

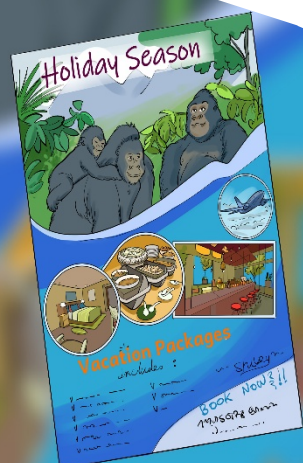


Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

RQF LEVEL 5



TOURISM

TORTP502

**Developing Tour
Packages**

TRAINER'S MANUAL

April 2025



Republic of Rwanda
Ministry of Education



RTB | RWANDA
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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 trainer manual encompasses all methodologies necessary to guide you to properly deliver the module titled: **developing tour packages**. Trainees undertaking this module shall be exposed with 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 enough practical opportunities reflecting real life situations.

The trainer manual is subdivided into Learning outcomes, each outcome has got various topics, you will start guiding a self-assessment exercise to help trainees rate themselves on their level of skills, knowledge, and attitudes about the unit.

The trainer manual will give you the information about the objectives, learning hours, didactic materials, proposed methodologies and crosscutting issues.

A discovery activity is followed to help trainees discover what they already know about the unit.

This manual will give you tips, methodologies, and techniques about how to facilitate trainees to undertake different activities as proposed in their trainee manuals. The activities in this training manual are prepared such that they give opportunities to trainees to work individually and in groups.

After going through all activities, you shall help trainees to undertake progressive assessments known as formative and finally facilitate them to do their self-reflection to identify strength, weaknesses, and areas for improvements.

Remind them to read point to remember section which provide the overall key points and take ways of the unit.

DEVELOP TOUR PACKAGES.

Learning Outcomes	Learning Hours	Learning Outcomes/topics
1. Describe tour package details	15 hours	1.1. Assessment of market needs
		1.2. Identification of tour package components
		1.3. Identification of tourism suppliers
2. Create tour Package	15 hours	2.1. Determining types of tour package
		2.2. Selection of tour package components
		2.3. Negotiation of contracts with the suppliers
		2.4. Tailoring a tour package
3. Cost the tour Package	20 hours	3.1. Factors considered while costing tour package
		3.2. Determining the types of tour costing
		3.3. Determining tour package pricing strategies
		3.4. Delivering a tour package
		3.5. Revising a tour package costs
4. Prepare a tour itinerary	20 hours	4.1. Determining types of tour itinerary
		4.2. Designing tour itinerary
		4.3. Tour itinerary's client needs
		4.4. Itinerary sharing channels
		4.5. Ways to appropriately share itinerary to the client

LEARNING OUTCOME 1: DESCRIBE TOUR PACKAGE DETAILS



Learning outcome 1: Self-Assessment

1. Ask trainees to look at the unit illustration in their Trainee's Manuals and together discuss:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
2. After the discussion, inform trainees that this unit is intended to provide them with the knowledge, skills and attitudes to describe tour package details. They will cover three topics namely: Assessment of market needs, Identification of both tour package components and tourism suppliers.
3. Ask trainees to fill out the self-assessment at the beginning of the unit in their Trainee's Manuals. Explain that:
 - a. The purpose of the self-assessment is to become familiar with the topics in the unit and for them to see what they know or do not know at the beginning.
 - b. There are no right or wrong ways to answer this assessment. It is for their own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
 - c. They should think about themselves: do they think they have the knowledge, skills or attitudes to do this? How well?
 - d. They read the statements across the top and put a check in column that best represents their level of knowledge, skills or attitudes.
 - e. At the end of the unit, they will do a self-reflection, which includes re-taking the self-assessment and identifying their strengths, areas of improvement and actions to be taken.



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:

Instructions to the trainer:

Ask trainees, to read and answer Individually or in group, the questions under **Discovery activity of Unit 1 Task 1** in their trainee manual.



Steps:

1. Using an appropriate methodology such as individual work, pair-share, small group discussions, guided discussions or large group discussion, guide trainees to share their prior experience from their home, work experience or workplace experiences about Describing tour package details. Let trainees discuss the questions **under task 1 in their**

Trainee's Manuals. *Make sure instructions are understood, all the trainees are actively participating, and necessary materials/tools are given.*

2. Using an appropriate methodology such as question and answer in a large group, pair presentations or small group presentations, trainees share their answers to the class. Encourage all trainees to give their views.
3. After the presentations/sharing session, inform trainees that this activity was not intended for them to give the right answers but to give them a picture of what they will cover in the unit.
4. After this activity, Introduce the Topic 1.1: Assessment of market needs

Topic 1.1: Assessment of market needs

	Objectives: By the end of the topic, trainees will be able to: a. Apply efficiently the techniques of assessing market needs in tourism Market area b. Distinguish the internal and external factors influencing the market needs in tourism market aspects c. Apply tourism market segmentation to divides a brand's market share into smaller groups, or segments, based on shared characteristics
	Time Required: 10 hours.
	Learning Methodology: Role-play, small group work, group discussion, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone</i>



Preparation:

- ☐ Request trainees to have learning requirements including notebooks, pens, and.
- ☐ Prepare some videos and scenario records about market needs assessment for references



Cross Cutting Issues:

- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities+
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Research making



Activity 1: Problem-Solving



Task 2:

Instructions to the trainer:.

Ask trainees, to read the *scenario 1: Assessment of market needs* and answer Individually or in group, the questions under *Topic 1.1, Activity 1: Problem-Solving, Task 2* in their trainee manual.



Steps:

1. Give clear instructions to trainees on the task to be done, on any tools/materials and on duration to perform the task.
2. Monitor the activity using an appropriate method such as individual work, pairs or small groups, and trainees read the Scenario in their trainee manuals and answer to the questions on **Topic 1.1, Activity 1: Problem-Solving, Task 2** in their trainee manual.
3. After answering the questions, guide trainees to present and share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations and plenary sessions.
4. Encourage other trainees to give their contributions and feedback during the presentations. Responses can be displayed where trainees can refer to them during the session.
5. After the plenary session, orient trainees to read carefully **Key Facts 1.1: “Techniques to assess market needs”** in their trainee manual,
6. Read the key facts together while comparing with their presented responses.
7. Answer any questions that trainees might have, as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 3

Instructions to the trainer:

Ask trainees to read the **scenario** and answer Individually or in group, the questions under **Topic 1.1 , Activity 2: Guided Practice , and perform the Task 3 under this activity** in their trainee manual.



Steps:

1. Using an appropriate method such as pairs or small groups, guide trainees to read and discuss on the essay questions under task 3 in their trainee manuals.

2. Orient and guide trainees to refer to the information given in activity 2 to discuss on these essay question:
 - a. Apply various techniques to help the company assess the market needs
 - b. Analyze the different factors and segment the market for the company
3. After the trainees have finished the task, inviting them to present their work to the whole class. And monitor the plenary session by using the following key points to orient the discussion
 - a. Ways to identify market needs
 - b. Techniques to assess market needs
 - c. How to analyze the usefulness of the assessed market needs in tour package development.
4. During the plenary session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to Key Facts 1.1: “Techniques to assess market needs” to complement their findings.



Task 4

Instructions to the trainer:

After discussing and understand the Techniques to assess market needs in the task 3, using role play method, ask trainees to refer to the information given in their trainee manual. Activity 2: Guided Practice, to perform the Task 4 which assigns them to assess the needs of international tourists visiting Rwanda as a tourism destination country.



Steps:

1. Using role play method or another appropriate method such as simulation method, guide trainees and provide clear instructions on playing roles required to perform the assignment given on task 4 in their trainee manuals which is to assess the needs of international tourists visiting Rwanda as a tourism destination country.
2. Monitor and guide trainees in preparing their work by reminding them the time allocated to this activity. Ensure that the key points discussed in **task 3** are considered
3. After the trainees have finished their preparations, invite them to present their work.

4. Provide feedback and corrections where needed
5. Encourage trainees to ask questions and give their contributions to the feedback. You can ask trainees to refer to **Key Facts 1.1: “Techniques to assess market needs”** to complement the feedback.



Activity 3: Application



Task 5

Instructions to the trainer:.

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and work independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 5 in their trainee manuals



Task 6:

Instructions to the trainer:.

This is the second task that will be considered as home work. Ask trainees to perform the following assignments referring to the work done in class. Explain well the task and related instructions to be accomplished and remind them to act as a domestic tour operator of a given tour company in their area to perform this assignment which includes to:

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.

For the two individual tasks in activity 3, Use the following checklist to check their performance



Checklist

Indicator and elements to be checked	Score	
	Yes	No
Tour package details are described		
Target tour markets are identified		
Tour markets needs are assessed		
The factors influencing the needs of your target markets are explained		
The target markets are segmented		
The importance of market segmentation is explained		
Observation		

Topic 1.2: Identification of tour package components

Objectives: By the end of the topic, trainees will be able to: a. Categorize the components of a tour package basing on travel purposes b. Describe each of the tour package components with examples I the real context c. Differentiate ancillary services from the main components of a tour package	
	Time Required: 10 hours.
	Learning Methodology: Role-play, group discussion, small group work, video, brainstorming, field visit,



Materials, Tools and Equipment Needed:

✓ *Notes book, flipchart, marker, computer, pens, projector, camera, telephone*



Preparation:

- ☐ Request trainees to have learning requirements including notebooks, and pens.
- ☐ Prepare some videos and scenario records about tour package components for references



Cross Cutting Issues:

- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Tour guiding skills
- ▶ Tour and travel arrangement skills



Activity 1: Problem-Solving



Task 7

Instructions to the trainer:.

Ask trainees, to read questions under Task 7 about ***Tour package components*** and answer them, the questions under ***Topic 1.2, Activity 1: Problem-Solving, Task 7*** in their trainee manual. Use appropriate method such as individual work, pairs or small groups discussion or any other appropriate method



Steps:

1. Guide trainees to brainstorm their knowledge about the following points:
 - a. Categories of tour package components
 - b. Components of a tour package per category
 - c. Tour package components description and explanation
2. Monitor the activity and trainees work progress
3. After answering the questions, guide trainees to present and share their answers to the rest of the class by using an appropriate method
4. Encourage other trainees to give their contributions and feedback during the presentations. Responses can be displayed where trainees can refer to them during the session.
5. After the plenary session, orient trainees to read carefully Key Facts 1.2: “Tour package components” in their trainee manual
6. Read the key facts together while comparing with their presented responses.
7. Answer any questions that trainees might have, as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 8

Instructions to the trainer:.

1. Ask trainees to read the **scenario** and answer individually or in group, the questions under **Topic 1.2, Activity 2: Guided Practice, and perform the Task 8 under this activity** in their trainee manual. Note that 10 minutes are enough to work on the task
2. You can provide trainees different materials, tools and equipment such as computer, projector, internet, flipchart and markers, ream of papers, printer,... that they may need to perform the task.



Steps:

1. Using an appropriate method such as pairs or small groups, guide trainees to read and discuss on the essay question about the scenario provided **under Activity 2: Guided Practice Topic 1.2** in their trainee manuals.
2. Orient and guide trainees to refer to the information given in the scenario and ask them to *Determine the components to include in the tour package requested by these 15 Senegalese tourists.*
3. After the trainees have finished their discussions, invite them to present their work to the whole class. Monitor the plenary session
4. During the plenary session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **Key Facts 1.2: “Tour package components”** to complement their findings.



Activity 3: Application



Task 9

Instructions to the trainer:

This is the task that will be considered as home assignment. Ask trainees to **Read carefully the scenario given in the activity 3: Application** in their trainee manual and answer the following assignments referring to the work done in class with the trainer:

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

Explain well the task and related instructions to be accomplished and remind them to act as a domestic tour operator of a given tour company in their area to perform this assignment which includes to:

Use the following checklist to check their performance



Checklist

Checklist	Score	
The main components of a full tour package are well explained:	Yes	No
✓ Transportation		
✓ Accommodation		
✓ Sightseeing and Activities		
✓ Food and beverage		
✓ Attractions		
Missellaneous services to include in a full tour package are well explained:		
✓ Travel insurance		
✓ Foreign exchange		
✓ Luggage transportation		
✓ Special events assistance		
✓ Guiding services		
✓ Car hire services		
Observation		

Topic 1.3: Identification of tourism suppliers



Objectives:

By the end of the topic, trainees will be able to:



- Distinguish public suppliers from private suppliers that provide tourism related services
- Apply strategies to identify suppliers that provide tourism services
- Explain important considerations when identifying tourism suppliers



Time Required: 10 hours



Learning Methodology:

Role-play, small group work, video, brainstorming, field visit



Materials, Tools and Equipment Needed:

✓ Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner



Preparation:

- ☐ Request trainees to have learning requirements including notebooks, and pens.
- ☐ Prepare some videos and scenario records about Identification of tourism suppliers for references



Cross Cutting Issues:

- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Marketing skills
- ▶ Communication skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 10:

Instructions to the trainer:.

Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals Topic 1.3 , Activity 1: Problem Solving , and answer the questions in the Task 10 under this activity.



Steps:

1. Give clear instructions and clarifications on how the task should be done (Method to use), any tools/materials and duration.
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations.
3. Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.
4. After the sharing session, ask trainees to refer to **Key Facts 1.3: Types of tourism suppliers** in their trainee manual,
5. Read them together while comparing with their responses from the sharing session. Answer any questions trainees might have as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 11

Instructions to the trainer:.

1. Using an appropriate method such as pairs or small groups, guide/ask trainees to read the **case study in Topic 1.3 Activity 2: Guided Practice** and answer Individually or in group, the questions under, **Task 11** in their trainee manual. Announce the time to perform the task.
2. You can provide trainees different materials, tools and equipment such as computer, projector, internet, flipchart and markers, ream of papers, printer,... that they may need to perform the task.



Steps:

1. Using an appropriate method such as pairs or small groups, guide trainees to read and discuss on the case study and refer to the given information to answer the questions provided on the task 11 in their trainee manuals.

2. Questions are:
 - a. Identify what types the suppliers required to serve an exceptional tourism service to this group of tourists
 - b. Mention the strategies and key considerations you do opt to identify these suppliers
3. After the trainees have finished their discussions, invite them to present their work to the whole class. Monitor the plenary session
4. During the plenary session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to “**Key Facts 1.3: Types of tourism suppliers**” to complement their findings.



Activity 3: Application



Task 12

Instructions to the trainer:.

1. This is the task that will be considered as home assignment. Ask trainees to read the instruction given in the **activity 3: Application** in their trainee manual and work on the assignment provided in the **Task 12** referring to the work done in class with the trainer:
2. Explain well the task and related instructions to be accomplished and remind them to act as a domestic tour operator of a given tour company in their area to perform the assignment. The assignment is to:.
3. 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.
4. Use the following checklist to check their performance



Checklist

Checklist	Score	
The suppliers of tourism services are well identified:	Yes	No
• Public suppliers: ✓ Banks, financial institutions, and foreign exchange providers ✓ Consultants		

✓ Education institutions ✓ Destination Management Organizations (DMOs) ✓ Tourism information centers, and ✓ Ministry of tourism • Private suppliers: ✓ Hotels ✓ Private entities and NGOs ✓ Travel agencies ✓ Car hire companies ✓ Tour operators		
Observation		



Formative Assessment

Ask trainees to read carefully the following questions and 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 the factors influencing tourism market needs
3. When assessing market needs, different techniques can applied. Explain those techniques.
4. In the list below, chose five main components of 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

Answers:

1. The meaning of the following concepts are:

- a. **Tour package:** It is 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.
- b. **Tourism market:** It is a collection of people and businesses that buy and sell tourism products and services, also known as stakeholders.
- c. **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.
- d. **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.
- e. **Market segmentation:** It 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.

2. The factors influencing tourism market needs include the following:

- a. **Internal Factors: These include:**
 - **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.

b. External factors: These include:

- 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.

3. The techniques used to assess market needs include the following:

(i) 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.

(ii) Analysing competition:

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

(iii) Market trends analysis:

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

(iv) Market sizing:

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

(v) Consumer analysis:

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

(vi) Identifying market gaps:

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

(vii) Opportunity evaluation:

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

(viii) Customer feedback analysis:

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

4. In the list below, the underlined are the five main components of tour package:

- i. Transportation
- ii. Accommodation
- iii. Sightseeing and Activities
- iv. Food and beverage
- v. Attractions
- l. Travel insurance
- m. Foreign exchange
- n. Luggage transportation
- o. Special events assistance
- p. Guiding services
- q. Car hire

5. Below are the types of tourism suppliers and their related information:

Public suppliers	Private 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	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

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	
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Self-Reflection

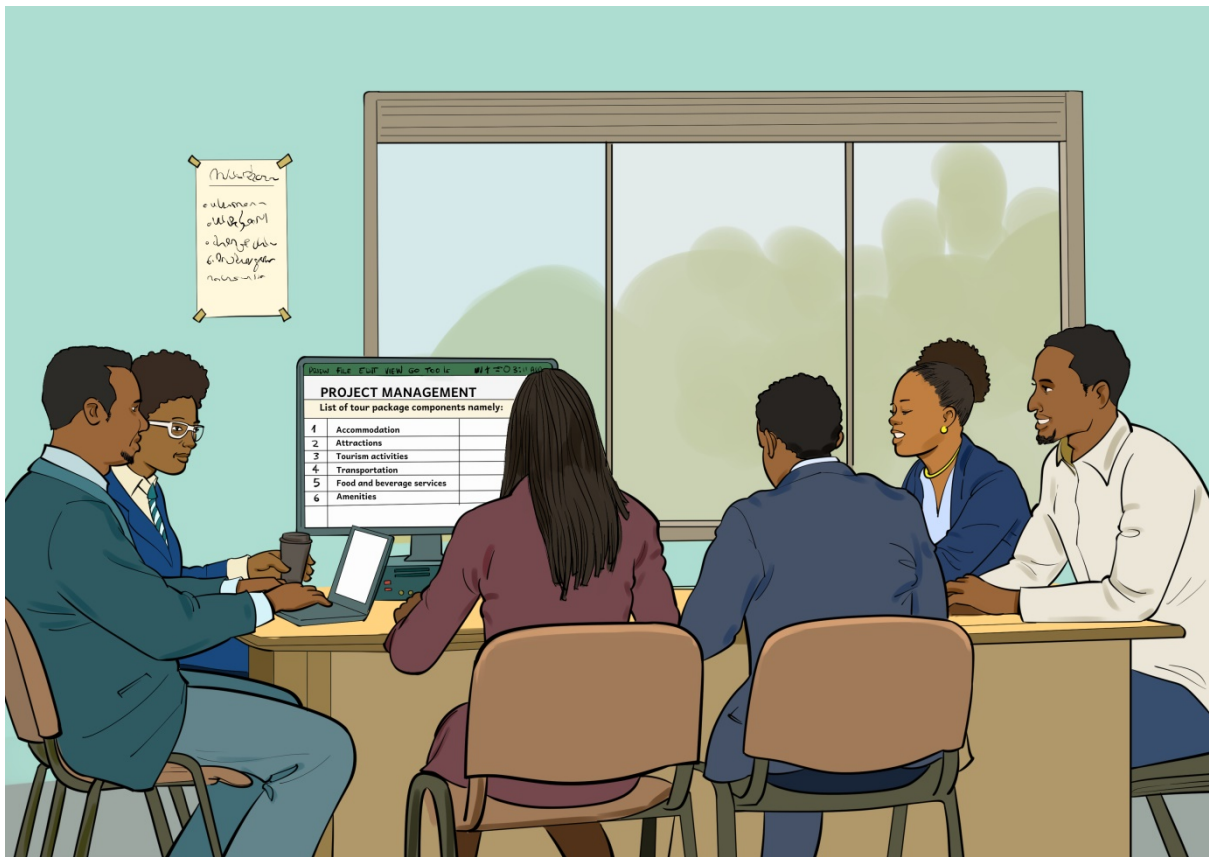
1. Ask learners to re-take the self-assessment at the beginning of the unit. They should then fill in the table in their Trainee's Manual to see their level of understanding after gaining knowledge, skills and attitudes required to describe the tour package details by Identifying their areas of strength, areas for improvement and actions to take to improve.
2. Discuss trainees' results with them. Identify any areas that are giving many trainees difficulties and plan to give additional support as needed (ex. use class time before you begin the next learning outcome to go through commonly identified difficult concepts).



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.

LEARNING OUTCOME 2: CREATE TOUR PACKAGE



Learning outcome 2: Self-Assessment

1. Ask trainees to look at the unit illustration in their Trainee's Manuals and together discuss:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
2. After the discussion, inform trainees that this unit is intended to provide them with the knowledge, skills and attitudes to create a tour packages. They will cover four topics namely: Determining types of tour package, Selection of tour package components, Negotiation of contracts with the suppliers, and Tailoring a tour package.
3. Ask trainees to fill out the self-assessment at the beginning of the unit in their Trainee's Manuals. Explain that:
 - a. The purpose of the self-assessment is to become familiar with the topics in the unit and for them to see what they know or do not know at the beginning.
 - b. There are no right or wrong ways to answer this assessment. It is for their own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
 - c. They should think about themselves: do they think they have the knowledge, skills or attitudes to do this? How well?
 - d. They read the statements across the top and put a check in column that best represents their level of knowledge, skills or attitudes.
 - e. At the end of the unit, they will do a self-reflection, which includes re-taking the self-assessment and identifying their strengths, areas of improvement and actions to be taken.



Key Competencies:

Knowledge	Skills	Attitudes
1. Determine types of tour packages	1. Distinguish types of tour packages	1. Be cautious towards the target market needs
2. Select components of a tour package	2. Describe tour package components	2. Be aware of clients' needs, preferences and expectations
3. Negotiate contracts with suppliers	3. Design a business contracts	3. Be careful when negotiating contracts with suppliers
4. Demonstrate a tour package design	4. Tailor a tour package	4. Be creative when developing tour packages
	5. Develop a tour package	



Discovery activity



Task 13:

Instructions to the trainer:.

Ask trainees, to read and answer Individually or in group, the questions under **Discovery activity of Unit 2 Task 13** in their trainee manual.



Steps:

1. Using an appropriate methodology such as individual work, pair-share, small group discussions, guided discussions or large group discussion, guide trainees to share their prior experience from their home, work experience or workplace experiences about Describing tour package details. Let trainees discuss the questions **under task 13 in their Trainee's Manuals**. *Make sure instructions are understood, all the trainees are actively participating, and necessary materials/tools are given.*

2. Using an appropriate methodology such as question and answer in a large group, pair presentations or small group presentations, trainees share their answers to the class. Encourage all trainees to give their views.
3. After the presentations/sharing session, inform trainees that this activity was not intended for them to give the right answers but to give them a picture of what they will cover in the unit.
4. After trainees discussed questions on the discovery activity, Introduce the Topic 2.1: ***Determining types of tour packages***

Topic 2.1: Determining types of tour packages

	Objectives: By the end of the topic, trainees will be able to: a. Determine types of tour package based on the focus of the travel experience b. Explain the factors that can differentiate tour packages c. Demonstrate the advantages and the disadvantages of tour packages
	Time Required: 4 hours.
	Learning Methodology: Role-play, small group work, group discussion, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ Notes book, flipchart, marker, computer, pens, projector, camera, telephone
	Preparation: ☐ Request trainees to have learning requirements including notebooks, pens, and. ☐ Prepare some videos and scenario records about types of tour packages

Cross Cutting Issues:



- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Business skills



Activity 1: Problem-Solving

Scenario 1: Determining a type of tour package



Task 14

Instructions to the trainer:.

Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals **Topic 2.1 , Activity 1: Problem Solving** , and answer the questions provided in the **Task 14 under this activity**.



Steps:

1. Give clear instructions and clarifications on how the task should be done (Method to use), any tools/materials and duration.
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations.

3. Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.
4. After the sharing session, ask trainees to refer to Key Facts 2.1: Types of tour packages in their trainee manual,
5. Read them together while comparing with their responses from the sharing session. Answer any questions trainees might have as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 15

Instructions to the trainer:.

1. Using an appropriate method such as pairs or small groups, guide/ask trainees to read the case study in **Topic 2.1** Activity 2: Guided Practice and answer Individually or in group, the questions under, **Task 15** in their trainee manual.
2. Announce the time to perform the task.
3. You can provide trainees different materials, tools and equipment such as computer, projector, internet, flipchart and markers, ream of papers, printer,... that they may need to perform the task.



Steps:

1. Using an appropriate method such as pairs or small groups, guide trainees to read and discuss on the case study and refer to the given information to discuss and demonstrate how they **determine a type of tour package with the case study provided on the task 15** in their trainee manuals.
2. After the trainees have finished their discussions, invite them to present and demonstrate their work to the whole class. Monitor the plenary session and use the following key points to guide them in a correct direction

- a. Ways to determine types of tour packages
 - b. Various factors that can differentiate tour packages
 - c. How to analyze advantages and disadvantages of tour packages
3. During the plenary session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **“Key Facts 2.1: Types of tour packages”** to complement their findings.



Activity 3: Application



Task 16:

Instructions to the trainer:.

1. This is the task that will be considered as home assignment. Ask trainees to read the instruction given in the activity 3: Application in their trainee manual and work on the assignment provided in **the Task 16** referring to the work done in class with the trainer:
2. Explain well the task and related instructions to be accomplished
3. The assignment is to determine a type of tour package to be developed for a group of tourists mentioned in the provided case study on **task 16** in their trainee manual
4. Use the following checklist to check their performance



Checklist

Checklist	Score	
Type of tour package is well determined:	Yes	No
✓ All-inclusive tour package ✓ Exclusive tour package ✓ Adventure tour packages ✓ Culture and historical tour packages ✓ Family tour packages ✓ Group tour packages ✓ Family tour packages ✓ Group tour packages ✓ Solo /individual tour packages ✓ Luxury tour packages ✓ Honeymoon tour packages ✓ Specialty tour packages ✓ Wellness tour packages ✓ Wildlife tour packages		
Observation		

Topic 2.2: Selection of tour package components

Objectives:

By the end of the topic, trainees will be able to:



- Explain the factors to consider for both sides, client and company when selecting tour package components
- Determine the reasons to consider tourism needs while selecting tour package components



Time Required: 4 hours.



Learning Methodology:

Role-play, small group work, video, brainstorming, field visit



Materials, Tools and Equipment Needed:

✓ *Notes book, flipchart, marker, computer, pens, projector, camera, telephone*



Preparation:

- ☐ Request trainees to have learning requirements including notebooks, and pens.
- ☐ Prepare some videos and scenario records about selection of tour package components for references



Cross Cutting Issues:

- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Tour guiding skills
- ▶ Tour and travel arrangement skills



Activity 1: Problem-Solving



Task 17:

Instructions to the trainer:.

Using an appropriate method such as individual work, pairs or small groups, ask trainees to read the Scenario in their manuals **Topic 2.2 , Activity 1: Problem Solving** , and to answer the questions in the **Task 17 under this activity**.



Steps:

1. Give clear instructions and clarifications on how the task should be done (Method to use), any tools/materials and duration.
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations.
3. Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.
4. After the sharing session, ask trainees to refer to **Key Facts 2.2**: Factors to consider when selecting tour package components in their trainee manual,
5. Read them together while comparing with their responses from the sharing session. Answer any questions trainees might have as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 18

Instructions to the trainer:.

1. Using an appropriate method such as pairs or small groups, guide/ask trainees to read the case study in Topic 2.2 Activity 2: Guided Practice and answer Individually or in group, the questions under, Task 18 in their trainee manual. Announce the time to perform the task.
2. You can provide trainees different materials, tools and equipment such as computer, projector, internet, flipchart and markers, ream of papers, printer,... that they may need to perform the task.



Steps:

1. Using an appropriate method such as pairs or small groups, guide trainees to read and discuss on the case study and refer to the given information in the provided scenario in their trainee manuals under this activity, to answer the questions provided on the task 18 in their trainee manuals.

The task to discuss on and demonstrate on this activity is to select the tour package components that will compose the requested tour package in the case study provided under this activity. 10 minutes will be enough for trainees to accomplish this task.

2. After the trainees have finished their discussions, invite them to present their work to the whole class. Monitor the plenary session
3. During the plenary session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to “Key Facts 2.2: Factors to consider when selecting tour package components” to complement their findings.



Activity 3: Application: Selection of tour package components



Task 19:

Instructions to the trainer:.

1. This is the task that will be considered as home assignment. Ask trainees to **read the instruction given in the activity 3: Application** in their trainee manual and work on the assignment provided in the **Task 12** referring to the work done in class with the trainer:
2. Explain well the task and related instructions to be accomplished and remind them to act as a domestic tour operator of a given tour company in their area to perform the assignment. The assignment is to:
 - a. make a reference on different exercises done in class and choose one tour operator or travel agency and visit it to learn practically how employees select components of tour packages they develop.
 - b. Make a report on what learnt from the field study, and provide right answers to the following questions:
3. What are the tour package components do the visited company select?
4. What are the strategies do they use to select those components?
5. Use the following checklist to check their performance

Checklist	Score	
A report on what learnt from the field study is given	Yes	No
✓ The tour package components that do the visited company select are presented		
✓ The strategies that the visited company is using to select those components are described		
The tour package components are well selected:	Yes	No
• The key factors are well considered: ✓ Customers' needs ✓ Customers' travel budget ✓ Purpose of the tour ✓ Travel time ✓ Group size		

✓ Safety and security of the destination ✓ Interests and desired activities ✓ Accommodation quality ✓ Transportation arrangements ✓ Meal plans ✓ Itinerary balance ✓ Price comparison ✓ Flexibility within the package ✓ Reputation of tour operator		
Observation		

Topic 2.3: Negotiation of contracts with the suppliers



Objectives:

By the end of the topic, trainees will be able to:

- a. Distinguish types of contracts in tourism industry
- b. Examine elements to consider when negotiating contracts with suppliers Allotment contract
- c. Explain elements of contract
- d. Apply contract negotiation strategies
- e. Select tourism suppliers



Time Required: 4 hours

**Learning Methodology:**

Role-play, small group work, video, brainstorming, field visit

**Materials, Tools and Equipment Needed:**

✓ *Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner*

**Preparation:**

- ☐ Request trainees to have learning requirements including notebooks, and pens.
- ☐ Prepare some videos and scenario records about selection of tourism suppliers for references

Cross Cutting Issues:



- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Marketing skills
- ▶ Negotiation skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 20

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. Give clear instructions on how the task should be done, any tools/materials and duration.
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.
3. After the sharing session, ask trainees to refer to **Key Facts 2.3: Negotiation of contracts with the suppliers** in their trainee manual, read them together while comparing with their responses from the sharing session. Answer any questions trainees might have as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 21

Instructions to the trainer:.

Provide trainees different materials, tools and equipment such as computer, internet, ream of papers, printer, they may need to perform the task.



Steps:

1. Using an appropriate method such as pairs or small groups, guide trainees read the scenario and perform the task required by answering the questions under **task 21** in their manuals.
2. After the trainees have finished the task, they should present their work with the rest of the class.
3. Use the following key points to guide the sharing session:
4. Types of tourism suppliers were categorized as: Private suppliers, public suppliers (**refer to Key Facts 2.3: Negotiation of contracts with the suppliers**)
5. During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **Key Facts 2.3: Negotiation of contracts with the suppliers** to complement their findings



Activity 3: Application



Task 22

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and working independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 10.
3. You can provide trainees with the necessary materials, tools and equipment they may need to perform the task.



Checklist

Checklist		Score	
Negotiation of contracts with suppliers is well done:		Yes	No
• Types of suppliers are well selected: ✓ Accommodation providers ✓ Transportation companies ✓ Tourism activity providers ✓ Travel agencies ✓ Online travel agents (OTAs) ✓ Destination management companies (DMCs) ✓ Local tourism businesses • Types of contacts are well selected: ✓ Lease agreements ✓ Hotel accommodation contracts ✓ Tour operator contracts ✓ Ground transportation contracts ✓ Guide contracts ✓ Activity provider contracts ✓ Agency contracts • Key elements are well considered: ✓ 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 contracts are well considered: ✓ Offer ✓ Acceptance			

✓ Awareness ✓ Consideration ✓ Capacity ✓ Legality		
Observation		

Topic 2.4: Tailoring a tour package

 Objectives: By the end of the topic, trainees will be able to: a. Define the term “ tailoring a tour package” b. Explain the factors to consider when tailoring a tour package c. Apply techniques of tailoring a tour package	
	Time Required: 3 hours
	Learning Methodology: Role-play, small group work, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner</i>
	Preparation: ☐ Request trainees to have learning requirements including notebooks, and pens. ☐ Prepare some videos and scenario records about how to tailor a tour package for references

Cross Cutting Issues:



- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Marketing skills
- ▶ Negotiation skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 23

Instructions to the trainer

Using an appropriate method such as individual work, pairs or small groups, ask trainees to read the Scenario in their manuals **Topic 2.4 , Activity 1: Problem Solving** , and to answer the questions in the **Task 23 under this activity**.



Steps:

1. Give **clear instructions and clarifications on how the task should be done (Method to use), any tools/materials and duration**.
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations.

3. Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.
4. After the sharing session, ask trainees to refer to **Key Facts 2.4: Tailoring a tour package** in their trainee manual,
5. Read them together while comparing with their responses from the sharing session. Answer any questions trainees might have as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 24

Instructions to the trainer:.

1. Using an appropriate method such as pairs or small groups, guide/ask trainees to read the scenario *in Topic 2.4 Activity 2: Guided Practice* and answer Individually or in group, the questions under, **Task 24** in their trainee manual. Announce the time to perform the task.
2. You can provide trainees different materials, tools and equipment such as computer, projector, internet, flipchart and markers, ream of papers, printer,... that they may need to perform the task.



Steps:

1. Using an appropriate method such as pairs or small groups, guide trainees to read and discuss on the senario and refer to the given information to answer the questions provided on **the task 11** in their trainee manuals.
2. Use the following questions and key points to guide the sharing session:
 - a. What are the factors will you consider when tailoring the tour packages?
 - b. What are the techniques have you used to tailor these tour packages?
 - c. Types of tourism suppliers were categorized as: Private suppliers, public suppliers (refer to Key Facts 2.4: Tailoring a tour package)
3. After the trainees have finished their discussions, invite them to present their work to the whole class. Monitor the plenary session

4. During the plenary session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to ask trainees to refer to Key Facts 2.4: **Tailoring a tour package** to complement their findings



Activity 3: Application



Task 25:

Instructions to the trainer:.

This activity requires trainees to work independently with limited support from the trainer. During the task, trainees should be given a high degree of independence to apply the knowledge, skills and attitudes acquired to real life situations. Your role is to set clear instructions, methodology and timeframe for submitting the report.



Steps:

1. Ask trainees to **read the instruction given in the activity 3: Application** in their trainee manual and work on the assignment provided in the **Task 25** referring to the work done in class with the trainer:
2. Explain well the task and related instructions to be accomplished and remind them to act as a domestic tour operator of a given tour company in their area to perform the assignment by answering the following question referring to the case study given under this activity:

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?".
3. Use the following checklist to check their performance



Checklist

Checklist		Score	
Tour package is well tailored:		Yes	No
• Key factors are well considered: ✓ 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 a tour package are well applied: ✓ Determination of target audience ✓ Crafting a compelling theme ✓ Curate activities and itineraries • Key points about tailoring a tour package are well considered: ✓ Personalization ✓ Flexibility ✓ Consultations			
Observation			



Formative Assessment

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

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

Answers:

1. The following types of tour packages are different as follows:

- a. 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.
- b. Exclusive tour packages:** This is 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.
- c. 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.
- d. 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.
- e. 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.

2. The following are the disadvantages of a tour package:

- ✓ **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.

5. In the list below, the underlined are some of the 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

3. The underlined are the right answers:

c. 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
- d. 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



Self-Reflection

1. Ask learners to re-take the self-assessment at the beginning of the unit. They should then fill in the table in their Trainee's Manual to Identify their areas of strength, areas for improvement and actions to take to improve.
2. Discuss trainees' results with them. Identify any areas that are giving many trainees difficulties and plan to give additional support as needed (ex. use class time before you begin the next learning outcome to go through commonly identified difficult concepts).



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

LEARNING OUTCOME 3: COST A TOUR PACKAGE



Learning outcome 3: Self-Assessment

1. Ask trainees to look at the unit illustration in their Trainee's Manuals and together discuss:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
2. After the discussion, inform trainees that this unit is intended to provide them with the knowledge, skills and attitudes to create a tour packages. They will cover four topics namely: Determining types of tour package, Selection of tour package components, Negotiation of contracts with the suppliers, and Tailoring a tour package.
3. Ask trainees to fill out the self-assessment at the beginning of the unit in their Trainee's Manuals. Explain that:
 - a. The purpose of the self-assessment is to become familiar with the topics in the unit and for them to see what they know or do not know at the beginning.
 - b. There are no right or wrong ways to answer this assessment. It is for their own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
 - c. They should think about themselves: do they think they have the knowledge, skills or attitudes to do this? How well?
 - d. They read the statements across the top and put a check in column that best represents their level of knowledge, skills or attitudes.
 - e. At the end of the unit, they will do a self-reflection, which includes re-taking the self-assessment and identifying their strengths, areas of improvement and actions to be taken.



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
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



Steps:

Instructions to the scenario.

Individually or in group, let trainees, read the scenario under Topic 3.1 and guide them to do tasks that follow.



Discovery activity



Task 26

1. Using an appropriate methodology such as individual work, pair-share, small group discussions, guided discussions or large group discussion, guide trainees to share their prior experience from their home, work experience or workplace experiences about Describing tour package details. Let trainees discuss the questions under **task 26** in their Trainee's Manuals. *Make sure instructions are understood, all the trainees are actively participating, and necessary materials/tools are given.*

2. Using an appropriate methodology such as question and answer in a large group, pair presentations or small group presentations, trainees share their answers to the class. Encourage all trainees to give their views.
3. After the presentations/sharing session, inform trainees that this activity was not intended for them to give the right answers but to give them a picture of what they will cover in the unit.
4. Introduce **Topic 3.1: Factors considered while costing tour package**

Topic 3.1: Factors considered while costing tour package

	Objectives: By the end of the topic, trainees will be able to: a. Explain the key factors considered while costing a tour package b. Differentiate direct costs from indirect costs
	Time Required: 4 hours.
	Learning Methodology: Role-play, small group work, group discussion, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone</i>
	Preparation: ☐ Request trainees to have learning requirements including notebooks, pens, and. ☐ Prepare some videos and scenario records about types of tour package costs

Cross Cutting Issues:



- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Business skills



Activity 1: Problem-Solving

Scenario 1: Costing a tour package



Task 27

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer to the questions that follow. Give clear instructions on how the task should be done, any tools/materials and duration.
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.
3. After the sharing session, ask trainees to refer to **Key Facts 3.1: “Factors considered while costing a tour package”** in their trainee manual, read them together while comparing with their responses from the sharing session. Answer any questions trainees might have as well as clearing any misconceptions they may have.



Activity 2: Guided Practice



Task 28

1. Using an appropriate method such as pairs or small groups, guide trainees read the instruction and perform the tasks required under **task 28** in their trainee manuals.
2. After the trainees have finished the task, they should present their work to the rest of the class. Use the following to guide the sharing session:
 - a. Ways to differentiate the types of tour package costs
 - b. Various factors to consider when costing a tour package
3. During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **Key Facts 3.1: “Factors considered while costing a tour package”** to complement their findings.



Activity 3: Application



Task 29

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and work independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under **task 29**



Checklist

Checklist	Score	
Tour package costing is well done:	Yes	No
• Key factors are well considered: ✓ Accommodation costs ✓ Transportation costs ✓ Meals ✓ Activities and exclusions ✓ Destination specifics ✓ Market and competitive analysis ✓ Operational costs ✓ Itinerary design ✓ Customer experience ✓ Travel insurance ✓ Marketing and distribution costs		
Observation		

Topic 3.2: Determining the types of tour costing

Objectives: By the end of the topic, trainees will be able to: • Explain the importance of tour costing • Identify the types of tour costing	
	Time Required: 4 hours.
	Learning Methodology: Role-play, small group work, video, brainstorming, field visit



Materials, Tools and Equipment Needed:

✓ Notes book, flipchart, marker, computer, pens, projector, camera, telephone



Preparation:

- ☐ Request trainees to have learning requirements including notebooks, and pens.
- ☐ Prepare some videos and scenario records about Determining the types of tour costing for references



Cross Cutting Issues:

- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Tour and travel arrangement skills



Activity 1: Problem-Solving



Task 30

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. Give clear instructions on how the task should be done, any tools/materials and duration.
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees refer to **Key Facts 3.2: Determining the type of tour costing**. In their trainee manual, read them together while comparing with their responses from the sharing session.
4. Answer any questions trainees might have as well as clearing any misconceptions they may have.



Activity 2: Guided Practice

1. Welcome trainees to the session
2. Demonstrate to the trainees how to determine the types of a tour costing
3. Assign the trainees the following task to do:

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

Ask trainees to use 15 minutes to cost the tour package for this group of parents and two children.

 Activity 3: Application: costing a tour package **Task 32****Instruction to the trainer**

This activity requires trainees to work independently with limited support from the trainer. During the task, trainees should be given a high degree of independence to apply the knowledge, skills and attitudes acquired to real life situations. Your role is to set clear instructions, methodology and timeframe for submitting the report.

 Steps:

1. Ask trainees to read carefully task 32 in their trainee manuals and respond to the questions asked.
2. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and work independently to perform the task required.
3. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under **task 32**

 Checklist

Checklist		Score	
Tour package development and costing is well done:		Yes	No
• Types of tour package costing are well considered: ✓ Fixed costs ✓ Variable costs ✓ Direct costs			

✓ Indirect costs • Importance of costing a tour package are well explained: ✓ Setting prices ✓ Avoiding losses ✓ Staying competitive ✓ Covering costs ✓ Adjusting prices ✓ Considering demand		
Observation		

Topic 3.3: Determining tour package pricing

	Objectives: By the end of the topic, trainees will be able to: a. Use different strategies when pricing tours b. Explain the factors considered when setting tour prices
	Time Required: 4 hours
	Learning Methodology: Role-play, small group work, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner</i>
	Preparation: ☐ Request trainees to have learning requirements including notebooks, and pens. ☐ Prepare some videos and scenario records about determination of tour pricing strategies for references

Cross Cutting Issues:



- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Marketing skills
- ▶ Selling skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 33

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. *Give clear instructions on how the task should done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees to refer to **Key Facts 3.3: Tour package pricing strategies** in their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice



Task 34

1. Using an appropriate method such as pairs or small groups, guide trainees read the scenario and perform the tasks required under task 34 in their manuals.
2. You can provide trainees different materials, tools and equipment such as computer, internet, ream of papers, printer, they may need to perform the task.
3. After the trainees have finished the task, they should present their work with the rest of the class.
4. Use the following to guide the sharing session:
5. Methods for determining tour package prices (**refer to Key Facts 3.3: Determining tour package pricing strategies**)
6. During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to Key Facts 3.3: **Determining tour package pricing strategies** to complement their findings



Activity 3: Application



Task 35

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and working independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under **task 10**.
3. You can provide trainees with the necessary materials, tools and equipment they may need to perform the task.



Checklist

Checklist		Score	
Tour package pricing and costing is well done:		Yes	No
• Tour package pricing strategies re well determined: ✓ Price Skimming ✓ Penetration pricing ✓ Loss leader pricing ✓ Psychological pricing ✓ Dynamic pricing ✓ Premium or prestige pricing strategy ✓ Economy pricing strategy ✓ Promotional pricing strategy ✓ Volume bundle pricing strategy • Tour package price setting factors are well considered: ✓ Competitors ✓ Production costs ✓ Customer value ✓ Market demand			
Observation			

Topic 3.4: Delivering a tour package

	Objectives: By the end of the topic, trainees will be able to: a. Follow tour package delivering procedures b. Apply tour package delivering methods c. Use tour package delivering channels
	Time Required: 4 hours
	Learning Methodology: Role-play, small group work, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner</i>
	Preparation: ☐ Request trainees to have learning requirements including notebooks, and pens. ☐ Prepare some videos and scenario records about how to deliver a tour package for references.
	Cross Cutting Issues: ✓ Environment and sustainability: Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins. ✓ Inclusivity: Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities ✓ Finance education: Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money. ✓ Standardization culture: Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 36

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. *Give clear instructions on how the task should be done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees to refer to **Key Facts 3.4: Delivering a tour package** in their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice



Task 37

1. Using an appropriate method such as pairs or small groups, guide trainees read the scenario and perform the tasks required under task 37 in their manuals.
2. You can provide trainees different materials, tools and equipment such as computer, internet, ream of papers, printer, they may need to perform the task.
3. After the trainees have finished the task, they should present their work with the rest of the class.

4. Use the following to guide the sharing session:
 - a. Procedures to deliver a tour package (*refer to Key Facts 3.4: Delivering a tour package*)
 - b. Methods of delivering a tour package
 - c. Channels to deliver a tour package
 - d. During the sharing session,
5. encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to Key Facts 3.4: Delivering **a tour package** to complement their findings



Activity 3: Application



Task 38:

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and working independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 10.
3. You can provide trainees with the necessary materials, tools and equipment they may need to perform the task.



Checklist

Checklist		Score	
Tour package is well developed and delivered to clients:		Yes	No
• Tour package delivering procedures are well followed: ✓ 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 are well used: ✓ Creating a trip plan ✓ Partnering with local vendors ✓ Using a trip builder ✓ Understanding the audience ✓ Creating a strong brand ✓ Use of social media ✓ Offering discounts ✓ Get listed ✓ Pricing competitively • Tour package delivering channels are well selected and used: ✓ Online travel agencies (OTAs) ✓ Company websites			

✓ Review sites ✓ Social media • Importance of delivering a tour package to clients are well explained: ✓ Convenience ✓ Value for money ✓ Expert planning ✓ Peace of mind ✓ Personalized experience ✓ Customer loyalty ✓ Brand reputation		
Observation		

Topic 3.5: Revising tour package costs

	Objectives: By the end of the topic, trainees will be able to: a. Apply techniques to revise tour package costs b. Explain the importance of revising tour package costs
	 Time Required: 4 hours
	Learning Methodology: Role-play, small group work, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner</i>
	Preparation: ☐ Request trainees to have learning requirements including notebooks, and pens. ☐ Prepare some videos and scenario records about how to revise tour package costs for references.

Cross Cutting Issues:



- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 39

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. *Give clear instructions on how the task should done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees to refer to **Key Facts 3.5: Revising tour package costs** in their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice



Task 40

1. Using an appropriate method such as pairs or small groups, guide trainees read the scenario and perform the tasks required under task 40 in their manuals.
2. You can provide trainees different materials, tools and equipment such as computer, internet, ream of papers, printer, they may need to perform the task.
3. After the trainees have finished the task, they should present their work with the rest of the class.
4. Use the following to guide the sharing session:
 - a. Techniques to revise tour package costs (refer to **Key Facts 3.5: Revising *tour package costs***)
 - b. Importance of revising tour package costs
5. During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to Key Facts 3.5: Revising tour **package** costs to complement their findings



Activity 3: Application



Task 41

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and working independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 41.
3. You can provide trainees with the necessary materials, tools and equipment they may need to perform the task.



Checklist

Checklist	Score	
The delivered tour package is well revised:	Yes	No
• The techniques to revise tour package costs are well used: ✓ Conducting a cost-benefits analysis ✓ Use the Activity-Based Costing (ABC) method ✓ Apply the 80/20 rule ✓ Benchmarking the costs or comparing your costs with those of competitors ✓ Negotiating with suppliers ✓ Consumer feedback • Importance of revising tour package costs are well explained: ✓ Effective resources allocation ✓ Identifying and eliminating unnecessary or inefficient expenses that can affect profit margin ✓ Enhancing value proposition and customer satisfaction ✓ Gaining competitive advantage ✓ Improving the company's financial health and sustainability.		
Observation		

Formative Assessment

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

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

Answers:

1. These types of pricing strategies differ from each other as follows:
 - a. 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.
 - b. Volume bundle:** 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.

c. Penetration: 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.

d. Promotional: This is a sales tactic that temporarily lowers the price of a product or service to attract customers.

e. Dynamic: 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.

f. Psychological: 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.

3. The following factors to consider when tailoring a tour package:

- ✓ **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.
- ✓ 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

4. Below are the right answers concerning the types of tour costs:

Fixed costs include:	Variable costs include:
Office rent	Entry fees at the destination site
Employee salaries	Room rates
Transportation	Tipping costs
Promotional costs	Travel agency commission fees
Insurance	Travel agency's commission
Interest expenses	Tourists number

5. The following are the importance of delivering a tour package:

- ✓ **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.

6. Techniques to revise a tour package 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.

7. 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



Self-Reflection

1. Ask learners to re-take the self-assessment at the beginning of the unit. They should then fill in the table in their Trainee's Manual to Identify their areas of strength, areas for improvement and actions to take to improve.
2. Discuss trainees' results with them. Identify any areas that are giving many trainees difficulties and plan to give additional support as needed (ex. use class time before you begin the next learning outcome to go through commonly identified difficult concepts).



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.

LEARNING OUTCOME 4: PREPARE A TOUR ITINERARY



Learning outcome 4: Self-Assessment

1. Ask trainees to look at the unit illustration in their Trainee's Manuals and together discuss:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
2. After the discussion, inform trainees that this unit is intended to provide them with the knowledge, skills and attitudes to prepare a tour itinerary. They will cover four topics namely: Determining types of tour package, Selection of tour package components, Negotiation of contracts with the suppliers, and Tailoring a tour package.

3. Ask trainees to fill out the self-assessment at the beginning of the unit in their Trainee's Manuals. Explain that:
 - a. The purpose of the self-assessment is to become familiar with the topics in the unit and for them to see what they know or do not know at the beginning.
 - b. There are no right or wrong ways to answer this assessment. It is for their own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
 - c. They should think about themselves: do they think they have the knowledge, skills or attitudes to do this? How well?
 - d. They read the statements across the top and put a check in column that best represents their level of knowledge, skills or attitudes.
 - e. At the end of the unit, they will do a self-reflection, which includes re-taking the self-assessment and identifying their strengths, areas of improvement and actions to be taken.



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



Steps:

Instructions to the scenario.

Individually or in group, let trainees, read the scenario under Topic 4.1 and guide them to do tasks that follow.



Discovery activity



Task 42

1. Using an appropriate methodology such as individual work, pair-share, small group discussions, guided discussions or large group discussion, guide trainees to share their prior experience from their home, work experience or workplace experiences about Describing tour package details. Let trainees discuss the questions under task 1 in their Trainee's Manuals. *Make sure instructions are understood, all the trainees are actively participating, and necessary materials/tools are given.*
2. Using an appropriate methodology such as question and answer in a large group, pair presentations or small group presentations, trainees share their answers to the class. Encourage all trainees to give their views.
3. After the presentations/sharing session, inform trainees that this activity was not intended for them to give the right answers but to give them a picture of what they will cover in the unit.
4. Introduce Topic 4.1: Determining types of tour itinerary

Topic 4.1: Determining types of tour itinerary

	Objectives: By the end of the topic, trainees will be able to: - Distinguish the types of tour itinerary - Explain the details of a tour itinerary
	Time Required: 4 hours.
	Learning Methodology: Role-play, small group work, group discussion, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone</i>
	Preparation: ☐ Request trainees to have learning requirements including notebooks, pens, and. ☐ Prepare some videos and scenario records about types of tour itinerary.
§	Cross Cutting Issues: ✓ Environment and sustainability: Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins. ✓ Inclusivity: Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities ✓ Finance education: Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money. ✓ Standardization culture: Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Business skills
- ▶ Tour and travel planning skills



Activity 1: Problem-Solving

Scenario 1: Determining a type of tour itinerary



Task 43:

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer to the questions that follow. *Give clear instructions on how the task should be done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees to refer to **Key Facts 4.1: “Types of tour itinerary”** in their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice



Task 44

1. Using an appropriate method such as pairs or small groups, guide trainees read the instruction and perform the tasks required under task 3 in their trainee manuals.
2. After the trainees have finished the task, they should present their work to the rest of the class. Use the following to guide the sharing session:
 - a. Ways to differentiate the types of tour itinerary
 - b. Various details of a tour itinerary
3. During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **Key Facts 4.1: “Types of tour itinerary”** to complement their findings.



Activity 3: Application



Task 45

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and work independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 45



Checklist

Checklist	Score	
A type of tour itinerary to design for clients is well determined:	Yes	No
✓ Skeletal ✓ Descriptive ✓ Technical • Tour itinerary details are well determined: ✓ Dates and duration of the tour ✓ Types of accommodation to use ✓ Means of transport to use ✓ Activities and events ✓ Meals ✓ Tour guide ✓ Free time ✓ Luggage handling ✓ Gratuities ✓ Travel insurance		
Observation		

Topic 4.2: Designing a tour itinerary

Objectives:



By the end of the topic, trainees will be able to:

- Explain the elements of a tour itinerary
- Follow the steps of designing a tour itinerary
- Apply the methods of sharing a tour itinerary



Time Required: 4 hours.



Learning Methodology:

Role-play, small group work, video, brainstorming, field visit



Materials, Tools and Equipment Needed:

✓ *Notes book, flipchart, marker, computer, pens, projector, camera, telephone*



Preparation:

- ☐ Request trainees to have learning requirements including notebooks, and pens.
- ☐ Prepare some videos and scenario records about designing a tour itinerary for references

Cross Cutting Issues:

- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Tour and travel arrangement skills



Activity 1: Problem-Solving



Task 46:

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. *Give clear instructions on how the task should be done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees refer to **Key Facts 4.2: Elements of a tour itinerary**. In their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice

1. Welcome trainees to the session
2. Demonstrate to the trainees how to determine the elements of a tour itinerary
3. Assign the trainees the following task :

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.

 Task 47

Ask trainees to use 15 minutes to design for this group of 11 high-end tourists as they requested.

 Activity 3: Application: Designing a tour itinerary **Task 48**

Ask trainees to read carefully task 48 in their trainee manuals and do the individual home work given.

Instruction to the trainer

This activity requires trainees to work independently with limited support from the trainer. During the task, trainees should be given a high degree of independence to apply the knowledge, skills and attitudes acquired to real life situations. Your role is to set clear instructions, methodology and timeframe for submitting the report.

 Checklist

Checklist		Score	
A tour itinerary is well designed:	Yes	No	
• Elements of a tour itinerary are well included: ✓ Title ✓ Duration ✓ Activities ✓ Transportation ✓ Accommodation ✓ Routes ✓ Stop-overs			

• Steps to design a tour itinerary are well followed: ✓ 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 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 are well selected: ✓ 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.		
Observation		

Topic 4.3: Tour itinerary's client needs

	Objectives: By the end of the topic, trainees will be able to: - Categorize the clients of a tour itinerary - Identify the tour itinerary's client needs
	Time Required: 4 hours
	Learning Methodology: Role-play, small group work, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner
	Preparation: ☐ Request trainees to have learning requirements including notebooks, and pens. ☐ Prepare some videos and scenario records about ways to determine tour itinerary's client needs for references
	Cross Cutting Issues: ✓ Environment and sustainability: Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins. ✓ Inclusivity: Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities ✓ Finance education: Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money. ✓ Standardization culture: Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Marketing skills
- ▶ Selling skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 49

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. *Give clear instructions on how the task should be done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees to refer to **Key Facts 4.3: Tour itinerary's client needs** in their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice



Task 50

1. Using an appropriate method such as pairs or small groups, guide trainees read the scenario and perform the tasks required under task 50 in their manuals.
2. You can provide trainees different materials, tools and equipment such as computer, internet, ream of papers, printer, they may need to perform the task.
3. After the trainees have finished the task, they should present their work with the rest of the class.

4. Use the following to guide the sharing session:
 - a. Ways to determine tour itinerary's client needs (*refer to Key Facts 4.3: Tour itinerary's client needs*)
5. During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **Key Facts 4.3: Tour itinerary's client** needs to complement their findings



Activity 3: Application



Task 51

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and working independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 51.
3. You can provide trainees with the necessary materials, tools and equipment they may need to perform the task.



Checklist

Checklist	Score	
Clients for a tour itinerary are well categorized:	Yes	No
✓ Adventure travelers		
✓ Luxury travelers		
✓ Cultural travelers		
✓ Family travelers		
✓ Senior travelers		
✓ Budget travelers		
✓ Honeymooners		
✓ Eco-tourists		
✓ Niche interests groups		

• Important considerations when categorizing tour itinerary clients are well highlighted: ✓ Travel purpose ✓ Group size ✓ Travel duration ✓ Mobility needs • Tour itinerary clients' needs are well determined: ✓ Affordable price ✓ Quality services ✓ Positive travel experience ✓ Respect ✓ Satisfaction ✓ Helpful assistance. • Ways clients' needs were identified are well indicated: ✓ Conducting a consultation ✓ Considering client's interest, budget, and time constraints ✓ Providing detailed information ✓ Including a day-by-day breakdown.		
Observation		

Topic 4.4: Itinerary sharing channels

Objectives: By the end of the topic, trainees will be able to: a. Use the channels for sharing tour itinerary b. Explain the factors to consider while choosing tour itinerary sharing channels c. Choose appropriate techniques to share itinerary to the clients	
	Time Required: 4 hours



Learning Methodology:

Role-play, small group work, video, brainstorming, field visit



Materials, Tools and Equipment Needed:

✓ *Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner*



Preparation:

- ☐ Request trainees to have learning requirements including notebooks, and pens.
- ☐ Prepare some videos and scenario records about how to select channels for sharing a tour itinerary to clients for references.



Cross Cutting Issues:

- ✓ **Environment and sustainability:** Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.
- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 52

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. *Give clear instructions on how the task should be done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
3. After the sharing session, ask trainees to refer to **Key Facts 4.4: Channels of sharing a tour itinerary** in their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice



Task 53:

1. Using an appropriate method such as pairs or small groups, guide trainees read the scenario and perform the tasks required under task 8 in their manuals.
2. You can provide trainees different materials, tools and equipment such as computer, internet, ream of papers, printer, they may need to perform the task.
3. After the trainees have finished the task, they should present their work with the rest of the class.
4. Use the following to guide the sharing session:
 - a. Channels used for sharing a tour itinerary to clients (*refer to Key Facts 4.4: Channels of sharing a tour itinerary*)
 - b. Factors to consider while choosing channels to share a tour itinerary to clients

- During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **Key Facts 4.4: Channels of sharing a tour itinerary** to complement their findings



Activity 3: Application



Task 54:

- Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and working independently to perform the task required.
- Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 54.
- You can provide trainees with the necessary materials, tools and equipment they may need to perform the task.



Checklist

Checklist	Score	
Channels for sharing the designed tour itinerary are well selected:	Yes	No
✓ Digital channels ✓ Off-line channels • The factors considered when choosing channels for sharing the tour itinerary are well indicated: ✓ Recipient ✓ Accessibility ✓ Privacy consideration ✓ Level of details		

• Appropriate techniques to share the designed tour itinerary to clients are well used: ✓ Analyzing clients' feedbacks ✓ Evaluating effectiveness of the used sharing channel ✓ Examining the client readiness		
Observation		

Topic 4.5: Ways to appropriately share itinerary to clients

	Objectives: By the end of the topic, trainees will be able to: - Determine appropriate techniques to share a tour itinerary - Use appropriate techniques to share a tour itinerary
	 Time Required: 4 hours
	Learning Methodology: Role-play, small group work, video, brainstorming, field visit
	Materials, Tools and Equipment Needed: ✓ <i>Notes book, flipchart, marker, computer, pens, projector, camera, telephone, ream of papers, printer, and scanner</i>
	Preparation: ☐ Request trainees to have learning requirements including notebooks, and pens. ☐ Prepare some videos and scenario records about how to appropriately share a tour itinerary to clients for references.
	Cross Cutting Issues: ✓ Environment and sustainability: Remind trainees the importance of learning in a clean environment by encouraging them to minimize waste and use dust bins.

- ✓ **Inclusivity:** Ensure inclusiveness while forming groups and allocating activities, tasks or responsibilities
- ✓ **Finance education:** Emphasize the importance of using well learning materials, tools and equipment and the importance of reuse, recycle, repair and reduce of materials, tools and equipment to reduce waste and money.
- ✓ **Standardization culture:** Emphasize the need to confirm to standard procedures of operation and using standardized materials, tools and equipment.



Prerequisites:

- ▶ Communication skills
- ▶ Business skills



Activity 1: Problem-Solving



Task 55

1. Using an appropriate method such as individual work, pairs or small groups, trainees read the Scenario in their manuals and answer the questions that follow. *Give clear instructions on how the task should done, any tools/materials and duration.*
2. After answering the questions, guide trainees to share their answers to the rest of the class using an appropriate method such as pair-share or small group presentations.
3. *Encourage other trainees to give their contributions during the presentations. Responses can be put where trainees can refer to them during the session.*
4. After the sharing session, ask trainees to refer to **Key Facts 4.5: Techniques to share an itinerary to clients** in their trainee manual, read them together while comparing with their responses from the sharing session. *Answer any questions trainees might have as well as clearing any misconceptions they may have.*



Activity 2: Guided Practice



Task 56

1. Using an appropriate method such as pairs or small groups, guide trainees read the scenario and perform the tasks required under task 56 in their manuals.
2. You can provide trainees different materials, tools and equipment such as computer, internet, ream of papers, printer, they may need to perform the task.
3. After the trainees have finished the task, they should present their work with the rest of the class.
4. Use the following to guide the sharing session:
 - a. Techniques to appropriately share a tour itinerary to clients (*refer to Key Facts 4.5: Techniques to share an itinerary to clients*)
 - b. During the sharing session, encourage other trainees to ask questions and give their contributions to the task. You can ask trainees to refer to **Key Facts 4.5: Techniques to share an itinerary to clients** to complement their findings



Activity 3: Application



Task 57:

1. Explain to trainees that the following task links them to the world of work and will require them to apply the knowledge, skills and attitudes acquired; and working independently to perform the task required.
2. Using an appropriate methodology such as individual work, pair work or small group work, trainees read the scenario and perform the tasks required under task 57
3. You can provide trainees with the necessary materials, tools and equipment they may need to perform the task.



Checklist

Checklist	Score	
The designed tour itinerary is appropriately shared to clients:	Yes	No
• Appropriate sharing techniques are well used: ✓ Utilizing travel planning apps ✓ Incorporating images ✓ Using maps ✓ Formatting ✓ Providing detailed day-by-day breakdown ✓ Incorporating essential information ✓ Choosing the right sharing method • Important consideration when using appropriate itinerary sharing techniques are well explained: ✓ Flexibility ✓ Local customs ✓ Accessibility		
Observation		



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.

Answers:

1. Definitions:
 - a. **Tour itinerary:** It 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. **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

2. **The purpose of 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.

3. **The following are some Importance of tour itinerary:**

(i) Organization and planning:

-  A tour itinerary helps tourists organize all the details of their trip, including flight times, hotel reservations, transportation arrangements, and activity schedules.
-  It acts as a central hub for all travel information, making it easy to find and access important details.
-  By planning ahead, tourists can avoid last-minute stress and ensure a smooth transition between different parts of their trip.

(ii) Time management:

-  A well-structured tour itinerary helps tourists manage their time effectively, ensuring they can explore destinations fully without feeling rushed.
-  It allows for a balance between planned activities and free time, providing flexibility for spontaneous adventures.
-  By outlining travel times between locations, the itinerary helps tourists avoid delays and optimize their schedules.

(iii) Budgeting and financial planning:

-  An itinerary helps tourists estimate the cost of their trip, allowing them to budget effectively and avoid overspending.
-  By outlining all expenses, including transportation, accommodation, activities, and meals, the itinerary provides a clear picture of the overall cost of the trip.
-  It allows tourists to plan their finances accordingly and ensure they can enjoy their trip without financial stress.

(iv) Enjoyment and stress reduction:

-  A well-planned itinerary allows tourists to relax and enjoy their trip without worrying about logistics or unexpected delays.
-  By having a clear plan, tourists can focus on exploring destinations and creating memories, rather than managing last-minute arrangements.

- ✚ The itinerary also allows for flexibility and spontaneity, enabling tourists to adjust their plans as needed without feeling rushed or stressed.

(v) Enhanced travel experience:

- ✚ An itinerary helps tourists make the most of their trip by prioritizing attractions and activities that align with their interests.
- ✚ It also allows tourists to research and learn about their destinations, enhancing their overall travel experience.
- ✚ By providing a detailed plan, the itinerary helps tourists avoid missing out on important sights and activities.

4. The following are the three types of tour itinerary:

(i) 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.

(ii) 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.

(iii) 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.

5. The following are the steps to follow when developing 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

6. In the list below, the underlined are 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. The following are the five categories of clients of a tour itinerary:

- ✓ **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.

8. The following are the factors to consider while choosing channel for sharing the itinerary:

✓ 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.

9. The following are the appropriate techniques to share a tour itinerary to client:

✓ 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.



Self-Reflection

1. Ask learners to re-take the self-assessment at the beginning of the unit. They should then fill in the table in their Trainee's Manual to identify their areas of strength, areas for improvement and actions to take to improve.
2. Discuss trainees' results with them. Identify any areas that are giving many trainees difficulties and plan to give additional support as needed (ex. use class time before you begin the next learning outcome to go through commonly identified difficult concepts).



Points to Remember

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

Further Information for the Trainer

"Check in the references"



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)

Assessable outcomes	Assessment criteria (Based on performance criteria)	Indicator	Observation		Marks allocation
			Yes	No	
1. Describe tour package details (10%)	1.1 Market needs are correctly assessed according to the tourism industry policy	The techniques of assessing the market needs are well stated			9
		Factors influencing the market needs are properly identified			
		Market segmentation is effectively applied			
	1.2 Package components are properly identified according to the tourist's needs	The main tour package components are properly mentioned			6
		Ancillary services/Miscellaneous are properly highlighted			
	1.3 Tourism Suppliers and partners are adequately identified according to the tourist's request	Public and Private suppliers are well mentioned			5
2. Create tour package (20%)	2.1 The tour package type is appropriately determined in accordance with the	Tour package types are well provided			10

	tourist needs			
	2.2 Tour package components are correctly selected in accordance with tourist needs	Factors to consider while selecting tour package components are well demonstrated		15
	2.3 Contracts are appropriately negotiated with the suppliers and partners	Elements to consider when negotiating contracts with suppliers are well stated		10
		The elements of contract are properly highlighted		
		The Contract negotiation strategies are well mentioned		
	2.4 Tour Package details are properly tailored according to the tourist's request	Factors considered while tailoring a tour package are properly highlighted		5
		The Techniques of tailoring tour package are well provided		
3. Cost the tour Package (35%)	3.1 The tour costing factors are correctly considered according to the company standards	The factors to consider while costing tour package are properly identified		10
		The Pricing strategies are properly stated		

		Factors to consider when setting price are accurately listed			
	3.2 The types of tour costing are properly identified as per company standards	Types of tour costing are well stated			10
	3.3 The tour package pricing is well determined as per company standards	Tour package pricing strategies are well examined			10
		Factors to consider when setting tour prices are well evaluated			
	3.4 Tour package is properly delivered according to the company procedures	Tour package delivering procedures are well followed			
		Tour package delivering methods are properly applied			
		Tour package delivering channels are well followed			
		Importance of delivering a tour package are well identified			
	3.5 Tour package costing is effectively revised as per package details	Techniques to revise a tour package costs are properly applied			
		Importance of revising a tour package are well identified			

4. Prepare tour itinerary (35%)	4.1Types of tour itinerary are correctly determined according to the tourism industry standards	Types of tour itinerary are properly mentioned			10
	4.2 The tour itinerary designing is done according to the company policy	Elements of tour itinerary are properly stated			
		Steps in developing tour itinerary are well listed			
	4.3 The tour itinerary details are correctly identified according to the client needs	Tour itinerary details are properly specified			
	4.4 The Channels for sharing the itinerary are properly provided according to the client needs	Factors to consider when selecting Channels for sharing itinerary are well examined			
		Techniques to select channels for sharing a tour package are properly applied			
	4.5 Itinerary is appropriately shared to the client	Techniques to share a tour itinerary are properly used			
		Important considerations when sharing a tour itinerary are well examined.			
	Total marks		100		
Percentage Weightage		100%			
Minimum Passing line % (Aggregate): 70%					

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