya, who are planning to come as a group in Rwanda next month for gorilla tourism and other different tourism activities and services they will be advised by the company. Their length of stay in Rwanda is two weeks. All trip requirements will be provided by Safaris Tours Ltd.



Task 14:

1. Read and answer the questions below considering that you are as a professional tour operator in Safaris Tours Ltd.:
 - a. Describe the types of tour packages in general context
 - b. Explain the factors to consider when differentiating tour packages
 - c. Explain both advantages and disadvantages of tour packages
2. For more clarification to your answers refer to the key facts 2.1 below:

Key Facts 2.1: Types of tour packages

- **Types of tour package in tourism**

Tour packages in tourism can be categorized into various types based on the focus of the travel experience. So, they include:

- ✓ **All-inclusive tour packages:** Also known as “**Full tour packages**”, these are travel bundles that include various components such as transportation, accommodation, food and beverage, activities, attractions, and ancillary services.
- ✓ **Exclusive tour package:** A tour package that offers a unique and limited-availability experience, often with special access to private locations, personalized services, and a smaller group size, providing more high-end and curated travel experience.

- ✓ **Adventure tour packages:** These are packages designed for tourists traveling for physically challenging activities like hiking, rock climbing, scuba diving, or whitewater rafting, often in remote locations.
- ✓ **Culture and historical tour packages:** These are the package designed for tourists traveling to experience or explore local customs, traditions, art, and heritage of a destination.
- ✓ Cruise tour packages
- ✓ **Family tour packages:** These are packages designed to cater to families with children, including activities suitable for different ages.
- ✓ Group tour packages
- ✓ Solo /individual tour packages, and
- ✓ Luxury tour packages
- ✓ **Honeymoon tour packages:** These are tailored itineraries for newlywed couples, often with luxury accommodations and romantic experiences.
- ✓ **Specialty tour packages:** These are centered around specific interests like food tours, wine tours, historical tours, or religious pilgrimage tours.
- ✓ **Wellness tour packages:** These are packages designed for people traveling for health and relaxation purposes, often incorporating spa treatments, yoga, or health cuisine.
- ✓ **Wildlife tour packages:** These are packages designed for tourists traveling for watching animal and plant species in their habitats, often in parks or wildlife sanctuaries.
- **Factors that can differentiate tour packages:**
These include:
 - ✓ **Travel style:** Group tours (with a tour guide), escorted tours, self-guided tours.
 - ✓ **Luxury level:** Budget, mid-range, and luxury tour packages
 - ✓ **Destination type:** Beach vacation, city break, cruise, and rural retreat tours.
 - ✓ **Duration:** Weekend gateways, week-long trips, extended travels.
- **Advantages of tour packages**
The key advantages of tour packages include:

- ✓ **Cost-effective:** Tour operators often negotiate lower prices with hotels and transportation providers, allowing for cheaper overall costs compared to booking separately.
- ✓ **Optimized itinerary:** Tour packages often have well-structured itineraries that maximize sightseeing and minimize wasted time.
- ✓ **Expert guidance:** Tour guides provide local knowledge and insights that may be difficult to find independently.
- ✓ **Increased safety:** Traveling with a group can enhance safety, especially in unfamiliar locations.
- ✓ **Variety of options:** tour packages cater to different interests and budgets, allowing for customized travel experiences.
- ✓ **Reduced stress:** by taking care of logistics, tour packages can significantly decrease the stress associated with trip planning.
- ✓ **Saving time:** Booking a group tour package provides the advantages of saving a huge amount of time during the trip. This is because all the travel arrangements such as transportation and accommodation are taken care of by the tour operator considering the most appropriate time frame.
- **Disadvantages of tour packages**
 These include:
 - ✓ **Less choice:** Tour packages often have pre-selected itineraries with limited options for accommodation, meals, and activities, which might not align with the clients' preferences.
 - ✓ **Restricted exploitation:** To stick to schedule, tours may only visit well-known tourist attractions, missing out on hidden gems or local experiences.
 - ✓ **Cost constraints:** While some packages can seem affordable, they might not always offer the best value for money compared to booking individual components separately.
 - ✓ **Group dynamics:** Traveling with a large group can sometimes feel impersonal and may not suit those who prefer a more independence pace.
 - ✓ **Lack of spontaneity:** If a tourist wants to change plans based on weather or new interests, tour packages can be inflexible.
 - ✓ **Potential of rushed schedules:** To fit everything in, itineraries may feel rushed, leaving little time to truly experience a location.



Activity 2: Guided Practice



Task 15:

Determine the type of tour package

Instructions: As you can now describe different types of tour packages to offer to tourists, refer to activity 2 above, and then respond to this task.

Work as a tour consultant and determine a type of tour package to develop for a group of a husband, a wife and their two children who need to spend one week in one Five Star-Hotel in Rwanda for tourism purpose.



Activity 3: Application

Instructions: Read the situation below, before responding to the task 3 given below the scenario.

In class, you did different group exercises about how to determine the types of tour packages to develop for clients. Now, your trainer gives you this individual homework that you will submit tomorrow.



Task 16:

Determine the type of tour package

Instructions: Refer to the group exercises done in class to do this homework.

You work as a travel agent in Kigali City. Today, you were contacted by Mr. Angels Muhire, a specialized domestic tour operator, who requested you to develop a tour package for his 5 American clients who will come in Rwanda next week and stay in the country for a period of 30 days. As an expert in tour package development, determine a type of tour package to develop for them.

Topic 2.2: Selection of tour package components



Activity 1: Problem Solving

Instructions: Read carefully this scenario, before answering to task 17 below.

Kalisa Fred, a tour operator with office in Kigali City, was requested by a group of 7 tourists from Egypt, to develop them a tour package. They are planning to spend one week in Rwanda conducting a research on different bird species found in Rugezi Swamp. However, as Kalisa Fred is very busy with other client's request, he needs your assistance to accomplish this task.



Task 17:

1. As a professional tour package developer, you are requested to clarify the following points below in order to help Kalisa Fred to select the components to include in the requested tour package and needs
 - a. Explain the factors to consider when selecting tour package components on the sides of both client and company.
 - b. Explain the reasons why each of those should be considered.
2. For more clarification to your answers refer to the key facts 2.2 below:

Key Facts 2.2: Factors to consider when selecting tour package components

The factors to consider On the company's side

- Customer needs:

When selecting components of a tour package, it's crucial to consider tourist needs because doing so ensures the package aligns with travelers' interests, expectations, and budget, ultimately leading to a more satisfying and enjoyable travel experience, increasing the likelihood of customer satisfaction and repeat business for the tour operator.

- ✓ **Key reasons to consider tourist needs:**

The following are the key reasons to consider for tourist needs when selecting tour package components:

 **Personalization:** Different tourists have different interests, like history, nature, adventure, or relaxation, so tailoring the package to specific needs allows for a more customized experience.

 **Convenience:** By considering factors like travel time, accommodation quality, and activity selection, a well-designed package can minimize planning hassles for tourists, making their trip more convenient.

 **Value for money:** Understanding budget constraints helps tour operators create packages that offer a good balance of quality and affordability.

 **Safety and Accessibility:** Taking into account any special needs or accessibility requirements of tourists is essential for ensuring a safe and comfortable journey.

 **Cultural Sensitivity:** Incorporating local customs and traditions while also considering potential cultural barriers can enhance the experience for international travelers.

✓ **Examples of how to consider tourist needs:**

 **Activity selection:** Offering a variety of activities to cater to diverse interests, such as guided tours, optional excursions, and leisure time.

 **Accommodation choices:** Providing different accommodation options based on budget and preference, like luxury hotels, guesthouses, or hostels.

 **Transportation planning:** Choosing appropriate transportation modes based on travel distances and desired pace, considering accessibility needs.

 **Meal arrangements:** Offering flexible meal options that respect dietary restrictions and local cuisine.

 **Tour guide expertise:** Selecting knowledgeable guides who can communicate effectively and provide insightful information about the destination.

- **Budget:** When selecting tour package components, it is very important to consider travel budget as it helps a tour operator to estimate the total cost of the planned trip, allowing him to adjust his plans according to clients' financial means. It ensures that expenses are kept under control, and you only spend what you can afford.

- **Purpose of tour:** As tourists travel to the destinations with different purposes such as research, education, business, leisure and recreation, a tour operator needs to consider these purposes is very important when selecting tour package components to ensure maximum satisfaction of his clients' needs, preferences and expectations.
- **Travel time:** Timing plays a vital role in tour planning; a tour operator should conduct enough on weather conditions, seasonality, and events that may affect the travel plans.
- **Group size:** When selecting tour package components, consideration of group size is very important to determine the tour budget, means of transport to use, activities to perform, and amount of tour guiding materials to carry.
- **Safety and security of the destination:** When developing a tour package, consideration of safety and security of a destination are paramount, especially in today's world. Researching the political stability, crime rates, and health risks of a location can help both tour operator and his clients make an informed decision, ensuring a safe and worry-free trip.

, Factors to consider On the client's side:

- ✓ **Interests and desired activities:** When choosing a travel destination, tourists might consider interests and activities like: natural landscapes (beaches, mountains, forests), historical sites, cultural experiences (local traditions, museums, cuisine), architectural landmarks, adventure activities (hiking, diving, skiing), wildlife observation, shopping opportunities, city life experiences, festivals and events, wellness retreats, and medical tourism depending on their personal preferences.
- ✓ **Accommodation quality:** This refers to the overall standard and condition of the available lodging options, including factors like cleanliness, room amenities, location, service level, and safety, which significantly impact the overall travel experience and should be considered when making a decision about where to go.
- ✓ **Transportation arrangements:** Transportation arrangements in tour planning refers to the process of organizing and booking all necessary modes of transport for a tour group, including flights, trains, buses, rental cars, and local transportation, to efficiently move them between destinations on their itinerary,

taking into account distances, time constraints, and the type of experience desired.

- ✓ **Meal plans:** This refers to the pre-arranged schedule of meals included in a travel package, outlining what meals will be provided to tourists at various points throughout their trip, often specifying the type of cuisine, meal times, and sometimes even the dining location depending on the itinerary and accommodation arrangements.
- ✓ **Itinerary balance:** In tour planning, this refers to the practice of strategically structuring a travel itinerary to include a varied mix of activities, destinations, and pace, ensuring that a tour is engaging, relaxing, and caters to different interests within a group, preventing overstimulation or boredom by offering a good balance between sightseeing, cultural experiences, free time, and rest days.
- ✓ **Price comparison:** In tour planning, this refers to the process of comparing the costs of different tour packages or components (like flights, accommodation, activities) from various providers to find the best value for your travel budget, considering factors like inclusions, quality, and overall experience, while analyzing prices across different companies and booking platforms to identify the most competitive option.
- ✓ **Flexibility within the package:** In tour planning, this means the ability to adapt a travel itinerary based on changing circumstances, allowing for adjustments to dates, activities, or destinations as needed, rather than rigidly sticking to a pre-set plan; essentially, it's the practice of keeping options open to ensure a smooth and enjoyable trip even if unexpected situations arise.
- ✓ **Reputation of tour operator:** This plays a critical role in tour planning, as it directly impacts a traveler's decision to choose their services, heavily influencing factors like trust in their ability to deliver a high-quality experience, reliability in managing logistics, expertise in destination knowledge, and overall customer satisfaction, ultimately affecting the success of the planned tour.



Activity 2: Guided Practice

Instructions: Read carefully this scenario, before answering to task 18 below.

Scenario: The manager of AB&C Tours, has requested you to prepare a tour package for one diplomat tourist from South Africa who will come in Rwanda next week for a 3-weeks holiday, experiencing Rwandan Culture, and other different tourism activities and services that you will choose for him at different attraction sites around the country. For the means of accommodation, this high end tourist needs to stay in a five star-hotel in Kinigi as he will also do gorilla trekking in the Volcanoes National Park, while for transport, he will use his own vehicle.



Task 18:

Selecting tour package components by considering the affecting key factors

Instructions: Refer to the information provided in the above scenario while answering to this task.

As an expert in tour package development, use 10 minutes to select the components that will compose the requested tour package.



Activity 3 : Application:

Instructions: Read carefully the following before responding to the questions in task 19 .

In class, you have been taught by your trainer how to select the components of a tour package, and you did enough exercises on this topic. Therefore, the trainer gives the following assignment to submit four days after.



Task 19:

Question related to activity 3

Instructions: make a reference on different exercises you did in class to choose one tour operator or travel agency and visit it to learn practically how employees select components of tour packages they develop. Make a report on what you learnt from the field study, and provide right answers to the following questions:

1. What are the tour package components do the visited company select?
2. What are the strategies do they use to select those components?

Topic 2.3: Negotiation of contracts with the suppliers



Activity 1: Problem Solving:

Scenario about Contract negotiation

You work as tour package development specialist at Amahoro Tours, a tour operator with head office in Kigali City. As this company was requested by 10 clients from Tanzania who need to enjoy their holidays in Rwanda for tourism purposes, to prepare for them an all-inclusive tour package. The company manager assigned you a task to look for tourism suppliers and negotiate with them contracts to provide.



Task 20:

1. Read and answer the questions below considering that you are as a professional requested to assist the company to find out tourism suppliers with whom to negotiate contracts:
 - a. Describe the different types of contract to be negotiated within tourism industry

- b. Clarify the key elements/factors to consider when selecting tourism suppliers to negotiate a contract
 - c. Illustrate the elements to include in the tourism related contracts
 - d. Explain the strategies used to negotiate contracts with the selected tourism suppliers?
 - e. Demonstrate the Key factors to consider when selecting tourism suppliers
2. For more clarification to your answers refer to the key facts 2.3 below:

Key Facts 2.3: Contract negotiation

- **Types of tourism suppliers**

These are businesses offering tourism-related services like restaurants, souvenir shops, and cultural attractions. They may include:

- ✓ **Tour operators:** These are businesses that typically combine and organize accommodations, meals, sightseeing and transportation components, in order to create a package tour. They advertise and produce brochures to promote their products, holidays and itineraries.
- ✓ **Accommodation providers (hotels, resorts):** These are businesses that offer lodging services, such as hotels, motels, and bed and breakfasts. They can also include other types of lodging, such as hostels, resorts, and vacation rentals.
- ✓ **Transportation companies (airlines, bus services):** These are companies that move people or goods from one place to another using various modes of transportation. This can include air, rail, water, or road.
- ✓ **Tourism activity providers (guided tours, adventure activities):** These refer to businesses or individual that offers leisure activities to tourists, such as guided tours, adventure experiences, cultural events, sports activities, or other experiences that are designed to enhance a traveler's time at a destination; essentially, anyone who provides an organized activity for visitors to participate in while on vacation.
- ✓ **Travel agencies:** These are companies that sell tour packages on behalf of tour operators and receive commissions.

- ✓ **Online travel agents (OTAs):** These are websites that help travelers book travel by connecting them with travel providers. OTAs allow travelers to compare travel options, such as prices, locations, and property types.
- ✓ **Destination management companies (DMCs):** These are professional services firms that specialize in managing all aspects of a traveler's experience within a specific location, including accommodation, transportation, activities, event planning, and logistics, utilizing their deep local knowledge to create customized itineraries for individuals or groups, often working with travel agencies to provide a seamless travel experience at a particular destination.
- ✓ **Local tourism businesses:** These refer to companies operating within a specific geographic area, like a city or region, that cater to tourists by providing services such as accommodation, food, transportation, tours, and activities that highlight the unique culture, attractions, and experiences of that local community; essentially, businesses that primarily rely on tourists visiting their immediate area to generate revenue.
- **Types of contacts in tourism industry**
 - These include:
 - ✓ **Lease agreements:** Essential for business like hotels and restaurants to secure premises for operations.
 - ✓ **Hotel accommodation contracts:** Standards contracts detailing guest stays, room rates, and services provided by the hotel
 - ✓ **Tour operator contracts:** Agreements between tour operators and suppliers like transportation companies, accommodation providers, and activity providers.
 - ✓ **Ground transportation contracts:** Contracts for bus or car rental services used in tours.
 - ✓ **Guide contracts:** Agreements with local guides providing expertise and services to tourists.
 - ✓ **Activity provider contracts:** Contracts with companies offering tourism activities like water sports, hiking, birding, game viewing, or cultural experiences.
 - ✓ **Agency contracts:** Agreements between travel agencies and suppliers for booking services on behalf of clients.

- **Factors to consider when negotiating contracts with suppliers Allotment contract:**
 - ✓ Your sourcing strategy
 - ✓ The supplier's perspective
 - ✓ The negotiation process
 - ✓ The contract terms and conditions
 - ✓ The contract performance and relationship
 - ✓ The external environment Elements of contract
 - ✓ Filling contract format
- **Elements of contract**
 - ✓ **Offer:** One party must make an offer to enter a contract. The offer can be verbal, written, or implied.
 - ✓ **Acceptance:** The other party must accept the offer, usually by signing the contract.
 - ✓ **Awareness:** All parties must be aware of the terms of the contract.
 - ✓ **Consideration:** Both parties must receive something of value, such as money, services, or assets.
 - ✓ **Capacity:** All parties must have the legal capacity to enter the contract. This means they must be of legal age, have sound mental capacity, and not be under the influence of drugs or alcohol.
 - ✓ **Legality:** The contract must be legal and not violate any laws or public policy.

Note: If any of these elements is missing, the contract is invalid and unenforceable.
- **Contract negotiation strategies**

The following are some strategies for contract negotiation:

 - ✓ **Understanding the other party:** Get to know the other party and their needs.
 - ✓ **Communicate clearly:** Ensure both parties understand each other's intentions and requirements.
 - ✓ **Prioritize the relationship:** Aim for a win-win outcome.
 - ✓ **Be flexible:** Don't stick rigidly to your prepared strategies
 - ✓ **Be willing to compromise:** In a compromising negotiation style, each party sacrifices to reach a balanced deal.
 - ✓ **Follow-up:** Check in to ensure all agreed terms are being met.

- ✓ **Know when to walk away:** Know when to end the negotiation.
- ✓ **Use contract management software:** Leverage contract management software.
- ✓ **Focus on objective criteria**
- ✓ **Make concessions:** In an accommodation negotiation strategy, make concession to the other party to reach a mutually acceptable outcome.

Note: The goal of contract negotiation is to reach an agreement that is mutually beneficial and minimizes legal and financial risks.

Selection of tourism suppliers

- **The key factors to consider when selecting tourism suppliers**

These include:

- ✓ Reputation and track records
- ✓ Service range and quality
- ✓ Financial stability
- ✓ Customer service
- ✓ Technological capabilities
- ✓ Alignment with your target market
- ✓ Sustainability practices
- ✓ Pricing, and
- ✓ Compliance with local regulations



Activity 2: Guided Practice: Selecting tourism suppliers

Instructions: Read carefully the following scenario before responding to the questions below.

Scenario: You were hired by the management of X&Z Tours as a tour package development specialist. Today, your supervisor assigned you a task to find out tourism suppliers and negotiate with them a contract to supply services included in an all-inclusive tour package that the company needs to develop for a group of 15 clients who will spend five days visiting big five game species and other different attractions available in Akagera Destination Management Area, and who need to stay in one of five-star hotels in Kigali City.



Task 21:

Question related to activity 2

Instructions: Refer to information provided in the scenario above, and answer the following questions:

1. What are the types of suppliers did you select to collaborate with?
2. What is the type of contract did you negotiate with the selected suppliers?
3. What are the factors you can considered when negotiating the contract with this chosen supplier
4. What are the strategies did you use when negotiating contract with the selected suppliers?
5. What are the factors considered when selecting the suppliers whose to negotiate contracts?



Activity 3: Application

Instructions: Read carefully this activity before answering to the questions below.

In class, you have studied how to select tourism suppliers and negotiate with them contracts, and you did so many practical exercices either in groups or individually. Therefore, as your trainer needs to know whether you have understood very well the topic, he gives you this individual home work, so that he can decide to proceed to the next topic. The assinement will be submitted two days after.



Task 22:

Questions related to activity 3

Instructions: Refer to what you were taught by your trainer together with different practical exercices you did in class, to perform very well this task.

Chose one tour operator that you can easily visit, and go there to learn how contracts negotiation with suppliers is practically done. Make a report on what you learnt from the field study.

The report should contain information about the answers to the following questions:

1. What types of suppliers did the visited tour operator select?
2. How were they selected?
3. How was contracts negotiation with the selected suppliers done?
4. What something new did you learn from the visited tour operator?

Topic 2.4: Tailoring a tour package



Activity 1: Problem Solving

Scenario: Tailoring a tour package

A group of 10 tourists from France, who need to visit Rwanda for a period of three weeks, have requested AB&C Tours to prepare for them a full tour package. The tour package components and suppliers have been selected and contract with suppliers has already been negotiated and signed.



Task 23:

1. Read and answer the questions below, as a professional tour operator requested to clarify some points on tailoring a tour package:
 - a. Define the term “Tailoring a tour package”.
 - b. Demonstrate the type of tour package design.
 - c. Explain What does tailoring a tour package mean.
 - d. Highlight the factors to consider while tailoring a tour package.
 - e. Present the techniques used while tailoring a tour package.
 - f. Describe the key points to consider about tailoring a tour package.

2. For more clarification to your answers refer to the key facts 2.4 below:

Key Facts 2.4: Tailoring a tour package

- **Meaning of Tailoring a tour package**

Tailoring a tour package means to create a customized travel itinerary specifically designed to fit the interests, needs, and preferences of an individual or group, adjusting elements like transportation, accommodation, activities, and destination to match their unique desires, rather than offering a generic package option.

- **Factors to consider when tailoring a tour package**

- ✓ Target Audience
- ✓ Purpose of Travel
- ✓ Destination
- ✓ Duration
- ✓ Activities and Experiences
- ✓ Accommodation
- ✓ Transportation
- ✓ Meals and Dining Options
- ✓ Tour Guides and Support Services
- ✓ Budget and Pricing
- ✓ Flexibility and Customization

- **Techniques of tailoring tour package**

- ✓ Determination of target audience
- ✓ Crafting a compelling theme
- ✓ Curate activities and itineraries

- **Key points about tailoring a tour package**

These include:

- ✓ **Personalization:** This is about going beyond a standard tour and creating a bespoke experience that caters to the specific traveler.
- ✓ **Flexibility:** This could involve adjusting the duration of the trip, choosing specific hotels within a range, or selecting optional activities based on personal interests.
- ✓ **Consultation:** A travel agent or tour operator needs to consult with clients to understand their priorities and preferences before designing the customized package.



Activity 2: Guided Practice: Tailoring a tour package

Instructions: Read carefully this scenario before answering to the questions below.

James Habimana is a tour operator in Kigali City. He has recently received many requests from different clients to develop for them tour packages. He has already identified their needs, the types of tour packages to develop together with the components to include, as well as tourism suppliers with whom he negotiated contracts. Today, this tour operator rehired you and assigned you a task to develop the requested tour packages.



Task 24:

Question related to activity 2

Instructions: Read carefully the information provided in activity 2 above in order to respond very well to following questions:

1. What are the factors will you consider when tailoring the tour packages?
2. What are the techniques have you used to tailor these tour packages?



Activity 3: Application: Tailoring a tour package

Instructions: Read carefully this scenario before responding to questions below.

Yesterday, your class visited one tour operator to learn practically how tour packages are tailored. Your trainer now gives you an individual homework to apply the skills and knowledge from the field study, and tailor a tour package for a group of 10 American tourists who will come in Rwanda next week for Gorilla Trekking.



Task 25::

Question about activity 3

Instructions: Refer to the situation above while answering to this question.

Q1. In this case above, how can a tour package be tailored to meet the specific needs and preferences of different customer segments while ensuring cost-effectiveness and a unique travel experience?".



Formative Assessment

Read carefully the following questions before answering to the following questions:

1. Differentiate the following types of tour packages:
 - a. All-inclusive tour packages
 - b. Exclusive tour packages
 - c. Wildlife tour packages
 - d. Adventure tour packages
 - e. Culture and historical tour packages
2. Give and explain five disadvantages of a tour package
3. In the list below, chose five factors to consider when selecting the components of tour package
 - Customer needs
 - Budget
 - Purpose of tour
 - Travel time
 - Group size
 - Level of customer service
 - Standard of the business
 - Competition
 - Seasonality
4. Underline the right answers
 - a. Elements of a contract are:
 - ✓ Offer
 - ✓ Acceptance
 - ✓ Focus on Collaboration
 - ✓ Be clear and direct communication
 - ✓ Prioritize
 - ✓ Use leverage wisely
 - ✓ Review and finalize
 - ✓ Awareness
 - ✓ Consideration
 - ✓ Capacity
 - ✓ Legality
 - b. Factors to consider when tailoring a tour package are:

- ✓ Target Audience
- ✓ Purpose of Travel
- ✓ Destination
- ✓ Flexibility and Customization
- ✓ Determination of target audience
- ✓ Crafting a compelling theme
- ✓ Curate activities and itineraries
- ✓ Duration
- ✓ Activities and Experiences
- ✓ Accommodation
- ✓ Transportation
- ✓ Meals and Dining Options
- ✓ Tour Guides and Support Services
- ✓ Budget and Pricing



Points to Remember

- Understanding better the needs and preferences of potential client is very important when:
- Determining types of tour package to tailor and the components to include in the packages,
- Selecting tourism suppliers, and deciding on the type of contract to sign with the selected suppliers



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.

- b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
- c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify ways to determine types of tour packages					
Identify different techniques to select components of a tour package					
Identify strategies to negotiate contracts with tourism suppliers					
Choose best way to tailor a good tour package					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 3: COST A TOUR PACKAGE



Unit summary

This unit provides you with the knowledge, skills and attitudes required to cost the tour package which includes analysing the factors considered when costing a tour package, to determining the types of tour costing, determining tour package pricing strategies, delivering a tour package, as well as the techniques to revise tour package costs.

Self-Assessment: Unit 1

- Referring to the unit illustration above, answer the following questions:
 - What does the picture show?
 - Looking at the picture, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
- At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Cost a tour package					
Distinguish the types of tour costing					
Identify the factors considered while costing tour package					
Identify tour package pricing strategies					
Deliver a tour package					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Revise a tour package					
Apply tour package pricing strategies					
Identify ways to deliver a tour package					
Apply techniques to revise a tour package					
Identify importance of revising a tour package					
Apply tour package delivering methods					



Key Competencies:

Knowledge	Skills	Attitudes
1. Identify the factors considered while costing tour package	1. Examine the factors to consider while costing a tour package	1. Be careful when costing a tour package
2. Differentiate the types of tour costing	2. Describe the types of tour costing	2. Be respectful with clients' requests

Knowledge	Skills	Attitudes
3. Identify tour package pricing strategies	3. Apply tour package pricing strategies	3. Be careful with clients' needs, competition and business goals
4. Deliver a tour package	4. Apply tour package delivering methods	4. Be attentive towards the targeted market features
5. Revise a tour package	5. Apply tour package revision techniques	5. Be respectful with clients' feedback



Discovery activity



Task 26:

Read and answer the questions below:

1. Explain the factors (keys and other factors) to consider when costing a tailored tour package.
2. Determine additional considerations in costing a tour package.
3. Identify the types of tour package costing.
4. Explain the factors to consider when costing a tour package.
5. Describe the importance of tour package costing.
6. Clarify the meaning of “tour package pricing”.
7. Explain the tour package pricing strategies (used to determine the price) for the designed tour package.
8. Explain the factors to consider while setting tour package prices.
9. Clarify the meaning of “tour package delivering”.
10. Illustrate the procedures to follow while delivering a tour package.
11. Explain the methods that can be used to deliver a tour package.
12. Identify the channels to be used when giving information on tour package delivering.
13. Explain the importance of delivering a tour package.
14. Illustrate the techniques used to revise the costs for a designed tour package.
15. Clarify what “Revising a tour package” means.
16. Explain the importance to revise the costs for the designed tour packages.

Topic 3.1: Factors considered while costing a tour package



Activity 1: Problem Solving

Scenario 1: Costing a tour package

You work as tour operator in Musanze Town. Yesterday, you received a request from a couple of new married people from Kenya who need to enjoy their one-month honeymoon period in Rwanda. As you finished tailoring a tour package for this couple, the remaining is to cost it.



Task 27:

1. As a professional tour operator you are requested to clarify some points on costing the tailored tour package:
 - a. Explain the key factors to consider when costing a tailored tour package.
 - b. Determine additional considerations to in costing a tour package
2. Read the key facts 3.1 below for more clarification to your answers :

Key Facts 3.1 Factors to consider while costing a tour package

The key factors

These include: Direct costs and Indirect costs

- Direct costs
 - ✓ **Accommodation costs:** These relate to type of hotels, room categories, location within the destination, and any specific requests.
 - ✓ **Transportation costs:** these relate to costs of transfers, local transportation, and any necessary private vehicles.
 - ✓ **Meals:** This is about meal plan inclusions (breakfast only, all meals), dietary needs, and restaurant selection.
 - ✓ **Activities** and exclusions: These relate to admission fees to attractions, guided tours, optional activities, and any necessary permits.
 - ✓ **Destination** specifics: these relate to local taxes, visa fees, travel insurance requirements, and any unique costs associated with the chosen destination.

- Indirect costs
 - ✓ **Marketing and competitive analysis:** These concern:
 -  Seasonality: Price fluctuations depending on peak and off-peak seasons.
 -  Competitor pricing: Analyze what similar tour packages are offered by other companies in the market.
 -  Market research: understand the typical customer profile and their budget expectations.
 - ✓ **Operational costs:** these are about:
 -  Group size: Pricing adjustments based on the number of people in the group.
 -  Administrative/Staffing costs: guide fees, driver costs, and any additional personnel required.
 -  Profit margin: Ensure the price covers all costs and includes a reasonable profit margin.
- **Other factors to consider:**

These include:

 - ✓ Itinerary design: Complexity of the itinerary and the level of customization.
 - ✓ Customer experience: Quality of services, level of luxury, and unique experiences offered.
 - ✓ Travel insurance: Whether to include travel insurance in the package price.
 - ✓ Marketing and distribution costs: costs associated with promoting and selling the tour package.



Activity 2: Guided Practice: Costing a tour package

Instructions: Read carefully this case study before answering to the questions below.

You work as a trainee in one travel agency in Kigali City. As the company has five tour packages to develop and cost, you and your supervisor developed all together but costed only three of them. As you are believed to have acquired enough knowledge and skills from this work, your supervisor assigned a task to cost the two developed tour packages remained.



Task 28:

Question related to activity 2

Instructions: Refer to activity 2 above, then respond to these questions:

1. What are the factors did you consider when costing these two tour packages?
2. What are the types of cost did you consider?



Activity 3: Application: Costing a tour package

Instructions: Read carefully this scenario before responding to the questions below.

In class, you have learnt more about tour package costing and you did so many practical exercises either in groups or as individual class works. Now, your trainer gives you the following individual home work; which must be submitted after three days.



Task 29:

Questions related to activity 3

Instructions: Refer to what you have learnt in class to perform the following tasks:

1. Choose one tour operator or travel agency to visit,
2. Go there and learn how tour package costing is practically done,
3. Write a report on what you have learnt from your field study.

Topic 3.2: Determining the types of tour costing



Activity 1: Problem Solving

Scenario 1: Determining the types of tour costing

As a tour operator, you have tailored an all-inclusive tour package for a group of seven tourists who need to spend one week from next month in Rwanda, performing different tourism activities at different destination sites around the country.



Task 30:

1. You as a tour operator who tailored the tour package, you are requested to provide some clarifications about tour package costing by:
 - a. Identifying the types of tour package costing
 - b. Explaining these different types of tour costing
 - c. Explaining the factors to consider when costing a tour package
 - d. Highlighting the importance of tour costing
2. Read the key facts 3.2 below for more clarification to your answers :

Key Facts 3.2: Types of tour costing

- **Types**

The following are the types of tour package costs:

- ✓ **Fixed costs:** The costs which remain constant regardless of the changes of other factors in tourism industry. These include:

- + Office rent
- + Employee salaries
- + Transportation
- + Promotional costs
- + Insurance, and
- + Interest expenses

- ✓ **Variable costs:** The costs which may change with the changes of other factors in tourism industry. These include:

- + Entry fees at the destination site
- + Room rates
- + Tipping costs
- + Travel agency commission fees
- + Travel agency's commission
- + Utilities
- + Tourists number

-  Seasonality
-  Type of a tour package
-  Duration
-  Type of accommodation
-  Means of transport
-  Destination features
-  Types of tourists
-  Standard of the business

- **Factors to consider when costing a tour package**

- ✓ **Direct costs:** These are expenses that can be directly attributed to a specific product or service. **Examples:** Promotional costs, delivering costs, production costs,

-  **They are traceable:** This means that you can easily identify which product or service they are associated with.

- ✓ **Indirect costs:** These are expenses that cannot be easily tied to a single product or service and which benefit the entire business operation rather than a specific item.

Examples: Office rent, utilities, or general administrative costs,

-  **They are allocated:** This means that since they cannot be directly linked to a specific product, they need to be allocated across different products or services using a predetermined method.

- **Other factors include:**

- ✓ Seasonal Pricing: – Adjusting costs based on peak and low travel seasons.
- ✓ Competitor pricing: – Benchmarking against similar tour packages in the market.
- ✓ Profit Margin: – Adding a markup to cover expenses and ensure profitability.
- ✓ Currency Exchange & Inflation: – Accounting for fluctuations in exchange rates and rising costs.
- ✓ Contingency Costs: – Budgeting for unexpected expenses like cancellations or emergencies.

- **Importance of tour costing**

- ✓ Setting prices
- ✓ Avoiding losses

- ✓ Staying competitive
- ✓ Covering costs
- ✓ Adjusting prices
- ✓ Considering demand



Activity 2: Guided Practice: costing a tour package

Instructions: Read carefully this scenario before answering to the questions below.

Nice Journeys Travel Agency Ltd. prepared a tour package for a family group of parents and their two children who will spend 3 days at campsite in Akagera National Park for game viewing (in their own vehicle) and other different tourism activities in the park including boat tours, bird watching, behind the scenes, and traditional cooking experience at Ruzizi Tented Lodge.



Task 31:

Tour package costing

Instructions: Refer to activity 2 while performing this task:

As a trainee in tour package development, Nice Journeys Travel Agency Ltd. assigned you a task to cost this tour package within a period of 15 minutes.



Activity 3: Application : costing a tour package

Read carefully this scenario before responding to the questions below.

Your school organized a study tour to one tour operator company, where you learnt how tour package costing is practically done. Thus, your trainer gives you an individual home work, where you are requested to apply the knowledge and skills acquired from the study tour, by developing and costing a tour package for a group of 5 people who need to visit Nyungwe National for two days.



Task 32:

Questions related to activity 3

Instructions: Refer to what you have learnt from the field study to respond to the following questions:

1. What types of tour costing did you do?
2. What is the importance of costing a tour package?

Topic 3.3: Tour package pricing strategies



Activity 1: Problem Solving

Scenario 1: Determining tour package pricing strategies

A tour and Travel Agency received Four tourists from Kenya who need to visit Rwanda for Mountain Gorilla Trekking, however some information about the tour package they chose are insufficient, it lacks prices. The agency requested you as a professional tour operator to set prices to all-inclusive tour package.



Task 33:

Questions about activity 1

1. As a professional tour operator, before setting prices for the tailored tour package make clear on the following points:
 - a. Clarify the meaning of “tour package pricing”
 - b. Explain the tour package pricing strategies for the designed tour package
 - c. Explain the factors to consider while setting tour package prices
2. **Read** the key facts 3.3 below for more clarification to your answers :

Key Facts 3.3: Tour package pricing strategies

- Meaning of “tour package pricing”:

Tour package pricing refers to the process of determining the cost of a travel package by considering expenses such as accommodation, transportation, activities, and meals. It includes a profit margin while ensuring competitive pricing. The goal is to offer value to customers while maintaining business sustainability.

- Pricing strategies

These are the methods for determining the price of a product or service to maximize profits while considering market demand and consumer needs.

- **Some examples of pricing strategies**

- ✓ **Price Skimming:** A tour operator sets a high price for a product or service to capture maximum revenue early on, then gradually lowers prices to reach a wider audience.
- ✓ **Penetration pricing:** A tour operator sets a low initial price for a product or service to gain market share and generate sales volume. Once the product has gained traction, the business increases the price.
- ✓ **Cost-Plus Pricing:** This strategy involves calculating the total cost of providing a tour package (including accommodation, transport, meals, etc.) and adding a fixed percentage as a profit margin. It ensures all costs are covered while guaranteeing profitability.
- ✓ **Value-Based Pricing:** This approach sets the price based on the perceived value of the tour experience rather than just the costs. It considers factors like uniqueness, customer demand, and the exclusivity of the services offered to justify a higher price.
- ✓ **Competitive Pricing:** In this strategy, tour prices are set based on what competitors charge for similar packages. The goal is to remain competitive in the market by either matching, slightly undercutting, or offering better value than competitors.
- ✓ **Loss leader pricing:** A business offers a product or service at a below cost price to attract customers. The goal is to get customers to purchase other products or services with a higher profit margin.
- ✓ **Psychological pricing:** This is a way businesses set prices to influence how customers perceive the value of a product or service. They do this by using tactics like pricing just below round numbers or choosing prices that sound appealing to make products seem more affordable or attractive.
- ✓ **Dynamic pricing:** This is a pricing strategy that charges customers different prices for the same service or good based on fluctuations in market demand. For example, a business might charge higher prices during high season, and vice versa during low season.

- ✓ **Premium or prestige pricing strategy:** This involves setting a high price for a product or service to convey quality and prestige. This strategy can be particularly effective for luxury goods or products that are higher quality. For example prices in high standard hotels.
- ✓ **Economy pricing strategy:** This is a strategy whereby products or services are priced at a low, competitive rate aiming at attracting customers looking for a good deal in a competitive market.
- ✓ **Promotional pricing strategy:** This is a sales tactic that temporarily lowers the price of a product or service to attract customers.
- ✓ **Volume bundle pricing strategy:** This is a strategy whereby a business offers a discounted price when a customer purchases a large quantity of a product or a combination of different products or services together.

- **Factors to consider when setting tour prices**

When determining a tour package price, many factors can be taken into consideration including the following:

- ✓ **Competitors:** A tour operator may set prices based on what their competitors are charging. This is known as “**Competitive pricing**”.
- ✓ **Production costs:** A tour operator may add a fixed percentage, or markup, to the cost of producing a product to determine the selling price. This is known as “**Cost-plus pricing**”.
- ✓ **Customer value:** A tour operator may consider how much customers value a product or service.
- ✓ **Market demand:** A tour operator may consider how much demand there is for a product or service.
- **Other factors include:**
 - ✓ Market-related factors/ market research
 - ✓ Product/Service-related factors
 - ✓ Business-related factors
 - ✓ Profit margin
 - ✓ Target market
 - ✓ Time pricing
 - ✓ Seasonality

- ✓ Tour personalization
- ✓ Area pricing
- ✓ Revenue goals
- ✓ Market trends
- ✓ Time pricing
- ✓ Competitor pricing
- ✓ Seasonality
- ✓ Tour personalization
- ✓ Area pricing
- ✓ Revenue goals
- ✓ Market trends
- ✓ **3**



Activity 2: Guided Practice:

Pricing a Tour package

Instructions: Read: well this case study before answering to the questions about it.

Amani Tours and Travel Ltd. is a new Tour operator which has recently opened its doors in Kigali City two months ago. Last week, the management of this company hired you as a tour package development specialist, and yesterday you received a family group of parents and four children who need to visit Akagera National Park in four days by means of their own vehicle for picnic purpose. Among the activities they are planning to do in the park include camping, fishing and boat riding.

³ Dang, L., Steffen, A., Weibel, C., & von Arx, W. (2024). Behavioural pricing effects in tourism: A review of the empirical evidence and its managerial implications. *European Journal of Tourism Research*, 36, 3603-3603.



Task 34:

Pricing and costing a tour package

Instructions: Refer to the case study above to perform this task.

With your knowledge and skills in tour package development, develop a tour package for the group of tourists in the case study above, and use 15 minutes to cost and price the travel package by considering expenses such as accommodation, transportation, activities, and meals.



Activity 3: Application: Pricing a tour package

Instructions: Read well this activity before answering to the questions about it.

You have learnt in class how to develop, cost and price tour packages. As you did more practical exercises on this topic either in groups or as individual class assignments, your trainer now gives this homework which must be submitted after four days.



Task 35:

Questions about activity 3

Instructions: Refer to activity 3 above when responding to these questions.

Choose one tour operator that you can easily visit and go there to get information on how practically the prices for the developed tour packages are determined and set. Then, make a report on what you learnt from the study tour.

Topic 3.4: Delivering a tour package



Activity 1: Problem Solving

Scenario 1: Delivering a tour package

X&W Tour operator, is a company operating in Kigali City. Yesterday, the company received a request from 5 French tourists who need to visit Akagera National Park and other different attraction sites in Rwanda next week. As the tour plan has already been pre-arranged, it is now a time for X&W Tour Operator to deliver it to ensure the readiness of the clients.



Task 36:

Questions about activity 1

1. As a Tour Operator requested to assist X&W Tour operator to deliver a tour package, you have first to make clear of the following points:
 - a. Clarify the meaning of “Tour package delivering”
 - b. Determine the tour package delivering procedures
 - c. Suggest the tour package delivering methods
 - d. Propose tour package delivering channels to be selected
 - e. Explaining the importance of delivering a tour package
2. Read the key facts 3.4 below for more clarification to your answers :

Key Facts 3.4: Tour package delivering procedures

- **Definition**

Tour package delivering: This is the act of a tour operator to provide a pre-arranged travel plan, including transportation, accommodation, and activities, to a customer, essentially "handing over" a complete travel experience ready to be used on their trip.

- **Procedures:**

To provide a tour package to clients, a tour operator needs to follow these procedures:

- ✓ Identifying customer needs,
- ✓ Researching destinations,
- ✓ Crafting itineraries based on interests,
- ✓ Coordinating transportation and accommodation,
- ✓ Clearly communicating details,
- ✓ Managing bookings,
- ✓ Providing excellent customer service,
- ✓ Ensuring safety measures are in place, and
- ✓ Addressing any concerns throughout the tour; all while considering the client's budget and desired travel style.

- **Tour package delivering Methods**

The following are some methods through which tour operators can deliver tour packages to their clients:

- ✓ **Creating a trip plan:** This involves thoroughly researching a destination, designing a detailed itinerary with key attractions, coordinating transportation and accommodation, considering meal options, and tailoring the experience to the specific interests and budget of the target audience, all while ensuring a smooth and enjoyable travel flow for clients.
- ✓ **Partnering with local vendors:** This means collaborating with businesses in the destination area, like hotels, restaurants, activity operators, and cultural institutions, to incorporate their services into your tour packages, creating a more comprehensive and authentic experience for your clients while also boosting the local economy; this can lead to mutually beneficial relationships through better pricing, cross-promotion, and access to unique local experiences.
- ✓ **Using a trip builder:** A "trip builder" tool, when used in the context of providing tour packages, is a digital platform that allows potential customers to customize their travel itinerary by selecting various options like destinations, accommodation, activities, and transportation, essentially creating a personalized tour package based on their preferences, all within a user-friendly interface on a website or app; this empowers customers to design their ideal trip while streamlining the booking process for the tour operator.
- ✓ **Understanding the audience:** This means identifying the specific interests, needs, and preferences of potential travelers to tailor your tour itineraries and offerings to effectively appeal to them, considering factors like age, income level, travel style, desired activities, and cultural sensitivities; essentially, knowing who you're selling to and what they want from a travel experience.
- ✓ **Creating a strong brand:** This means having a well-defined identity that clearly communicates your unique selling proposition (USP), stands out from competitors, and consistently delivers a high-quality, memorable travel experience for customers, often achieved through a combination of excellent customer service, authentic local immersion, specialized focus on a specific type of travel (like adventure or luxury), and a recognizable visual aesthetic across all marketing materials.

- ✓ **Use of social media:** This can be used to effectively reach potential customers, showcase destinations visually through high-quality photos and videos, engage with travelers through interactive content, promote special deals, gather customer feedback, and leverage user-generated content to build trust and credibility; essentially acting as a powerful marketing tool to inspire and influence travel decisions.
- ✓ **Offering discounts:** This is a common marketing strategy used to attract more customers by providing an incentive to book, particularly during slower seasons or when trying to fill empty spots on tours, which can ultimately boost sales and increase cash flow; however it is important to carefully consider the type of discount, target audience, and potential impact on profit margins when implementing this tactic.
- ✓ **Get listed:** This means to actively register your tour company and its available packages on online platforms and directories specifically designed for travel, allowing potential customers to easily find and compare your offerings with other tour operators in the market; essentially, making your tours visible to a wider audience searching for travel options.
- ✓ **Pricing competitively:** To do this successfully, a tour operator should thoroughly research competitors' prices, consider his own operational costs, factor in seasonal demand fluctuations, and highlight unique value propositions that justify a slightly higher price if necessary, while still remaining within a reasonable market range; essentially, balancing cost-effectiveness with the perceived value of your tour experience to attract customers
- **Tour package delivering Channels:**

When delivering tour packages, a tour operator can use the following channels:

 - ✓ **Online travel agencies (OTAs):** When providing tour packages, online travel agencies (OTAs) act as a platform where users can browse and book pre-arranged travel itineraries that typically include a combination of flights, accommodation, transportation, and sometimes activities, all managed through a single purchase on their website, allowing for convenient comparison and selection of different packages based on their needs and budget.

- ✓ **Company websites:** A company website is crucial when providing tour packages as it serves as a primary online platform to showcase available tours, detailed information about destinations, pricing, booking functionality, customer reviews, and allows potential clients to easily research and book their travel plans directly, all while establishing credibility and brand visibility for the tour operator.
- ✓ **Review sites:** When providing tour packages, review sites are crucial as they act as a vital source of social proof, allowing potential customers to gain insights into the quality of your tours from past travelers, ultimately building trust and influencing their decision to book with you; positive reviews can significantly enhance your reputation and drive more bookings, while also providing valuable feedback to improve your services.
- ✓ **Social media:** This can be used to effectively reach potential customers, showcase destinations and experiences through visually appealing content, engage with travelers, build brand awareness, generate leads, gather customer feedback, and promote special deals or packages by leveraging platforms like Instagram, Facebook, and TikTok to share high-quality photos, videos, stories, and live streams of past tours, allowing users to virtually experience the destination and get inspired to book a trip.
- **Importance of delivering a tour package**

Delivering a tour package to clients is very important because the following reasons:

 - ✓ **Convenience:** Clients do not need to plan every detail of their trip, as the package includes flights, accommodation, transportation, and activities, making travel hassle-free.
 - ✓ **Value for money:** Tour operators can negotiate better deals with hotels and airlines due to bulk bookings, often offering clients lower prices than booking individually.
 - ✓ **Expert planning:** Tour operators leverage their local knowledge to curate itineraries that highlight the best destinations and experiences, avoiding tourist traps.
 - ✓ **Peace of mind:** Knowing all aspects of the trip are taken care of reduces stress and allows clients to fully enjoy their vacation.

- ✓ Personalized experience: Tour packages can be tailored to individual needs and interests, providing a more customized travel experience.
- ✓ Customer loyalty: Delivering a high-quality tour package can lead to repeat business and positive word of mouth recommendations.
- ✓ Brand reputation: A well-executed tour package reflects positively on the tour operator's brand image and credibility.



Activity 2: Guided Practice: Delivering a tour package

Instructions: Read carefully this case study before responding to the questions about it.

You work as a trainee in a tour company and your supervisor has trained you enough on how to prepare and deliver a tour package. Thus, as there is a group of 10 tourists from South Africa who need to visit Rwanda for a period of two weeks, and for whom your company finished preparing a group inclusive tour package, your supervisor has assigned you the task below to accomplish.



Task 37:

Questions about activity 2

Instructions: This is a class work, you can ask for assistance from your trainer in a case it is needed.

With your skills and knowledge in tour package development, use 10 minutes to prepare ways to deliver the pre-arranged group tour package to the 10 clients.



Activity 3: Application: Delivering a tour package

Instructions: Read carefully this scenario before answering to the questions about it.

Last week your class had a group study tour to one tour operator in Kigali City, where you learnt practically how to develop and deliver tour packages. Now, your trainer gives you this homework which must be submitted after two days.



Task 38:

Questions about activity 3

Instructions: This is an individual home work and it will be presented in class.

Refer to what you have learnt the last week group study tour and develop an all-inclusive tour package for a group of six American tourists who need to visit Rwanda next month, and arrange the package delivering process.

Topic 3.5: Revising tour package costs



Activity 1: Problem Solving

Scenario 1:

Peters & sons Ltd.; a travel agency company based in Kigali City has developed and delivered a tour package to a group of 11 group of tourists from China, who booked a 3-day trip to visit Akagera National Park next week. However, the customer feedback received by Peters & Sons Ltd. after the tour package delivery shows that their special needs were not taken into consideration when developing the tour package, the way that it needs to be revised.



Task39: Questions about activity 1

1. As an expert in tour package development requested to help Peters & sons Ltd. to revise the tour package costs give details first on the following points:
 - a. Clarify the meaning of “Revising a tour package”
 - b. Illustrate the techniques used to revise the costs for a designed tour package
 - c. Explain the importance to revise the costs for the designed tour packages
2. Read the key facts 3.5 below for more clarification to your answers :

Key Facts 3.5: Techniques to revise a tour package costs

- **Definition:**

Revising a tour package: This is activity that involves analyzing existing itinerary, considering market trends, customer feedback, and potential gaps in the tour operator’s offerings, then making adjustments to improve the overall experience,

appeal to a wider audience, and potentially increase profitability by adding new activities, destinations, accommodation options, or flexible scheduling while maintaining quality standards and addressing any concerns raised by past travelers.

- **Techniques:**

The techniques a tour operator may use when revising tour packages include the following:

- ✓ **Conducting a cost-benefits analysis:** This involves systematically identifying, quantifying, and comparing the potential costs and benefits of a proposed decision or project, to determine whether the positive outcomes outweigh the negative ones, ultimately helping to make an informed choice based on the most advantageous option.
- ✓ **Use the Activity-Based Costing (ABC) method:** This is about identifying the activities involved in production, assigning cost drivers to each activity, calculating the cost per activity by dividing the total cost pool by the cost driver, and then allocate the costs to products based on their usage of each activity; essentially, this method aims to allocate overhead costs more accurately by considering the specific activities that drive those costs, rather than using a single, blanket allocation rate.
- ✓ **Apply the 80/20 rule:** This means identifying the 20% of your efforts or inputs that produce the most significant 80% of your results, allowing you to prioritize those key areas and focus your energy on tasks that generate the most impact, while minimizing time spent on less impactful activities
- ✓ **Benchmarking the costs or comparing your costs with those of competitors:** This is about analyzing your company's operational costs across different areas like production, labor, materials, and overhead, and then comparing them to the same costs incurred by your direct competitors within the market to identify areas where your costs are higher or lower, allowing you to identify potential opportunities for cost reduction and improve your overall price competitiveness.
- ✓ **Negotiating with suppliers:** The key strategies to use include: clearly communicating your needs and budget, leveraging your volume or repeat business, exploring alternative options, comparing quotes from multiple suppliers, and building strong relationships based on mutual benefit, aiming to secure the best price while ensuring quality standards for your clients.

- ✓ **Consumer feedback:** When providing feedback on a tour package, consumers might comment on aspects like the overall experience, accommodation quality, itinerary planning, transportation arrangements, tour guides, activities, food options, value for money, customer service, and any specific highlights or downsides they encountered during their trip, often providing suggestions for improvement in each area.

- **Importance**

Some importance of revising a tour package include the following:

- ✓ Identifying and eliminating unnecessary or inefficient expenses that can affect profit margin
- ✓ Effective resources allocation
- ✓ Enhancing value proposition and customer satisfaction
- ✓ Gaining competitive advantage
- ✓ Improving the company's financial health and sustainability



Activity 2: Guided Practice: Revising a tour package

Instructions: Read very well this individual class work, before responding to the questions about it.

Volcanoes Tours & Travels Ltd. company has developed and delivered a tour package to its 8 customers who need to visit Nyungwe National as a group next weekend. The tourists have sent their feedback indicating what the company needs to revise in the package. As a tour operator in Volcanoes Tours & Travel Ltd., revise this tour package, then answer to the questions below.



Task 40:

Questions related to activity 2

Instructions: Refer to activity 2 above to perform well this task.

1. What are the techniques to be used to revise the package in this case?
2. Why was it important for the company to revise the tour package?



Activity 3: Application: revising a tour package

Instructions: Read well this activity before answering to the questions about it.

In class, your trainer taught you enough about how and why to revise a developed tour package. As you did so many practical class exercises on this topic, below is a home work which must be submitted after two days.



Task 41:

Questions about activity 3

Instructions: Do this is individual home work carefully, it will be presented in class.

Acts as a tour operator and develop a group inclusive tour package for a group of five tourists who need to visit Burundi next weekend (2 days tour), deliver it to the clients, ask them for feedback and then revise it based on the given feedback and negotiated wishes in their favor.



Formative Assessment

Read carefully the following questions before answering to them:

1. Differentiate the following types of pricing strategies:
 - a. Price skimming
 - b. Volume bundle
 - c. Penetration
 - d. Promotional
 - e. Dynamic
 - f. Psychological
2. Highlight five factors to consider when tailoring a tour package
3. Fill the table below with the right answers:

Fixed costs	Variable costs

4. Discuss the importance of delivering a tour package
5. Highlight the techniques to revise a tour package
6. Explain the importance of revising a tour package



Points to Remember

- Successfulness of tour package price setting depends on how carefully and properly both costing and tailoring are done based mostly on the clients' feedback.



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Cost a tour package					
Distinguish the types of tour costing					
Identify the factors considered while costing tour package					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify tour package pricing strategies					
Apply tour package pricing strategies					
Identify ways to deliver a tour package					
Deliver a tour package					
Apply techniques to revise a tour package					
Revise a tour package					
Identify importance of revising a tour package					
Apply tour package delivering methods					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 4: PREPARE A TOUR ITINERARY



Unit summary

This unit provides you with the knowledge, skills and attitudes required to analyse the factors considered when costing a tour package, to determine the types of tour costing together with the tour package pricing strategies, how to deliver a tour package, as well as the techniques to revise tour package costs.

Self-Assessment: Unit 1

1. Referring to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. Looking at the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
3. At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Distinguish types of tour itinerary					
Design tour itinerary					
Analyse tour itinerary's client needs					
Use tour itinerary sharing channels					
Apply tour itinerary sharing techniques					



Key Competencies:

Knowledge	Skills	Attitudes
1. Determine types of tour itinerary	1. Describe the types of tour itineraries	1. Beware of clients' needs and expectations
2. Define a tour itinerary	2. Design tour itinerary	2. Be innovative and creative
3. Identify tour itinerary's client needs	3. Respond to tour itinerary's client needs	3. Understand the clients' requests
4. Identify tour itinerary sharing channels	4. Use tour itinerary sharing channels	4. Know the target audience
5. Describe tour itinerary sharing techniques	5. Apply tour itinerary sharing techniques	5. Be communicative and flexible



Discovery activity

Scenario1: Designing a tour itinerary



Task 42:

Read and answer the questions below:

1. Define the term "tour itinerary".
2. Explain the purpose of a tour itinerary.
3. Identify the types of tour itinerary.
4. Illustrate the details of a tour itinerary.
5. Describe the importance of a tour itinerary.
6. Explain the key elements of a tour itinerary.
7. Explain the steps will you follow when designing the selected type of tour itinerary.
8. Explain the methods and channels for sharing the designed tour itinerary.

9. Define the term “Tour itinerary’s client needs”.
10. Categorizing the clients for a tour itinerary.
11. Explaining the important consideration while categorizing the clients for a tour itinerary.
12. Explain ways to identify tour itinerary clients’ needs.
13. Identify the channels to share tour itineraries.
14. Explain the factors to consider while selecting tour itinerary sharing channels.
15. Demonstrate the appropriate techniques to share the designed itinerary.

Topic 4.1: Determining types of tour itinerary



Activity 1: Problem Solving

Scenario 1: Determining a type of tour itinerary

Agahozo Tours and Travel Ltd. has received a request to design a tour itinerary for a group of 9 tourists from Kenya, who need to visit Volcanoes National Park for gorilla trekking and other tourist activities in that park for 5 days.



Task 43:

Question related to activity 1

1. Referring to the scenario above as an internee in this company, requested to assist your supervisor in determining the type of tour itinerary to design for this group of tourists, give details to these questions:
 - a. Define the term “ tour itinerary”
 - b. Explain the purpose of tour itinerary
 - c. Identify the types of tour itinerary
 - d. Illustrate the details of a tour itinerary
 - e. Mention the importance of tour itinerary.

2. For more clarification to your answers Read the key facts 4.1 below:

Key Facts 4.1 Types of tour itinerary

a. Definition of the term “tour itinerary”

A tour itinerary is a detailed plan for a trip that includes important information such as destinations, planned activities, transportation arrangements, accommodation details, flight details, and meeting schedules.

b. Purpose of tour itinerary

The purpose of a tour itinerary is to organize and manage various aspects of travel to ensure a smooth and enjoyable experience. It can be kept digitally or on paper.

• Types of tour itinerary

Here are the types of tour itinerary:

- ✓ **Skeletal:** This refers to a preliminary travel plan that outlines the main destinations and overall route of a trip, but lacks detailed information like specific activities, timings, and accommodation arrangements, essentially providing a basic framework for further planning and customization.
- ✓ **Technical:** This is a detailed travel plan specifically designed for a group focused on learning about a particular technical field, including specific sites, companies, or processes to visit, with a schedule that prioritizes educational aspects like presentations, demonstrations, and expert interactions, often including information on transportation, accommodation, and key technical points at each location.
- ✓ **Descriptive:** This is a detailed plan for a travel tour that not only outlines the route and schedule but also includes vivid descriptions of each destination, activity, and attraction, often used for marketing purposes to entice potential travelers with a rich narrative of what they can expect to see and experience on the trip.

• Tour itinerary details

A well designed tour itinerary should contain the following key points:

- ✓ **Dates and Duration:** Time refers to a specific calendar day on which an activity or travel segment is scheduled to occur, while duration indicates the length of time that activity or segment will take, usually expressed in hours or days.

- ✓ **Accommodation:** This refers to the details of where tourists will be staying overnight during their trip, including the hotel name, location, check-in and check-out dates, and contact information.
- ✓ **Transportation:** This refers to the planned method of travel used to move between different destinations on a tour, including details like the type of vehicle, departure time, and pick-up or drop-off locations.
- ✓ **Activities and Events:** The itinerary outlines the activities or experiences that are planned for each day of the trip. They may include sightseeing tours, mountain climbing, cultural activities, caving, dining options, and free time for leisure.
- ✓ **Meals:** This refers to the planned meal times and locations included within a tour itinerary, typically listing breakfast, lunch, and dinner options, often highlighting local cuisine and restaurants to give travelers a taste of the destination's food culture.
- ✓ **Guide:** This refers to the person who will be leading the tour, providing information, and ensuring a smooth experience for the group at various destinations outlined in the itinerary, essentially acting as the primary point of contact for the travelers throughout the trip.
- **Additional details that some itineraries might include:**
 - ✓ **Free time:** This refers to a designated period within a planned trip schedule where a traveler is not obligated to participate in any organized activities and is free to explore a destination independently, relax, or pursue personal interests.
 - ✓ **Luggage handling:** This refers to the process of considering and managing the different languages that might be spoken by tourists on a trip, ensuring clear communication and accessibility by providing information and instructions in multiple languages, often including a primary language like English alongside local dialects or other languages prevalent in the destination area.
 - ✓ **Gratuities:** This refers to the customary tips or additional payments given to service providers like a tour guide, drivers, and hotel staff, which are usually not included in the overall tour price and are expected to be paid by the traveler separately, depending on the quality of service received.
 - ✓ **Travel insurance:** This is a type of insurance that covers different risks while traveling. It covers medical expenses, lost luggage, flight cancellations, and other

losses that a traveler can incur while travelling. It is usually taken from the day of travel till the time the traveler reaches back his origin.

- **Importance of a tour itinerary**

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Activity 2: Guided Practice:

Determining the types of tour itinerary

Instructions: Read carefully this case study before answering to the questions below.

A group of 20 catholic believers from Tanzania has planned a 7-day pilgrimage tour to Kibeho Holly Land, but they need also to enjoy their one-month holiday in Rwanda. Though they will use their own means of transport and that Kibeho is their key destination site, they need also your support as a professional tour operator to plan for them other different tourism activities to perform in Rwanda during their free time. Therefore, below are your tasks to perform, and you may ask your trainer for any support if the need be.



Task 44:

Question related to activity 2

1. Instructions: Read very well information provided in activity 2 to perform the given tasks.
 - a. Determine the type of tour itinerary to design for that group of pilgrimage tourists.
 - b. Identify the key details of that type of tour itinerary

⁴ Aliano Filho, A., & Morabito, R. (2024). An effective approach for bi-objective multi-period touristic itinerary planning. *Expert Systems with Applications*, 240, 122437.



Activity 3: Application: Costing a tour package

Instructions: Read carefully this scenario before responding to the questions below.

As you have studied enough about ways to determine the types of tour itinerary, and that you have done more practical exercises in class, your trainer gives you this individual home work to submit after two days.



Task 45:

Questions related to activity 3

Instructions: Do carefully this individual home work and be ready to present it in class.

Choose one travel agency or tour operator that you will visit. Go there and learn how the types of tour itinerary to design for clients are practically determined, and then with a reference to what you learnt from the study tour, determine a type of tour itinerary you will design for a group of 5 tourists from Uganda who need to visit Rwanda next month for a period of 15 days.

Topic 4.2: Designing/ Creating a tour itinerary



Activity 1: Problem Solving: Designing a tour itinerary

Scenario 1: Designing a tour itinerary.

A family group of parents and five children from Rwanda needs to visit Uganda for one-month holiday. Even if they have enough money, time and willingness to travel, lack of skills and knowledge in tour planning is a big challenge to them, the way that they can cancel their trip if they do not find a professional to help them to plan for their vacation.



Task 46:

Question related to activity 1

1. As a professional tour itinerary planner, analyze the needs of this family group and design for them a tour itinerary by:
 - a. Explaining the key elements of tour itinerary
 - b. Highlighting the steps to follow when designing a tour itinerary
 - c. Explain the methods and channels for sharing the designed tour itinerary?

2. For more clarification to your answers Read the key facts 4.2 below:

Key Facts 4.2 : Designing a tour itinerary

The following are the key elements of a tour itinerary:

- **Title:** A title for a tour itinerary could be something like "**Discover the Heart of Rwanda: A 7-Day Cultural Immersion**" or "**Unveiling the Wild Beauty of the Kenyan Safari: 5-Day Adventure**"; the key is to capture the essence of the destination and the key experiences offered in a concise and engaging way, including the duration of the tour if relevant.
- **Duration:** This refers to the total length of time a specific tour or trip will last, usually expressed in days or weeks, and is considered a crucial element as it helps travelers understand how much time they need to dedicate to that particular tour and plan their overall travel schedule accordingly.
- **Activities:** These refer to the planned events, experiences, and things to do at each destination, essentially forming the core of a trip, including sightseeing, cultural immersion, outdoor adventures, and other engaging experiences that guests will participate in throughout the tour.
- **Transportation:** This refers to the planned method of travel used to move between different destinations within a tour, including details like the type of vehicle (bus, train, boat), departure times, and routes, essentially acting as the logistical backbone that allows visitors to access various attractions and experiences throughout their trip.
- **Accommodation:** This refers to the lodging or place where travelers will stay overnight during their trip, essentially the hotels, guesthouses, or other sleeping arrangements included as part of a planned tour, and is considered a crucial element in ensuring a comfortable and well-organized travel experience.
- **Routes:** These refer to the planned paths or sequences of locations a traveler will visit during a tour, essentially outlining the order in which different destinations will be reached, including the means of transportation between them, as part of a detailed travel plan.
- **Stop over:** This refers to a break in a journey at a point between the origin and the destination.
- **Steps to follow when developing tour itinerary**

Here are the steps to follow when designing a tour itinerary:

- ✓ Researching other tours in the market place
 - ✓ Proposing the title of the tour itinerary
 - ✓ Mapping out the duration, frequency, and departure point of your tour
 - ✓ Listing the major locations and highlights of your tour
 - ✓ Research your tour content and commentary
 - ✓ List any third parties' activities /attractions /entrance fees and inclusions
 - ✓ Obtaining permission to access private and public properties
 - ✓ Perfecting tour timing
- **Tour itinerary sharing methods**

To share a tour itinerary with clients, you can use methods like:

 - ✓ Sending a dedicated email with a detailed itinerary document attached,
 - ✓ Utilizing a travel planning platform with shareable links,
 - ✓ Sharing PDF document through a client portal,
 - ✓ Incorporating the itinerary directly into your website,
 - ✓ Visual presentation through a slideshow or online presentation tool.



Activity 2: Guided Practice: Designing a tour itinerary

Instructions: Read carefully this scenario before answering to the questions below.

In class with your fellow students, your trainer taught you how to design a tour itinerary, and you did so many practical exercises on this topic. Now, in groups of five students, do the assignment below:



Task 47:

Designing a tour itinerary

Instructions: Refer to what you learnt in class to perform well this task. Do not hesitate to consult your trainer if the need be.

You work as a tour operator and today you have received a group of 11 high-end tourists who need to visit Nyungwe National Park for three days, four days in Rubavu Town, and other two days in Volcanoes National Park for Gorilla Trekking. As experts in tour planning, examine the

needs of this group of 11 high-end tourists, then use 10 minutes to design for them an appropriate tour itinerary.



Activity 3: Application : Designing a tour itinerary

Instructions: Read carefully this scenario before responding to the questions below.

In class with your fellow students, you did different practical exercises under the guidance and supervision of your trainer. Now, you are assigned the following individual home work to submit tomorrow.



Task 48:

Question about activity 7

Instructions: Do carefully this individual homework and be ready to present it in class.

Apply your knowledge and skills to design a tour itinerary for one American zoologist who needs to spend 25 days visiting the four national parks of Rwanda for wildlife research activities.

Topic 4.3: Tour itinerary's client needs



Activity 1: Problem Solving

Scenario 1: Identifying tour itinerary's client needs

A group of 4 Burundian tourists need to visit Rwanda for Kigali City Tour. As it is their first time to visit Rwanda for tourism purposes, they need your support for the success of their planned tour.



Task 49:

1. As a professional tour itinerary planner, requested to help this group of tourists in identifying their travel needs, give details on the following:
 - a. Define the term **“Tour itinerary’s client needs”**
 - b. Categorize the clients for a tour itinerary
 - c. Explain the important consideration while categorizing the clients for a tour itinerary
 - d. Explain the ways to identify tour itinerary client’s needs

2. For more clarification to your answers Read the key facts 4.3 below:

Key Facts 4.3: Tour itinerary's client needs

- **Definition**

- ✓ **Clients of a tour itinerary:** These refer to individuals or groups of people who are booking and participating in a planned travel experience as outlined in a detailed itinerary created by a travel agent or tour operator; essentially, the people who are going on the tour that the itinerary describes.

- **Categories**

When categorizing clients based on tour itineraries, you can consider factors like their travel style, interests, age, budget, and desired level of activity, leading to the following categories:

- ✓ **Adventure Travelers:** Seek physically demanding activities like hiking, trekking, whitewater rafting, and extreme sports.
- ✓ **Luxury Travelers:** Prioritize high-end accommodations, private tours, gourmet dining, and exclusive experiences.
- ✓ **Cultural Travelers:** Interested in exploring local traditions, historical sites, museums, and art forms.
- ✓ **Family Travelers:** Looking for activities suitable for all ages, with options for kids and flexible itineraries.
- ✓ **Senior Travelers:** May prioritize accessibility, slower paces, and relaxation options with less strenuous activities.
- ✓ **Budget Travelers:** Focus on cost-effective accommodations, transportation, and activities.
- ✓ **Honeymooners:** Desire romantic experiences, private settings, and luxury touches.
- ✓ **Eco-Tourists:** Prioritize sustainable travel, visiting natural environments with minimal impact.
- ✓ **Niche Interest Groups:** Can include food enthusiasts, wildlife photographers, history buffs, religious pilgrims, or medical tourism seekers.

- **Important considerations when categorizing clients:**

These include:

- ✓ **Travel Purpose:** Business, leisure, educational, religious pilgrimage.
- ✓ **Group Size:** Solo traveler, couple, family, small group, large group.
- ✓ **Travel Duration:** Weekend getaway, short trip, extended vacation.
- ✓ **Mobility Needs:** Wheelchair accessible, assistance required.
- ✓ **Clients' needs**

In a tour itinerary, clients' needs refer to the specific desires, interests, and requirements of the individuals or group booking a tour, which should be considered when designing the itinerary to ensure it caters to their specific preferences, whether it be cultural experiences, adventure activities, relaxation, dietary restrictions, accessibility needs, or budget constraints.

- **Examples:**

Clients for a tour itinerary may have different needs including the following:

- ✓ **Affordable price:** This usually refers to a cost that is considered reasonable and accessible for most travelers, often achieved by including budget-friendly accommodations, local transportation options, and activities that are not excessively priced, typically within a mid-range price point compared to luxury tours.
- ✓ **Quality services:** This refers to consistently delivering a well-planned and executed travel experience that meets or exceeds the expectations of a traveler, encompassing aspects like knowledgeable guides, efficient transportation, suitable accommodations, well-timed activities, attention to details, flexibility to cater to individual needs, and a focus on safety and comfort throughout the trip.
- ✓ **Positive travel experience:** This could include elements like: immersive cultural encounters, unique local activities, stunning natural landscapes, personalized attention, well-planned logistics, flexibility for exploration, delicious authentic food, opportunity to connect with the community, and a focus on sustainability; essentially, creating a well-rounded journey that caters to the traveler's interests while providing a sense of discovery and connection to the destination.

- ✓ **Respect** : This refers to incorporating elements that show consideration for the local culture, environment, and community at the destination, including practices like dressing appropriately, asking permission before taking photos, supporting local businesses, and being mindful of sensitive sites or customs during planned activities.
- ✓ **Satisfaction**: This refers to how pleased a traveler is with the overall plan and structure of their tour, including the selection of activities, destinations, pacing, and accommodation, which should ideally align with their interests and expectations, leading to a positive travel experience.
- ✓ **Helpful assistance**: A tourist may need assistance with their tour itinerary in areas like:
 - ✚ Selecting the right destinations and activities based on their interests,
 - ✚ Managing transportation between locations,
 - ✚ Booking accommodations,
 - ✚ Finding local guides or experiences,
 - ✚ Considering weather conditions,
 - ✚ Budgeting for the trip,
 - ✚ Planning for potential emergencies, and
 - ✚ Incorporating flexibility to allow for spontaneous moments.

- **Ways to identify client needs**

The following are the ways a tour operator may use to know the needs of his itinerary's clients:

- ✓ Conducting a consultation
- ✓ Considering client's interest, budget, and time constraints
- ✓ Providing detailed information
- ✓ Including a day-by-day breakdown

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⁵ Arora, S., Pargaien, S., Khan, F., Mer, A., & Misra, A. (2024, July). *Itinerary Planning for Tourists using Internet of Things*. In *2024 5th International Conference on Image Processing and Capsule Networks (ICIPCN)* (pp. 703-708). IEEE.



Activity 2: Guided Practice:

Identifying tour itinerary's client needs

Instructions: Read well this case study before answering to the questions about it.

You work at Ubumwe Travel and Tours as a trainee. Today, your supervisor requested you to design a tour itinerary for a couple of honeymooners who need to travel to Rubavu for boat riding and other different water-based tourism activities on lake Kivu. As they planned to spend seven days in Western Province, these honeymooners requested your company to prepare for them an itinerary based on their travel needs, and you are the one to perform this task. As this work will be done individually in class, do not hesitate to consult your trainer when the need be.



Task50:

Questions about activity 2.

Instructions: Refer to the case study above to respond to the following questions about it.

1. Under which category of tour itinerary's clients have you classified this couple of honeymooners?
2. What are the factors have you considered to classify them under that category of tour itinerary's clients?
3. What type of tour itinerary will you design for this category of tour itinerary's clients?
4. What are the travel needs of this couple of honeymooners?
5. Which strategies have you used to identify these needs?



Activity 3: Application:

Identifying tour itinerary's client needs

Instructions: Read well this activity before answering to the questions about it.

In class with your fellow students under supervision and guidance of your trainer, you did different practical exercises on how to identify tour itinerary's client needs. Now, your trainer gives you this group home work, which must be submitted after four days.



Task 51:

Questions about activity 3

Instructions: Do carefully this group home work and be ready to present it in class.

In groups of three students, choose one tour operator that you can easily visit and go there to learn how the needs of clients for tour itineraries are practically identified, and then make a reference on what you have learnt from the field to identify the needs of a group of five American tourists (parents and their three children) for whom you are requested to design a seven-day tour itinerary in Rwanda. Report on what you learnt from the study tour.

Topic 4.4: Itinerary sharing channels



Activity 1: Problem Solving

Scenario 1: Selecting itinerary sharing channels

One tour operator in Kigali City has prepared an all-inclusive tour package for a group of five tourists from Kenya who need to visit Rwanda next week, especially for cultural experience. But, because this tour operator has so many clients' requests in this week, he requested you assistance to design a 3-day tour itinerary for that group of five tourists and select channels to share it to them.



Task 52:

1. You are requested to select channels for sharing the designed tour itinerary by:
 - a. Describing the channels to share tour itineraries
 - b. Explaining the factors to consider while selecting tour itinerary sharing channels
2. For more clarification to your answers Read the key facts 4.4 below:

Key Facts 4.4a: Channels of sharing the itinerary

The channels used when share tour itinerary may be categorized as follows:

✓ Digital channels

These include:



Travel Apps



Emails



Online collaboration tools



Social media

✓ Offline channels

These include:



Travel guide books



Printed itineraries

- **Factors to consider while choosing channel for sharing the itinerary:**

These include:

✓ **Recipient:**

This refers to the person or group of people who are receiving the itinerary details; essentially, the individuals you are sending the planned travel schedule to, allowing them to view the planned activities, dates, and locations of your trip.

✓ **Accessibility:**

This refers to the practice of making travel plans and itineraries readily available and understandable for people with disabilities, ensuring they can easily access information about a tour, including details about accessibility features at destinations and potential accommodations needed for their specific needs, allowing them to participate fully in the travel experience.

✓ **Privacy considerations:**

When sharing a tour itinerary, key privacy concerns include exposing sensitive details like exact travel dates, locations, accommodation specifics, and personal contact information, which could potentially lead to security risks like theft, stalking, or unwanted solicitations, especially when shared publicly on social media or with individuals not in your close circle; therefore, it's important to carefully curate the information shared and consider privacy settings to control who accesses your travel plans.

✓ **Level of details:**

A detailed tour itinerary should include: dates, times, specific destinations, planned activities, transportation details, accommodation information, meal arrangements (if included), contact information for guides, potential weather considerations, and any necessary reservation details for attractions, ensuring a clear understanding of the daily schedule and what is included in the tour package.

- **Appropriate techniques to share itinerary to the client**

These include:

✓ **Analyzing client feedback:**

Customer feedback serves as a direct line to the clients' needs, preferences, and experiences. Tour operators can tailor their services to better match what travelers truly desire by actively listening to their views. This ranges from making actionable improvements in accommodations to enhancing the overall travel experience.

✓ **Evaluating effectiveness of the used sharing channel:**

This is very important as it helps a tour operator to:

- ✚ Measure how well the selected channels perform,
- ✚ Identify the best ones for the target audience
- ✚ Optimize them for maximum results

✓ **Examining the client readiness:**

Tourists can be ready for a tour itinerary by considering their interests, budget, and travel time. So, examining their readiness is a good technique for a tour operator to confirm the designed tour itinerary.



Activity 2: Guided Practice: Selecting itinerary sharing channels

Instructions: Read carefully this case study before responding to the questions about it.

You work as an internee in one tour company based in Musanze Town. Yesterday, you have designed a tour itinerary for five clients who live in America and who planned to have a trip of seven days in Rwanda next month. Therefore, as the company needs to confirm the designed tour itinerary, your supervisor requested you to select an appropriate channel to share the itinerary to the clients.

Therefore, as the work will be done individually in class under supervision and guidance of the trainer, do not hesitate to consult him or her for any support or assistance you may need.



Task 53:

Questions about activity 2

Instructions: Refer to activity 2 above to perform this task

With your skills and knowledge in tour itinerary sharing, use 10 minutes to select an appropriate channel to share the designed tour itinerary to the clients as it is requested in activity 2 above.



Activity 3: Application: Selecting tour itinerary sharing channels

Instructions: Read carefully this case study before answering to the questions about it.

In class with your classmates, you did different practical assignments either in groups or individually on the topics related to selection of tour itinerary sharing channels and you performed better. Now, your trainer gives you this individual home work; which will be submitted and presented in class after three days.



Task 54:

Questions about activity 3

Instructions: Do carefully this individual home work and be ready to present it in class.

Choose one tour operator or travel agency you can easily visit and go there to learn how staff select and use channels to share itineraries to clients. Apply the skills and knowledge acquired from the field study tour, and select channels to share a tour itinerary designed for a group of 6 tourists from South Africa who will come in Rwanda next week for 3-day Kigali City Tour.

Topic 4.5: Ways to appropriately share itinerary to clients



Activity 1: Problem Solving

Scenario 1: Sharing itinerary to clients

Amantus Tours and Travels Ltd. ; a tour company operating in Kigali City has designed a tour itinerary to five clients from Burundi who planned to spend 4 days visiting different attractions in Akagera and Volcanoes National Parks next week and the channels to share it have already been selected.



Task 55:

1. As a tour package development specialist in Amantus Tours and Travel Ltd. tasked to use the selected channels and appropriately share the itinerary to the 4 clients, make clear the following points:
 - a. Explain the appropriate techniques to share the designed itinerary
 - b. Explain other techniques that include: :
 - Providing detailed day-by-day breakdown
 - Explaining the essential information to include
 - Describing the right sharing method to use

2. For more clarification to your answers Read the key facts 4.5 below:

Key Facts 4.5: Techniques to share an itinerary to clients

- **Appropriate techniques:**

To appropriately share a tour itinerary to clients, the following are the best techniques to use:

- ✓ **Utilizing travel planning apps:** Platforms like Triplt allow you to easily consolidate all your travel details into a single itinerary that can be shared with others via email or link.
- ✓ **Incorporate images:** Add photos of key attractions and landmarks to make the itinerary more visually appealing.
- ✓ **Using maps:** Include a map with highlighted locations to help people visualize the route.
- ✓ **Formatting:** Employ clear headings, bullet points, and color coding for easy readability.

Other techniques

- **Providing detailed day-by-day breakdown:**

- ✓ **Time slots:** Specify the approximate time for each activity to help people manage their day.
- ✓ **Transportation details:** Mention the mode of transport (bus, train, walking) between locations.
- ✓ **Meal suggestions:** Include recommendations for local restaurants or meal options.

- **Including the essential information**

- ✓ **Contact details:** Share contact information for the tour guide or organizer in case of questions.
- ✓ **Cost breakdown:** List expected costs for activities, meals, and transportation.
- ✓ **Weather considerations:** Mention appropriate clothing or gear based on the expected weather.

- **Choosing the right sharing method:**
 - ✓ **Email:** Suitable for sending to a small group of people with a simple itinerary.
 - ✓ **Online document platform (Google Docs, Dropbox):** Allows for collaborative editing and easy access for multiple people.
 - ✓ **Social media post:** Can be used to share a summarized itinerary with a wider audience.
 - ✓ **Mobile app sharing:** If using a dedicated travel app, utilize its built-in sharing features.
- **Important considerations:**
 - ✓ **Flexibility:** Indicate which parts of the itinerary are flexible and can be adjusted based on personal preferences or weather conditions.
 - ✓ **Local customs:** Highlight any cultural considerations or etiquette to be aware of.
 - ✓ **Accessibility:** Ensure the itinerary is accessible to people with disabilities by including information about accessible options



Activity 2: Guided Practice: Sharing appropriately a tour itinerary

Instructions: Read carefully this case study before responding to the questions about it.

You work as a travel agent and you have prepared a tour itinerary for one religious tourist who needs to visit Kibeho Holy Land and other different religious sites in Rwanda for seven days. As a professional tour operator, find out the appropriate techniques to share this tour itinerary to your client.

However, as the work will be done in class under the guidance and supervision of the trainer, do not hesitate to consult him or her for whatever assistance or support you may need.



Task 56:

Questions about activity 2

Instructions: Refer to activity 2 above to accomplish this task

1. What are the techniques have you used to share the designed tour itinerary?
2. What is the method have you used to share the designed tour itinerary?
3. What did you consider when selecting that method?



Activity 3: Application: Sharing a tour itinerary

Instructions: Read carefully this scenario before answering to the questions about it.

In class with your classmates, you learnt more about how to appropriately share tour itineraries to clients and you so many practical exercises about this topic. Now, your trainer gives you this individual home work, which will be submitted and presented after two weeks.



Task 57:

Questions about activity 3

Instructions: Refer to activity 3 above so as to accomplish well the task given below.

With your knowledge and skills in tour planning, design a descriptive tour itinerary for a group of 11 tourists from Ghana who have planned to spend 20 days in Rwanda from next month by exploring the beauty of the country, and share it appropriately to the clients by means of the selected channels.



Formative Assessment

Ask trainees to read carefully the following questions then and provide the right answers:

1. Define:
 - a. Tour itinerary
 - b. Clients of a tour itinerary

2. What is the purpose of tour itinerary, when organizing a trip?
3. Based on the meaning and purpose of tour itinerary, explain its importance.
4. Explain the three types of tour itinerary
5. What are the steps to follow when developing tour itinerary?
6. In the list below, underline the key elements of a tour itinerary
 - a. Title
 - b. Destination image
 - c. Tourist needs
 - d. Travel costs
 - e. Activities
 - f. Accommodation
 - g. Weather and climate conditions
 - h. Transportation
 - i. Routes
7. Give and differentiate any five categories of clients of a tour itinerary
8. What are the factors to consider while choosing channel for sharing the itinerary?
9. Give and explain the appropriate techniques to share a tour itinerary to client.



Points to Remember

- Sharing appropriately a tour itinerary to clients requires to know them better and to carefully select the right channels to use.



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.

b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?

c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Distinguish types of tour itinerary					
Design tour itinerary					
Analyse tour itinerary's client needs					
Use tour itinerary sharing channels					
Apply tour itinerary sharing techniques					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.



Summative assessment

Integrated situation

Read the situation below and perform tasks required

Rwanda safari company is a tour company operating from Kigali Rwanda, received a request of a tourist

from USA under the names of MAX MX who want to visit Rwanda for 5 days from 17/June/2025 with his

wife and 2 children aged 16 years and 18 years, and they will arrive at 6:30am Kigali time with KLM BW

305. MAX is interested in visiting cultural sites and camping experience meanwhile his wife is interested

in flora and fauna, so you are hired to replace the tour consultant who is going on leave.

As an experienced tour consultant, you are requested to perform the following tasks:

1. To create a tour package
2. To cost the tour package
3. To prepare a tour itinerary.

Tasks to be accomplished in 6 hours.

Resources:

Tools	Internet access, spreadsheet software, word processing software, photo editing software, graphic design software.
Equipment	Computer, telephone, vehicle for transportation
Materials/ Consumables	Notebooks, pens, magazines, maps, fuel (for vehicles)

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