



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

MANAGING TOUR PACKAGES

TORTP402

Manage tour packages

Competence

RQF Level: 4

Learning Hours



Credits: 8

Sector: Hospitality and Tourism

Trade: Tourism

Module Type: Specific

Curriculum: HOTTOR4002– TVET Certificate IV in Tourism

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Purpose statement	This module describes knowledge, skills and attitudes required to manage tour packages. At the end of this module learners will be able to describe tour package, design tour itinerary, apply selling techniques and handle a tour file.					
Learning assumed to be in place	Providing guidance on Rwanda tourism destination, Interpreting Rwandan cultural and historical heritage, Interpreting flora and fauna					
Delivery modality	Training delivery		100%	Assessment		
	Theoretical content		30%	Formative assessment	30%	
	Practical work:		70%		70%	
	• Group work and presentation	30%				
	• Individual work	40%	Summative Assessment			
				50%		

Elements of Competency and Performance Criteria

	Performance criteria
1. Describe tour package	1.1. Components of tour package are properly identified according to tourists needs
	1.2. Tourism market is properly segmented based on market segmentation criteria
	1.3 . A tour package is properly prepared based on the available products and services
	1.4 . Products and services suppliers are selected based on tourist needs
2. Design tour itinerary	2.1. Resources for planning a tour itinerary are effectively identified based on tourist needs
	2.2. Tour itinerary is correctly planned referring to tour activities

	2.3. Tour itinerary is correctly costed based on the components of tour package
3. Apply selling techniques	3.1. Promotional strategies are properly identified referring to the company procedures
	3.2. Selling techniques are properly identified according to the company procedures
	3.3. Contracts are identified referring to the laws regulating contracts
4. Handle a tour file	4.1. Client's tour related details are properly filed according to company filling system
	4.2. Special interest tour inquiries are properly filled according to the company filling system
	4.3. Tour file are effectively controlled according to the company procedures

Intended Knowledge, Skills, and Attitude

Knowledge	Skills	Attitude
<ol style="list-style-type: none"> Knowledge of various tourist destinations and attractions. Knowledge of local culture, history, and customs. Knowledge of transportation options and logistics. Knowledge of accommodation options and booking procedures. Knowledge of local laws and regulations related to tourism 	<ol style="list-style-type: none"> Communication skills to effectively interact with clients, suppliers, and team members. Organizational skills to plan and coordinate tour packages. Problem-solving skills to address unexpected situations and emergencies. Negotiation skills to secure the best deals with suppliers. Time management skills to ensure smooth 	<ol style="list-style-type: none"> Customer service orientation to provide a positive experience for clients. Flexibility and adaptability to handle changing circumstances. Cultural sensitivity and respect for local customs and traditions. Attention to detail to ensure all aspects of the tour package are well-managed.

	execution of tour packages.	5. Enthusiasm and passion for travel and tourism.
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Course content

Learning outcomes	At the end of the module the learner will be able to: 1. Describe tour package 2. Design tour itinerary 3. Apply selling techniques 4. Handle a tour file
Learning outcome 1: Describe tour package	Learning hours: 20
Indicative content	
<ul style="list-style-type: none"> • Identification of components of tour packages <ul style="list-style-type: none"> ✓ Components of tour package <ul style="list-style-type: none"> ❖ Accommodation ❖ Transport ❖ Tourist activities 	

- Food and beverage services
- Tourist attraction
- Amenities /Ancillary services
- ✓ Types of tour package
 - Inclusive packages
 - Independent package
 - Special interest package
 - Escorted package
 - Business packages
 - Host tour packages
- ✓ Advantages of tour packages
 - To tourists
 - To tour company
- ✓ Purpose of a tour package

- **Market segmentation**

- ✓ Types of tourism market segments
 - Generic tourism market segments
 - specific tourism market segments
- ✓ Tourists needs
- ✓ Benefit of market segmentation
- ✓ Challenges of market segmentation
- ✓ Bases of market segmentation

- **Preparation of a tour package**

- ✓ Factors to consider while planning a tour package
 - ✓ Tour package preparation steps
 - Identify the need of the business
 - Selection of the key partners
 - Create and map out the details of tour package
 - Defining the operational process
 - Tour package promotion

- **Selection of service suppliers**

- ✓ Suppliers of tourism services
 - Tour operators
 - Travel agencies
 - Accommodation establishments

- Food and beverages outlets
- Airlines
- Transportation companies
- Museums
- National parks
- Entertainment parks
- Tourism information centres
- Tourism boards
- Farmers
- Cruise operators

- ✓ Role of tourism services suppliers
- ✓ Activities in identifying appropriate suppliers

Resources required for the learning outcome

Equipment	Computer, Printer, Telephone
Materials	Reference books, Travel guide books, maps and brochures
Tools	Papers, pens, markers
Facilitation techniques	<ul style="list-style-type: none"> ▪ Brainstorming ▪ Group discussion ▪ Role play ▪ Practical exercise ▪ Demonstration ▪ Field study
Formative assessment methods / (CAT)	<ul style="list-style-type: none"> ▪ Written assessment ▪ Oral assessment ▪ Performance assessment

Learning outcome 2: Design tour itinerary Learning hours: 20

Indicative content

- **Identification of resources for itinerary preparation**

- ✓ Resources for itinerary preparation
 - Online travel agencies

- Travel agencies
- Airline and hotel websites
- Travel apps
- Travel blogs and forum
- Travel guide books
- Local tourism websites
- Social media
- Maps and navigation apps
- Online trip planners
- Local tourist information centers
- ✓ Types of Itineraries
 - Off the shelf itineraries
 - Descriptive itineraries
 - Tailor made itineraries
 - Technical itineraries
 - Detailed itineraries
 - Operational itineraries
 - Skeletal itinerary
 - Suppliers' itinerary
 - Multi-destination itinerary
 - Outbound tour itineraries
 - tours Itineraries for excursions
- **Planning a tour itinerary**
 - ✓ Key elements of a tour itinerary
 - ✓ Itinerary planning steps
 - Determine travel goals and interest
 - Choose the destination
 - Research and gather information
 - Determine the length of the trip or duration
 - Consider the travel requirements
 - Allocate the time for activities
 - Determine activities for the tour
 - Determine tour guiding services
 - Create a schematic outline of the trip
 - Find affordable means of transport

- Select accommodation
- Select food and Beverage services
- Determine the stopover points en-route
- Stay flexible
- Share itinerary
- ✓ Functions of a tour itinerary
 - Maximizing travel time or duration
 - Managing expenditures
 - Prioritizing needs and wants in the trip
- ✓ Factors to consider when planning tour itinerary
- **Costing a tour itinerary**
 - ✓ Types of tour costs
 - Variable costs
 - Fixed costs
 - ✓ Factors to consider while costing a tour
 - Transportation costs
 - Accommodation expenses
 - Meals a dining
 - Activities and attractions
 - Guides and staff compensation
 - Equipment and gear rental
 - Insurances and permits
 - Logistics and operations
 - Local taxes and charges
 - Currency exchange rates
 - Contingency funds
 - Profit margin
 - Group size and discounts
 - Marketing and sales costs
 - seasonal variations
 - competitor's analysis
 - currency fluctuations

Resources required for the learning outcome

Equipment	Projector, Telephone, Computer
Materials	Internet, Brochures, Markers, Flip Chart,
Tools	Reference books, Travel Guide books, Maps, Brochures, compass, Touristic maps.
Facilitation techniques	<ul style="list-style-type: none"> ▪ Brainstorming ▪ Group discussion ▪ Role play ▪ Practical exercise ▪ Demonstration <p>Field study</p>
Formative assessment methods / (CAT)	<ul style="list-style-type: none"> ▪ Written assessment ▪ Oral assessment ▪ Performance assessment

Learning outcome 3: Apply Selling Techniques	Learning hours: 20
Indicative content	
<ul style="list-style-type: none"> • Identification of promotional strategies <ul style="list-style-type: none"> ✓ Promotional strategies <ul style="list-style-type: none"> ⊕ Personal selling ⊕ Advertising ⊕ Direct marketing ⊕ Sales promotion ⊕ Public relations ✓ Advantages of promotion • Identification of selling techniques <ul style="list-style-type: none"> ✓ Steps of Selling <ul style="list-style-type: none"> ⊕ Approach the client ⊕ Discover client needs ⊕ Provide a solution ⊕ Close the sale ⊕ Complete the sale and follow up ✓ Selling techniques 	

- Consultative selling
- Features and benefits
- Solution selling
- Storytelling selling
- Cross selling and upselling
- Objection handling
- Demonstration
- Building rapport
- Assumption close
- Closing selling
- ✓ Types of customers in tourism market
 - Males and females
 - International and domestic
 - Families
 - Elderly
 - Business travelers
 - Teen Groups
 - Students (Backpackers)
 - Couples
 - Co-workers
 - Vacationers
 - Special interest groups
- **Identification of Contracts**
 - ✓ Types of contracts
 - Full-time
 - Fixed-term
 - Express contract
 - Implied contract
 - Unilateral contract
 - Executed contract
 - Bilateral contract
 - Enforceable contract
 - open-ended contracts
 - covenants contract

- Sales contract
- ✓ Elements of contracts
 - Offer
 - Acceptance
 - Consideration
 - Mutuality of Obligation (mutual consent)
 - Competency and Capacity
 - Legality
 - Certainty and clearly
 - Performance or delivery
 - Terms and conditions
 - Time frame or duration
 - Termination and remedies

Resources required for the learning outcome

Equipment	<ul style="list-style-type: none"> ▪ Projector, Telephone, Computer
Materials	<ul style="list-style-type: none"> ▪ Internet, Brochures, Markers, Flip Chart
Tools	<ul style="list-style-type: none"> ▪ Reference books, Travel Guide books, Maps, Brochures, compass, Touristic maps.
Facilitation techniques	<ul style="list-style-type: none"> ▪ Brainstorming ▪ Group discussion ▪ Role play ▪ Practical exercise ▪ Demonstration ▪ Field study
Formative assessment methods /(CAT)	<ul style="list-style-type: none"> ▪ Written assessment ▪ Oral assessment ▪ Performance assessment

Learning outcome 4: Handle guest tour file | Learning hours: 20

Indicative content

- **Filing clients Tour related details**

- ✓ Clients' needs and details
- ⊕ Personal information (names, gender, nationality...)
- ⊕ Contact information (addresses, phone number, email,)
- ⊕ Financial information (payment method details)
- ⊕ Employment or business information (company name, title, business address)
- ⊕ Preferences and interest (travel preferences, product preferences)
- ⊕ Special needs or request
 - ✓ Note clients' profile (customer types)
 - ⊕ Solo/couple
 - ⊕ Family and friends
 - ⊕ Budget travelers
 - ⊕ Mid-ranged traveler
 - ⊕ High-end traveler

- **Filing special interest tour inquiry**

- ✓ Sources of tour packages inquiries
- ⊕ Clients' directories
- ⊕ Sponsoring Agent
- ⊕ Travel agent
- ⊕ Tour wholesaler Specialist
- ⊕ tour operator
- ⊕ Destination Management Company
- ⊕ Referrals and word of mouth
- ⊕ Email marketing campaigns
- ⊕ Corporate partnerships
- ⊕ Print advertising

- **Dealing with a tour file**

- ✓ Operate tour file
- ⊕ Open and register a tour file
- ⊕ Record all services according to type of tour.
- ⊕ Update and finalize bookings
- ⊕ Invoice clients
- ⊕ Collect all payments

- Issue receipts
- Maintain file bookings

Resources required for the learning outcome

Equipment	Projector, Computer, Telephone
Materials	Internet, Brochures, Markers, Flip Chart
Tools	Reference books, Travel Guide books, Maps, Brochures, compass, Touristic maps.
Facilitation techniques	<ul style="list-style-type: none"> ▪ Brainstorming ▪ Group discussion ▪ Role play ▪ Practical exercise ▪ Demonstration <p>Field study</p>
Formative assessment methods /(CAT)	<ul style="list-style-type: none"> ▪ Written assessment ▪ Oral assessment ▪ Performance assessment

Integrated/Summative assessment

Integrated situation

J6 Safaris is a Tour Company operating in Kanombe Sector, Kicukiro District in Kigali City. Recently, it received a request from a group of 20 Tourists from Harvard University in USA who want to experience Rwanda as a remarkable destination

They have been informed about Rwanda-on-Rwanda Television (RTV) but they are not aware of its Tourists attractions, hence desired to visit it.

Among their expectations they want to experience its beautiful scenery including Landscape, wildlife as well as Rwandan Culture.

They will spend five (5) days in Rwanda exploring at least four (4) major destinations. The chosen accommodation includes Hotel, lodge and Campsite.

J6 Safaris hired you as an experienced person in Tourism Industry to design a tour package with an inclusive price for this group and guide them to the destination ensuring the maximization of Tourists' Expectation.

All tools equipment and materials are provided by the company.

This task should be achieved in three (3) hours and all tools, materials and equipment are available in project store.

Your task is to:

1. Read the inquiry
2. Design a tour package
3. Chart a tailor-made itinerary
4. Respond to the inquiry
5. handle a tour file

Resources

Tools	▪ Reference books, Travel Guide books, Maps, Brochures, compass, Touristic maps.
Equipment	▪ Projector, Computer, Telephone
Materials/ Consumables	▪ Internet, Markers, Flip Chart, pens, pencil, papers

Assessable outcomes	Assessment criteria (Based on performance criteria)	Indicator	Observation		Marks allocation
			Yes	No	
1. Describe tour package (30%)	Components of tour package are properly identified according to tourist's needs	Components of tour package are well identified			2
		Types of tour package are well identified.			2

		Advantages of tour packages			2
		Purpose of a tour package			2
	Tourism market is properly segmented based on market segmentation criteria	Tourists needs are well identified.			2
		Benefit of market segmentation are well identified			2
		Challenges of market segmentation are well described.			2
		Bases of market segmentation are well explained			2
		Types of tourism market segments are well described			2
	Preparation of a tour package based on the available products and services	Tour package preparation steps are well described.			2
		Factors to consider while planning a tour package are properly identified.			2
	Products and services suppliers are selected based on tourist needs	Suppliers of tourism products and services are well identified.			2
		Role of tourism services suppliers is properly described.			2
		Activities in identifying appropriate suppliers are well described.			4
2.Design tour itinerary (20%)	Resources for planning a tour itinerary are effectively identified based on tourist needs	Resources for itinerary preparation are well identified.			3
		Types of Itineraries are properly described.			3
		Key elements of a tour itinerary are identified.			2

	Tour itinerary is correctly planned referring to tour activities.	Itinerary planning steps are properly described.			2
	Tour itinerary is correctly planned referring to tour activities.	Functions of a tour itinerary are properly identified.			2
	Tour itinerary is correctly planned referring to tour activities.	Factors to consider when planning tour itinerary are well explained.			3
	Tour itinerary is correctly costed based on the components of tour package	Types of tour costs are well described.			3
	Tour itinerary is correctly costed based on the components of tour package	Factors to consider while costing a tour are well identified.			2
3. Apply selling techniques (20%)	Promotional strategies are properly identified referring to the company policy	Promotional strategies are well described.			3
	Promotional strategies are properly identified referring to the company policy	Advantages of promotion are well explained.			3
	Selling techniques are properly identified according to the company's policy	Steps of Selling are well identified.			3
	Selling techniques are properly identified according to the company's policy	Selling techniques are well described.			3
	Selling techniques are properly identified according to the company's policy	Types of customers in tourism market are well identified.			2
	Contracts are identified referring to the laws regulating contracts	Types of contracts are well described.			3
	Contracts are identified referring to the laws regulating contracts	Elements of contracts are well identified.			3
4. Handle a tour file (10%)	Client's tour related details are properly filed according to company's standards.	Clients' needs and details			3
	Client's tour related details are properly filed according to company's standards.	Clients' profile (customer types) is well identified.			2
	Special interest tour inquiries are properly	Sources of tour packages inquiries are well identified.			3

	filled according to company's standards				
	Tour file are effectively controlled according to the company's standards	A tour file is well operated			2
Total marks	100				
Percentage Weightage	100%				
Minimum Passing line % (Aggregate):					
70%					

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