



Rwanda Air

# **RQF LEVEL 4**

TORTP402 TOURISM

Managing Tour Packages

**TRAINEE'S MANUAL** 

August 2024



## MANAGING TOUR PACKAGES



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CBET:	Competence Base Education and Training
PPE:	Personal Protective Equipment
RQF:	Rwanda Qualification Framework
RS:	Rwandan Standard
RSB:	Rwanda Standards Board
RTB:	Rwanda TVET Board
TVET:	Technical and Vocational Education and Training
ΙΑΤΑ:	International Air Transport Association
ICAO:	International Civil Aviation Organization
UNWTO:	United Nations World Tourism Organization
RSGA:	Rwanda Safari Guide Association
RDB:	Rwanda Development board
RCB:	Rwanda convention Board
FIT:	Full Independent Traveler

## **INTRODUCTION**

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to manage tour packages students undertaking this module shall be exposed to practical activities that will develop and nurture their competences.

The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

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

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

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

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

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

## Module units:

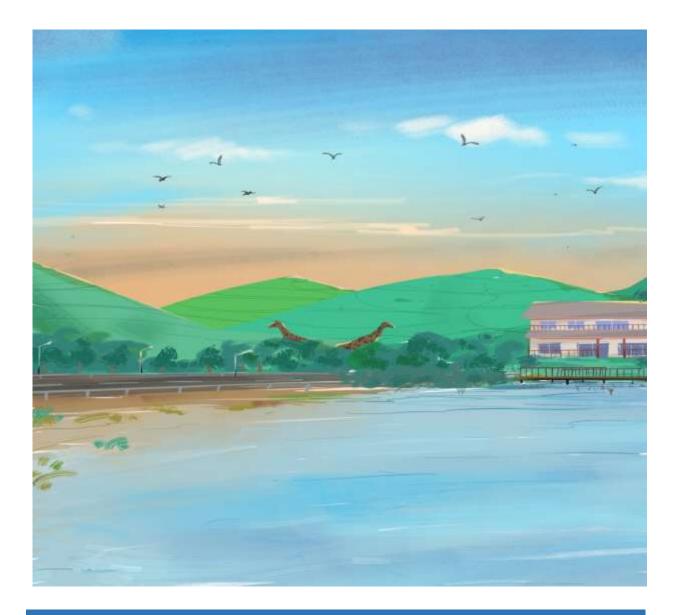
Unit 1: Describe tour package

Unit 2: Design tour itinerary

Unit 3: Apply selling techniques

Unit 4: Handle a tour file

## **UNIT 1: DESCRIBE TOUR PACKAGE**



## unit summary

This unit provides with knowledge, skills and attitudes required to describe tour packages required in management of tour packages. It covers the main activities including identification of component of tour packages, market segmentation, and preparation of tour packages and selection of service suppliers.

## Self-Assessment: Unit 1

- 1. Study the unit illustration above and answer the following questions:
  - a. What do you see in the illustration?
  - b. What activity do you think is taking place?
  - c. What do you think will be covered in this unit based on the illustration?
- 2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
  - a. There is no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
  - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Identify Components of tour package					
Describe Types of tour package					
Describe types of tourism market segments					
Identify Tourists needs					
Identify tour package preparation steps.					
Identify factors to consider while					

d. At the end of this unit, you will assess yourself again

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
planning a tour package.					
Identify factors to consider while planning a tour package.					
Identify Suppliers of tourism services					
Identify role of tourism services suppliers					
Describe activities in identifying appropriate suppliers					



	Knowledge		Skills		Attitudes
1.	Identify Components of	1.	Plan properly the tour	1.	Express professionalism
	tour package		package components		when planning a tour
					package
2.	Describe types of tour	2.	Be able to identify the	2.	Comply with safety
	package		reasons of packages		precautions of those tour
					package at workplace
3.	Identify advantages of	3.	Classify customers in	3.	Pay attention when
	tour packages		their categories		identifying customer's
					preferences
4.	Illustrate Purpose of a	4.	Classify customers in	4.	Demonstrate enthusiasm
	tour package		their categories		and passion for travel in
					tourism industry
5.	Describe types of	5.	Anticipate customers	5.	Apply inclusiveness when
	tourism market		expectation		classifying customers
	segments				
6.	Identify Tourists needs.	6.	Be able to spots	6.	Express professionalism
			challenge		when locating customer's
					needs
7.	Describe benefit of	7.	Define the operation	7.	Express the advantages of
	market segmentation		process		market segmentation
8.	Identify Challenges of	8.	Choose properly	8.	Handle and overcome
	market segmentation		tourism suppliers		challenges of market
					segmentation
9.	Identify tour package	9.	Assess services of	9.	Comply with safety
	preparation steps.		tourism suppliers		precautions of those tour
					package at workplace

Knowledge	Skills	Attitudes
10. Identify factors to		10. Be able to manage
consider while		time
planning a tour		
package.		
11. Identify Suppliers of		11. Pay attention to every
tourism services		supply's service in
		tourism
12. Identify role of		12. Be accurate and
tourism services		concise for customers
suppliers		and suppliers
13. Describe activities in		13. Be honest and humble
identifying		for every customer
appropriate		
suppliers		



## Read the following scenario and answer the related questions.

Lisa and Mike are planning their summer vacation. They're looking for a relaxing getaway but also want to experience some of the local culture. Based on Lisa and Mike wishes answer the following questions

- 1. Identify components you should include in their tour packages that could help Lisa and Mike in their summer vacation?
- 2. How do you understand the word market segmentation and what could be the types of market segmentation?
- 3. What are the steps to follow while preparing a complete tour package?
- 4. Which factors could you consider when planning a tour package?
- 5. Who are the tourism suppliers who can help you to the deliver tourism product and services to the tourists?
- 6. Which roles played by tourism suppliers in tourism industry?
- 7. What is market segmentation?
- 8. Identify the types of tourism market segmentation
- 9. Describe the benefit of tourism market segmentation?
- 10. List the challenges face in tourism market segmentation?
- 11. Identify the bases of tourism market segmentation?

## **Topic 1.1: selection of components of tour packages**



Task 2:

## Read the following scenario and answer the asked questions

A group of travelers from Germany wishes to travel in Rwanda this coming summer for the purpose of enjoying Rwanda wildlife and get unforgettable experiences from Rwanda destinations based on their wishes they asked Savvy tours to assist them to plan their travel package from July 26 to July 29, 2024. Savvy tours hired you to help them to plan the as they have busy days, based on your experience answer the following questions to help Savvy tours in the planning:

- 1. What are the components do you think should be included in their tour package?
- 2. What are the types of tour package which can be prepared in tourism industry?
- 3. What are the advantages of a well-prepared tour packages to tourist and tour operators?
- 4. What are the purposes of a well-prepared tour package?

## Key Facts 1.1a: selection of components of tour packages

## • Introduction

A tour package typically includes a set of components and services designed to provide travelers with a comprehensive and convenient travel experience. These components can vary depending on the type of package, destination, and travel provider, but here are the common components of a tour package:

## • Transportation:

- Flights: Round-trip or one-way airfare, including details on departure and arrivalairports, airlines, and flight schedules.
- Transfers: Ground transportation to and from the airport, as well as betweendestinations within the tour.

## • Accommodation:

Information about the type of accommodation, such as hotels, resorts, lodges,

or otherlodging options.

- Details about the room category (e.g., standard, deluxe, suite), including amenities andfeatures.
- ✓ Duration of stay at each accommodation.

## • Meals:

- The meal plan, specifying the number of meals provided per day (e.g., breakfast, half board, and full board, all-inclusive).
- ✓ Information about dining options, such as on-site restaurants or room service.

## • Activities:

- Detailed itinerary outlining the places to visit, attractions to see, and activities toparticipate in during the tour.
- ✓ Entrance fees to museums, parks, historical sites, or other attractions.
- ✓ Optional excursions or activities that travelers can choose to add to their package.

## • Tour Guide and Transportation:

- Services of a tour guide or tour leader who accompanies the group, provides information, and assists travelers.
- Information about the mode of transportation used for sightseeing tours, such as buses, boats, or trains.

## • Travel Insurance:

 Information about whether travel insurance is included in the package or if travelersneed to purchase it separately.

## • Visa and Documentation:

- ✓ Guidance on visa requirements and assistance with visa processing, if applicable.
- Information about required travel documents, such as passports, permits, or vaccinationcertificates.

## • Price and Inclusions:

✓ Total package cost per person, including any taxes, fees, and surcharges.

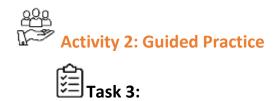
✓ A list of inclusions, specifying what is covered in the package price.

• Exclusions:

- ✓ Any items or expenses not included in the package, such as personal expenses, tips, and alcoholic beverages.
- ✓ Additional costs for optional activities or upgrades.

https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=components+of+tour+packag es

Category of tools and equipment	Tools and equipment	Use of the tools and equipment
Paper materials	Brochures	To help a trainee to find more information about attractions
	Papers	To for write down tour package details
	Pen	Help in writing a tour package component
	Мар	Help a trainee to locate different Rwanda destinations
Direction equipment	Compass	For helping a trainer in reading map to find locations
	GPS	To help a trainee assess destinations



## Read the following scenario and use it to perform the related task.

Lumisa birding a tour company operate in Rwanda wishes to hire a competent trainee to help them to organize different travel packages of their clients,

As a good travel technician, you are asked to figure out the components that should be put in their travel packages considering their:

- **1.** Types
- 2. Purposes
- 3. Advantages





#### Read the following scenario and use it to perform the related task.

Lumisa birding tour Company recently received a request of 10 tourists from USA who want to discover Rwanda within 3 days. Now Lumisa birding tours hires you to work with them to identify tour packages, which will help them to satisfy the needs of their customers,

As tourism technicians, select the components that should be put in their travel packages.

## **Topic 1.2: Description of Market segmentation**



Task 5:

## Referring to the following scenario answer to the asked question.

Savvy tours wish to plan a 1-day natural walk in Nyungwe national park. But the group of tourists they have includes men of 50 years, 65 years, and young tourists of 20-30 years ages. As a tourism technician, savvy tours asked you to help them to plan that trip in the manner that every tourist shall be satisfied.

- 1. What types of market segments for savvy tours?
- 2. What are needs for the tourists savvy tours needs to be ready satisfy?
- 3. What is the benefit of this market segmentation for savvy tours?
- 4. What do you think could be the challenges of market segmentation for savvy tours?
- 5. What are the bases of market segmentation so that savvy tours could always ready for their customers?

## Key Facts 1.2: Description of Market segmentation

- Market segmentation
  - A marketing strategy that involves dividing a broad target market into smaller, more homogeneous groups of consumers who share similar characteristics, needs, and preferences. Thepurpose of market segmentation is to enable businesses to tailor their products, services, marketing messages, and promotional efforts to better meet the specific demands of each segment.
- Types of tourism market segments
  - ✓ Generic tourism market segments
  - ✓ specific tourism market segments
  - Tourism market segmentation involves dividing the tourism market into distinct segments based onvarious criteria. Each segment represents a group of travelers who share similar characteristics, interests, and needs. Here are some

#### common

- Types of tourism market segmentation:
  - ✓ Demographic Segmentation:
    - Age: Segments can target specific age groups, such as millennials, seniors, or families with young children.
    - Gender: Some tourism offerings may be tailored to male or female travelers.
    - Income: Segments can be based on income levels, catering to budget travelers, mid-range travelers, or luxury tourists.
    - Education: Educational tourism can target students, scholars, or those interested incultural and historical learning experiences.

#### ✓ Geographic Segmentation:

- Geographical Origin: Segments can be based on the home country or region oftravelers.
- Destination Preferences: Different destinations may attract specific geographic segments. For example, beach destinations for coastal dwellers or winter destinations for residents of cold climates.

## ✓ Psychographic Segmentation:

- Lifestyle: Segments can be created based on travelers' lifestyles, values, and interests.Examples include adventure seekers, eco-conscious travelers, or cultural enthusiasts.
- Personality: Some segments may cater to adventurous, relaxed or luxuryorientedpersonalities.
- Interests and Hobbies: Segments can focus on specific interests like sports tourism, culinary tourism, or wellness tourism.
- ✓ Behavioral Segmentation:
  - Travel Behavior: Segments can be based on how often individuals travel, the purpose of their trips (e.g., business, leisure, or religious), and their loyalty to specific travel brands.

Purchase Behavior: Some travelers are price-sensitive and seek budget options, while others are willing to pay for premium experiences.

## Technographic Segmentation:

Technology Adoption: Segments can be based on travelers' use of technology and digital platforms for trip planning and booking.

## ✓ Generational Segmentation:

 Generations: Different generations, such as Baby Boomers, Generation X, Millennials, and Generation Z, have distinct travel preferences and behaviors. Segments may targetspecific generations.

## ✓ Family Composition:

- Family Size: Travel segments can focus on families of various sizes, such as couples, nuclear families, or extended families.
- Life Stages: Segments can be based on family life stages, including honeymooners, families with young children, or empty nesters.

## ✓ Cultural and Ethnographic Segmentation:

Cultural Background: Tourism segments may cater to travelers from specific cultural orethnic backgrounds, offering experiences and services that align with their heritage andtraditions.

## ✓ Accessibility and Mobility:

- Accessibility Needs: Segments can target travelers with specific accessibility needs, such as those with disabilities.
- Mobility: Segments can cater to travelers who prefer specific modes of transportation, such as cruise enthusiasts or train travelers.

## ✓ Specialized Interests:

- Religious Tourism: Catering to travelers on pilgrimages or spiritual journeys.
- Medical Tourism: Targeting individuals seeking medical treatments or wellness services.
- **Adventure Tourism:** Focusing on adrenaline-inducing activities like hiking,

trekking, orextreme sports.

#### Seasonal Segmentation:

Seasonal Travel: Segments can be based on travel seasons, such as summer vacationers, winter sports enthusiasts, or shoulder-season travelers.

## ✓ MICE Tourism:

Meetings, Incentives, Conferences, and Exhibitions (MICE): This segment targetsbusiness travelers attending conferences, exhibitions, or corporate events.

## ✓ Luxury Tourism:

- Luxury Travelers: Catering to high-end travelers seeking premium experiences, luxuryaccommodations, and exclusive services.
- Sustainable and Eco-Tourism:
- "Needs" in a general sense refer to the fundamental requirements or desires that individuals have invarious aspects of their lives. These needs can encompass a wide range of physical, psychological, emotional, and social aspects. Here are some categories of needs that people typically have:

## ✓ Basic Human Needs:

Physiological Needs: These include the most fundamental requirements for survival, such as food, water, air, shelter, clothing, and sleep.

## ✓ Safety and Security Needs:

- Safety Needs: People need physical and emotional safety and security, which mayinvolve protection from harm, danger, and threats.
- Financial Security: Assurance of financial stability, including job security and savings for the future.

## ✓ Social and Emotional Needs:

Love and Belonging: The need for love, affection, friendship, and a sense of belonging to social groups and communities. Emotional Well-Being: The need for emotional support, understanding, and mentalwell-being.

✓ Self-Esteem and Recognition:

- Self-Esteem: The need for self-respect, self-worth, and a positive selfimage.
- Recognition: The desire for recognition, achievement, and appreciation from others.

## ✓ Self-Actualization:

- Self-Actualization: The desire to fulfill one's potential, pursues personal growth, and achieves one's dreams and aspirations.
- ✓ Cognitive and Intellectual Needs:
  - Curiosity: The desire to learn, explore, and acquire knowledge.
  - Intellectual Stimulation: The need for mental challenges and opportunities for problem-solving and creativity

## Benefit of market segmentation

Market segmentation offers numerous benefits to businesses and organizations looking to tailor theirproducts, services, and marketing strategies to specific customer groups. Here are some of the key benefits of market segmentation:

## Challenges of market segmentation

While market segmentation offers numerous benefits, it also comes with its fair share of challenges and complexities. Some of the key challenges associated with market segmentation include:

- ✓ Targeted Marketing: Market segmentation allows businesses to identify and target the mostrelevant and receptive customer segments. This leads to more efficient marketing campaignsthat generate higher response rates and better return on investment (ROI).
- Improved Customer Satisfaction: By tailoring products and services to the needs and preferences of specific segments, businesses can enhance customer satisfaction. Satisfied customers are more likely to become loyal and repeat buyers.

- Higher Sales and Revenue: Targeting the right market segments with appropriate offerings can lead to increased sales and revenue. Customers are more likely to make purchases when they find products or services that align with their needs and preferences.
- Reduced Marketing Costs: Segment-specific marketing efforts are more costeffective because they focus resources on the most promising customer groups. Businesses can allocate their marketing budget more efficiently.
- Competitive Advantage: Effective market segmentation can give businesses a competitive edge by enabling them to differentiate their products or services from those of competitors. It allows companies to address unique customer needs that others may overlook.
- Product Development: Market segmentation provides insights into customer preferences and pain points, which can guide product development efforts. Businesses can create offerings that are better aligned with customer demands.
- Brand Loyalty: Targeting specific segments and delivering tailored experiences can foster brand loyalty. Satisfied customers are more likely to stick with a brand over the long term.
- Market Expansion: Market segmentation can identify pottering outcomes to expand into new customer segments. Businesses can diversify their customer base and reduce reliance on a single market segment.
- Product Positioning: Segmentation helps businesses position their products or services effectively within the market. They can choose the most suitable positioning strategy for each segment.
- Customer Retention: By addressing the specific needs of different segments, businesses can improve customer retention rates. Loyal customers are often more valuable than acquiring new ones.
- Data Collection and Analysis: Gathering accurate and up-to-date data to create meaningful segments can be challenging. This may involve surveys, market research, and data analytics, which can be time-consuming and costly.

- Segment Overlaps: In practice, it can be difficult to create entirely distinct segments, as there may be overlap in characteristics or preferences among individuals. Some customers may fit into multiple segments.
- Segment Size: Some segments may be very small, making it difficult to justify the allocation of resources for targeted marketing efforts. Smaller segments may also limit the potential for significant revenue growth.
- Changing Consumer Behavior: Consumer behavior and preferences can change rapidly, especially in dynamic markets. What is true for a segment today may not hold true in the future, necessitating constant monitoring and adjustments.

## • Bases of market segmentation

## Demographic Segmentation:

- Age: Dividing the market based on age groups, such as children, teenagers, young adults, middle-aged, or seniors.
- Gender: Segmenting based on the gender of consumers, such as male, female, or non- binary.
- Income: Grouping consumers by income levels, such as low-income, middle-income, or high-income.
- Education: Segmenting based on educational attainment, such as high school, college, or postgraduate education.
- Family Size: Dividing the market by the number of family members, such as singles, couples, or families with children.
- Occupation: Segmenting based on occupation or profession, such as healthcare professionals, educators, or engineers.

## ✓ Psychographic Segmentation:

- Lifestyle: Dividing consumers based on their lifestyle, values, interests, and activities.For example, adventure enthusiasts, healthconscious individuals, or environmentallyconscious consumers.
- Personality: Segmenting based on personality traits, such as introverted or extroverted personalities.

Values and Beliefs: Grouping consumers by their values, beliefs, and principles, which may influence their buying decisions.

## ✓ Behavioral Segmentation:

- Usage Rate: Segmenting based on the frequency and volume of product usage, such as heavy users, moderate users, or occasional users.
- Purchase Behavior: Dividing consumers based on their buying behavior, such as brand loyalty, price sensitivity, or impulse buying.
- Occasion-Based: Segmenting based on the occasions or events when consumers make purchases, such as holidays, birthdays, or special events.
- Brand Loyalty: Grouping consumers by their loyalty to specific brands or products.

## ✓ Geographic Segmentation:

- Location: Dividing the market based on geographic criteria, such as region, country, city, or rural vs. urban areas.
- Climate: Segmenting based on climate conditions, which can affect product preferences and needs.
- Population Density: Grouping consumers based on population density in a particular area.

#### ✓ Usage Situation Segmentation:

- Benefits Sought: Segmenting based on the specific benefits or solutions consumers are seeking from a product or service.
- Problem Awareness: Segmenting based on consumers' awareness of a problem or need that a product can address.
- Urgency: Dividing consumers based on how urgently they need a product or solution.

## Cultural and Ethnic Segmentation:

Cultural Background: Segmenting based on cultural and ethnic factors, including language, traditions, and customs.

Ethnicity: Dividing the market by ethnic groups, such as Hispanic, Asian, African American, or others. **B2B Segmentation (Business-to-Business):** Industry: Segmenting businesses based on their industry or sector, such as healthcare, technology, or manufacturing. Company Size: Dividing businesses based on their size, such as small businesses, mid-sized enterprises, or large corporations. Purchase Behavior: Segmenting based on businesses' buying behavior, such as frequent buyers, occasional buyers, or first-time buyers. Lifecycle Stage Family Lifecycle: Segmenting based on the stage of the family lifecycle, such as young couples, families with children, or empty nesters. Product Lifecycle: Dividing the market based on the stage of a product's lifecycle, such as introduction, growth, maturity, or decline. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=tourism+Mark

et+segmentation





## Referring to the scenario given to the task five, answer the following questions.

Imagine you are working for a classic resort located on a tropical island. The resort offers a variety of amenities such as private villas, spa treatments, gourmet dining, and exclusive beach access. You are required to categorize customers in accordance with the bases of market segmentation to attract different types of travelers to the resort.



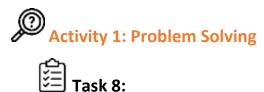


## Read the scenario below and perform the task given.

Lumisa safari tours wish to plan a 3-days hiking in volcanoes national park. However, the groups of tourists they have are student from USA University with their lecturers.

As a tourism technician, advise the primate safari tours about the plan based on market segments so that every tourist shall be satisfied.

## Topic 1.3: Preparation of a tour package



## Read the scenario below and answer to the asked questions.

Assume you are hired to support Lumisa Tours Company in preparation for a group of travelers from Germany wishes to travel in Rwanda this coming summer for the purpose of enjoying Rwanda wildlife and get unforgettable experiences from Rwanda destinations. Based on their wishes they asked Savvy tours to assist them to plan their travel package,

- 1. Describe the tour package preparation steps.
- 2. What are the factors to consider while planning a tour package?

## **Key Facts 1.3: Preparation of a tour package**

Introduction

Preparing a tour package involves several steps to ensure a well-organized and enjoyable travelexperience for participants.

#### • Tour package preparation steps

- ✓ Define the Tour Objective:
  - Clearly define the purpose and objectives of the tour. Whether it is a cultural tour, adventure trip, educational tour, or a combination, understanding the goals will guidethe planning process.

#### ✓ Identify the Target Audience:

- Determine the demographics, interests, and preferences of the target audience. This information will influence destination selection, activities, and the overall itinerary.
- **Choose a Destination:** 
  - Select a destination that aligns with the tour objectives and appeals to the targetaudience. Consider factors like season, weather, and cultural attractions.

#### ✓ Plan the Itinerary:

Develop a detailed itinerary that includes daily activities, excursions, free time, andtravel between locations. Ensure a balance of cultural experiences, leisure, and anyspecial events or activities.

## ✓ Accommodation Selection:

Choose accommodations that match the preferences and budget of the target audience.Consider factors like location, amenities, and the overall guest experience.

## ✓ Transportation Arrangements:

Plan transportation logistics, whether it involves flights, buses, trains, or privatetransfers. Ensure seamless connectivity between destinations.

## ✓ Activities and Attractions:

Identify and plan activities and attractions based on the interests of the target audience.Include cultural experiences, sightseeing, and any unique offerings at the destination.

## ✓ Guides and Tour Leaders:

Hire knowledgeable and experienced guides who can enhance the travel experience.Ensure they are well-informed about the destination and its attractions.

#### Costing and Budgeting:

 Develop a comprehensive budget that includes all expenses, such as transportation, accommodation, meals, activities, guides, and contingency.
 Ensure pricing is competitive and aligns with the perceived value.

## ✓ Legal and Regulatory Compliance:

Ensure compliance with local and international travel regulations. Provide information visa requirements, travel insurance, and any health precautions.

#### ✓ Communication Plan:

Establish clear communication channels with participants before, during, and after thetour. Provide detailed information on the itinerary, packing guidelines, and any special requirements.

#### ✓ Promotion and Marketing:

Develop a marketing strategy to promote the tour package. Utilize various channels, including social media, travel agencies, email campaigns, and partnerships.

## ✓ Documentation and Contracts:

Prepare all necessary documentation, including contracts, terms and conditions, and participant forms. Clearly outline cancellation policies, refund procedures, and other important details.

## ✓ Risk Management:

Identify potential risks and develop a risk management plan. This includes addressing health and safety concerns, emergency response procedures, and having a contingencyplan for unforeseen events.

## Environmental Responsibility:

Consider the environmental impact of the tour. Promote sustainable and responsibletourism practices and collaborate with local common learning outcomes for positive contributions.

## ✓ Feedback and Evaluation:

Develop a system for collecting feedback from participants after the tour. Use this information to evaluate the success of the tour and identify areas for improvement.

## ✓ Test the Itinerary:

Conduct a test run of the itinerary to ensure that all logistics are in place and activitiesproceed smoothly. Address any issues or adjustments that arise during the testing phase.

## Launch and Monitor:

Launch the tour package and closely monitor its progress. Address any concerns orfeedback from participants promptly and make real-time adjustments if necessary.

By following these steps, tour operators can ensure a well-planned, organized, and enjoyable experiencefor participants, leading to customer satisfaction and the success of future tours.

## • Factors to consider while planning a tour package.<sup>1</sup>

**Introduction:** Planning a tour package involves careful consideration of various factors to ensure a seamless and enjoyable experience for the travelers. Here are key factors to consider:

## ✓ Destination:

- Choose destinations that align with the interests and preferences of your targetaudience.
- 4 Consider the season and weather conditions at the chosen destination.

## ✓ Target Audience:

- Identify the specific demographics and interests of your target customers.
- Tailor the tour package to meet the needs and preferences of the target audience.

## ✓ Tour Duration:

Determine the ideal duration of the tour based on the destination and activities planned.

Consider the availability and preferences of your target audience.

## Budget:

- Set a clear budget for the tour package, including transportation, accommodation, meals, activities, and any additional services.
- Offer a range of packages to cater to different budget preferences.
- Accommodation:
  - Choose accommodations that match the preferences and budget of your target audience.
  - Consider factors like location, amenities, and the overall guest experience.

## **Transportation**:

- Plan efficient and comfortable transportation options, whether it's flights, buses, trains, or private transfers.
- 4 Consider the convenience of transportation to and within the destination.
- **Activities and Itinerary:** 
  - Develop a well-balanced itinerary with a mix of activities, excursions, and free time.

<sup>&</sup>lt;sup>1</sup> https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Preparation+of+a+tour+package

Activity 2: Guided Practice



## Read the following scenario and perform the tasks as required

Lumisa birding a tour company operates in Rwanda wishes to hire a technician to assist in organization of different travel packages for their clients.

Suppose you are the one hired for assistance,

 Establish for the company all steps that will be followed while preparing complete tour package?

.....

2. Prepare the all needed components for tour package

.....





## Read the following scenario and perform the tasks as required

As a certificate IV student, you have been chosen by XYW tour Company to work with them in preparation of tour package components for a group of travelers from Japan wishes to travel in Akagera and Volcanoes national parks this upcoming end:

- 1. Establish for the company all steps that will be followed while preparing complete tour package?
- 2. Prepare all needed components for tour package

## **Topic 1.4: Selection of service suppliers**



🖆 Task 11:

## Read the following scenario and answer to asked questions

A group of 50 travelers from England wishes to travel in Rwanda this coming summer for the purpose of enjoying Rwanda destinations and get unforgettable experiences from Rwandan attractions, they asked Wilson tours to assist them for booking an accommodation, park visit and transport arrangement from July 26 to July 29, 2024.

- 1. What tourism suppliers Wilson needs to consider for exclusive services to the clients?
- 2. Describe the Role of tourism services suppliers in tourism and hospitality industry?
- 3. Describe the activities in identifying appropriately suppliers in tourism and hospitality industry?

## **Key Facts 1.4: Selection of service suppliers<sup>2</sup>**

- Suppliers of tourism services: In the tourism industry, various types of service providers or suppliers play key roles in delivering a comprehensive and enjoyable travel experience. Here are some common suppliers of tourism services:
- Accommodation Providers:
  - ✓ Hotels: Ranging from budget to luxury hotels, they offer lodging services for tourists.
  - ✓ **Resorts:** Typically offer additional amenities and recreational facilities.
  - ✓ **Hostels:** Budget-friendly accommodations, often popular among backpackers.
  - ✓ Vacation Rentals: Private homes, apartments, or villas rented out to tourists.
- Transportation Services:
  - ✓ **Airlines:** Provide air travel services for domestic and international flights.
  - ✓ **Ground** Transportation: Includes buses, trains, taxis, rental cars, and other modes

<sup>&</sup>lt;sup>2</sup> https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Selection+of+service+suppliers

oftransportation within destinations.

✓ **Cruise Lines:** Offer cruise services for travelers exploring water routes.

# • Tour Operators:

- Inbound Tour Operators: Organize and manage tours for foreign visitors in a destination.
- Outbound Tour Operators: Plan and sell travel packages for residents traveling to other destinations.
- Specialized Tour Operators: Focus on specific types of tours such as adventure tours, cultural tours, or wildlife tours.

# • Travel Agencies:

- Provide a range of travel-related services, including booking flights, accommodations, and tours.
- ✓ May offer personalized travel packages and itineraries.
- Destination Management Companies (DMCs):
  - Local companies that provide destination-specific services, including ground handling, transportation, and guided tours.
  - ✓ Often collaborate with tour operators and travel agencies.
- Attractions and Activities Providers:
  - ✓ Museums and Galleries: Offer cultural and historical experiences.
  - ✓ Theme Parks: Provide entertainment and attractions.
  - Adventure and Outdoor Activity Providers: Organize activities such as hiking, rafting, or zip-lining.
- Food and Beverage Providers:
  - ✓ **Restaurants and Cafes:** Offer dining options for tourists.
  - ✓ Catering Services: Provide food services for events and tours.
- Travel Technology Companies:
  - Online Travel Agencies (OTAs): Platforms that allow users to book flights, hotels, and other travel services online.
  - Reservation Systems: Provide technology solutions for booking and managing reservations.

#### • Event and Conference Centers:

 Venues that host events, conferences, and meetings for business and leisure travelers.

### • Travel Insurance Providers:

✓ Offer insurance coverage for travelers, including medical insurance, trip cancellationcoverage, and other related services.

# • Cultural and Entertainment Venues:

- Theaters, music venues, and cultural centers that provide entertainment options fortourists.
- Establish clear communication channels with participants before, during, and after thetour. Provide detailed information on the itinerary, packing guidelines, and any specialrequirements.
- Shopping Centers and Markets:
  - Retail establishments that offer shopping experiences for tourists, including souvenirsand local products.
- Guides and Interpretation Services:
  - ✓ Local guides who provide information and interpretation during tours.
- Educational Institutions:
  - Universities and institutions that may offer educational tours or programs for tourists.
- Environmental and Adventure Tourism Organizations:
  - Organizations that focus on sustainable and adventure tourism experiences, often innatural environments.

# • Wellness and Spa Services:

- Spas and wellness centers that offer relaxation and rejuvenation services for tourists.
- Collaboration and coordination among these service providers are essential to create comprehensiveand well-rounded tourism packages. The quality of services provided by these suppliers significantly influences the overall satisfaction of travelers.

#### • Role of tourism services suppliers.

- ✓ Tourism services suppliers play critical roles in the travel industry, contributing to the overall travelexperience of tourists. Here are key roles and contributions of various tourism services suppliers:
- Accommodation Providers:
  - ✓ Role: Offer lodging facilities for tourists.
  - Contribution: Provide a comfortable and secure place for travelers to stay, contributing to their overall well-being and enjoyment of the destination.

#### • Transportation Services:

- ✓ **Role:** Facilitate the movement of tourists within and between destinations.
- Contribution: Enable accessibility, convenience, and efficiency in travel, enhancing themobility and exploration appertaining outcomes for tourists.

### • Tour Operators:

- ✓ **Role:** Plan and organize tours and travel packages.
- Contribution: Curate comprehensive and well-designed itineraries, offering a hassle-free and enjoyable travel experience for tourists.

#### • Travel Agencies:

- Role: Provide a range of travel-related services, including booking flights, accommodations, and tours.
- Contribution: Assist in trip planning, offering convenience and expertise to travelers.
- Destination Management Companies (DMCs):
  - ✓ **Role:** Provide destination-specific services and ground support.
  - Contribution: Enhance the overall experience by offering local insights, coordinating logistics, and ensuring smooth operations for tours.

#### • Attractions and Activities Providers:

- ✓ Role: Offer experiences, attractions, and activities for tourists.
- Contribution: Add value to the travel experience by providing entertainment, culturalenrichment, and recreational opportunity learning outcomes.
- Food and Beverage Providers:
  - ✓ Role: Offer dining options for tourists.

- Contribution: Contribute to the cultural experience and satisfaction of tourists by providing diverse and enjoyable culinary experiences.
- Travel Technology Companies:
  - ✓ Role: Provide technology solutions for booking and managing travel services.
  - Contribution: Improve efficiency, accessibility, and convenience in the booking process for both service providers and travelers.
- Event and Conference Centers:
  - ✓ **Role:** Host events, conferences, and meetings for business and leisure travelers.
  - Contribution: Cater to the needs of business and event travelers, providing venues for professional and social interactions.
- Travel Insurance Providers:
  - ✓ Role: Offer insurance coverage for travelers.
  - Contribution: Provide financial protection and peace of mind to travelers, covering unforeseen events and emergencies.
- Cultural and Entertainment Venues:
  - ✓ **Role:** Provide entertainment options for tourists.
  - Contribution: Enrich the cultural experience of tourists by offering access to theaters, music venues, and cultural performances.

# • Shopping Centers and Markets:

- ✓ Role: Offer retail experiences for tourists.
- Contribution: Contribute to the local economy and allow tourists to purchase souvenirs and local products.
- Guides and Interpretation Services:
  - ✓ Role: Provide information and interpretation during tours.
  - Contribution: Enhance the educational and cultural aspects of the tour, offering insights and context to tourists.
- Educational Institutions:
  - ✓ Role: Offer educational tours or programs for tourists.
  - Contribution: Provide learning opportunity learning outcomes and unique experiences for tourists interested in educational travel.

- Environmental and Adventure Tourism Organizations:
  - ✓ Role: Focus on sustainable and adventure tourism experiences.
  - Contribution: Promote responsible tourism practices, offering eco-friendly and adventurous experiences in natural environments.
- Wellness and Spa Services:
  - ✓ **Role:** Provide relaxation and rejuvenation services for tourists.
  - Contribution: Contribute to the well-being and relaxation of tourists, offering wellness services and spa experiences.

The collaboration and coordination of these suppliers contribute to the creation of holistic and enjoyable travel experiences for tourists, fostering economic growth and cultural exchange in destinations.

# • Activities in identifying appropriate suppliers.

- ✓ Define your needs.
- ✓ Research potential suppliers.
- ✓ Evaluate supplier qualification.
- ✓ Compare rates and contract.
- ✓ Build relationship.
- ✓ Conduct sites inspection.





## Read the following scenario and perform required tasks.

XYZ tours ltd is expecting to receive a group of 20 travelers from Jamaica to travel in Rwanda this coming summer for the purpose of enjoying Rwanda destinations and get unforgettable experiences from Rwandan attractions,

As you work for XYZ tours ltd, your supervisor asked you for booking an accommodation, park visit and transport arrangement from July 20 to July 30, 2024.





#### Read the following scenario and perform required tasks.

XYZ tours ltd is expecting to receive a group of 20 travelers from Jamaica to travel in Rwanda this coming summer for the purpose of enjoying Rwanda destinations and get unforgettable experiences from Rwandan attractions,

As you work for XYZ tours ltd, your supervisor asked you to select complete suppliers from July 20 to July 30, 2024.



- 1. Which of the following components is not the components of tour package
  - a. Accommodation
  - b. Transport
  - c. Tourist activities
  - d. Food and beverage services
  - e. Tourist attraction
  - f. Amenities /Ancillary services
  - g. All
  - h. None of them
- 2. The following are not the types of tour package that prepared in tourism industry:
  - a. Inclusive packages
  - b. Independent package
  - c. Special interest package
  - d. Escorted package
  - e. Volcanoes national park
  - f. Incentive tour packages
  - g. Business packages
  - h. Host tour packages
- 3. The following are tourism suppliers that can provide excellent services and product to your customers except:
  - a. Events attendees
  - b. Accommodation service providers
  - c. Spa and sports centers
  - d. Tour operators
  - e. Attraction sites
- 4. The following are roles of tourism services suppliers in tourism and hospitality industry.

Answer with True or False

- a. Provide food and beverage to the tourists.
- b. Prepare tour itineraries.

- c. Plan events.
- d. Help tourist get good education.
- e. Escort tourists when traveling.
- 5. The following are activities in identifying appropriate suppliers in tourism and hospitality industry except:
  - a. Define your needs.
  - b. Research potential suppliers.
  - c. Evaluate supplier qualification.
  - d. Construct airfares.
  - e. Compare rates and contract.
  - f. Build relationship.
  - g. Conduct sites inspection.
- 6. How do we call an activity of dividing great market into small segments or groups to satisfy the needs of tourists with different needs and wants? Choose the right answer.
  - a. Market segmentation.
  - b. Marketing myopia.
- 7. The following are the types of tourism market segmentation except:
  - a. Generic tourism market segments
  - b. Marketing strategy
  - c. specific tourism market segments



- Components, types and advantage of tour package
- Types of tourism market segments
- Tourists needs
- Benefit of market segmentation
- Challenges of market segmentation
- Bases of market segmentation
- Tour package preparation steps
- Factors to consider while planning a tour package
- Suppliers of tourism services
- Role of tourism services suppliers
- Activities in identifying appropriate suppliers



Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experienc e doing this.	I have a lot of experien ce with this.	l am confident in my ability to do this.
Identify Components of tour package					
Describe Types of tour package					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	l have some experienc e doing this.	I have a lot of experien ce with this.	l am confident in my ability to do this.
Describe types of					
tourism market					
segments					
Identify Tourists needs					
Identify tour package					
preparation steps.					
Identify factors to					
consider while					
planning a tour					
package.					
Identify factors to					
consider while					
planning a tour					
package.					
Identify Suppliers of					
tourism services					
Identify role of tourism					
services suppliers					
Describe activities in					
identifying appropriate					
suppliers					

#### Travel Destination : Duration : Itinerary Departure Arrival DAY 01 TO DO LIST DAY 04 TO DO LIST 08.00 - 09.00 Destination Name 08.00 - 09.00 Destination Name 09.30 - 10.00 Destination Name 09.30 - 10.00 Destination Name 10.00 - 11.00 Destination Name 10.00 - 11.00 Destination Name DAY 05 DAY 02 TO DO LIST TO DO LIST 08.00 - 09.00 Destination Name 08.00 - 09.00 Destination Name 09.30 - 10.00 Destination Name 09.30 - 10.00 Destination Name 10.00 - 11.00 Destination Name 10.00 - 11.00 Destination Name DAY 03 DAY 06 TO DO LIST TO DO LIST 08.00 - 09.00 Destination Name 08.00 - 09.00 Destination Name 09.30 - 10.00 Destination Name 09.30 - 10.00 Destination Name 10.00 - 11.00 Destination Name 10.00 - 11.00 Destination Name

# **Unit summary**

This unit provides you with the knowledge, skills and attitudes required to design tour itinerary in managing of tour packages. It covers the Identification of resources for itinerary preparation, planning a tour itinerary and costing a tour itinerary

# Self-Assessment: Unit 2

**1**. Referring to the learning outcome illustrations above discuss the following:

- a. What does the illustration show?
- b. What is the difference between the different images in the illustration?

c.What do you think this Learning outcome is about based on the illustration?

2. Fill in and complete the self-assessment table below to assess your level of knowledge,

Skills and attitudes under this learning outcome

- a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
- b. Think about yourself: do you think you have the knowledge, skills or attitudes to

do the task? How well?

c.Read the statements across the top. Put a check in a column that best represents

your level of knowledge, skills and attitudes.

d. At the end of this learning outcome, you will assess yourself again.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify Resources for itinerary preparation.					
Computerize resources in planning itinerary activities and entrance fees					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Identify Resources for itinerary preparation					
Demonstrate passion and excitement for the chosen destination and its cultural offerings					
Maintain a professional demeanor throughout the tour, ensuring a smooth and organized experience.					
Describe types of Itineraries					
Describe key elements of a tour itinerary.					
Pay attention and timely when planning itinerary					



Knowledge	Skills	Attitudes
<ol> <li>Identify Resources for itinerary preparation.</li> </ol>	<ol> <li>Computerize resources in planning itinerary</li> </ol>	<ol> <li>Demonstrate passion and excitement for the chosen destination and its cultural offerings</li> </ol>
<ol> <li>Describe types of Itineraries</li> </ol>	2. Create a schematic outline of the trip	<ol> <li>Maintain a professional demeanor throughout the tour ensuring a smooth and organized experience</li> </ol>
<ol> <li>Describe key elements of a tour itinerary.</li> </ol>	<ol> <li>Monetize cost while costing a tour to obtain benefits</li> </ol>	<ol> <li>Be punctual when describing key elements of tour itinerary</li> </ol>
<ol> <li>Identify Itinerary planning steps.</li> </ol>		<ol> <li>Pay attention and timely when planning itinerary</li> </ol>
5. Identify functions of a tour itinerary		5. Be able to manage time
<ol> <li>Describe factors to consider when planning tour itinerary</li> </ol>		<ol> <li>Pay attention when costing a tour</li> </ol>
7. Identify types of tour costs		
8. Identify factors to consider while costing a tour		



### Read the following scenario and use it to answer the questions that follow.

Lumisa tour is a tour company specialized in design a tour itinerary, in this day it received A group of 10 student from Germany who wish to travel in Rwanda to explore and enjoy summer in Rwanda destinations sites, as cultural tours combine the city's rich in history with its famous food.

- 1. What are the resources that will help you in itinerary preparation?
- 2. Identify the functions of a tour itinerary as per tourism area?
- 3. What are the factors to consider when planning tour itinerary?
- 4. What are the types of tour costs according to tourism industry?
- 5. What factors could you consider while costing a tour according to tourism industry?
- 6. What are the types of tour itinerary as per tourism industry?
- 7. What are the elements of tour itinerary in tourism industry?
- 8. Identify the steps of itinerary planning in tourism industry?

# Topic 2.1: Identification of resources for itinerary preparation



🖆 Task 15:

## Read the following scenario and use it to answer the questions that follow.

Lumisa tour is a tour company specialized in design a tour itinerary, in this day it received A group of student from Germany wish to travel in Rwanda to explore and enjoy summer in Rwanda destinations sites, as cultural tours combines the city's rich in history with its famous food, as a tourism technician you are recruited by savvy tour to assist them to design a tour itinerary for helping their clients in order to make a memorable experience, answers the following questions.

- 1. What are the types of tour itinerary as per tourism industry?
- 2. What are the sources of itinerary preparation in tourism industry?
- 3. What are the elements of tour itinerary in tourism industry?
- 4. Identify the steps of itinerary planning in tourism industry?

# **Key Facts 2.1: Identification of resources for itinerary preparation**

#### • Resources for itinerary preparation

Absolutely, planning an itinerary can be a breeze with the right resources. Here are some tips and tools to help you get started:

- ✓ Travel Websites:
  - TripAdvisor: Great for reviews and recommendations.
  - Lonely Planet: Offers travel guides and suggestions.
  - Google Travel: A one-stop-shop for flights, hotels, and itineraries.
- ✓ **Itinerary** Planning Apps:
  - **Triplt:** Organizes your travel plans in one place.
  - Sygic Travel: Helps you create detailed daily itineraries.
  - Google Trips: Automatically gathers your travel information from Gmail.
- ✓ Maps and Navigation:

4	Google Maps: I	deal for planning	routes and finding	nearby attractions.
---	----------------	-------------------	--------------------	---------------------

City mapper: Excellent for navigating public transportation in cities.

✓ Accommodation:

Booking.com, Airbnb, or Hotels.com: For finding and booking accommodations.

**Hostel world:** Great for budget-friendly options.

- ✓ Local Experiences:
  - **Viator:** Offers tours, activities, and experiences in various destinations.
- ✓ Weather Forecast:
  - Weather.com or AccuWeather: Keep an eye on the weather for your travel dates.
- ✓ Currency Conversion:
  - **XE Currency Converter:** Handy for managing expenses in different currencies.
- ✓ Travel Blogs and Forums:
  - Reddit Travel Comme learning outcome, Nomadic Matt, The Points Guy: For tips, advice, and personal experiences.
- ✓ Language Translation:
  - **Google Translate:** Helps you communicate in different languages.
- ✓ Budgeting:
  - **Trail Wallet or Traber Pocket:** Track your expenses on the go.
- ✓ Packing Lists:
  - Pack Point: Generates a customized packing list based on your destination and activities.
- ✓ Travel Insurance:
  - **World Nomads:** Offers travel insurance with various coverage options.

Remember, flexibility is key when creating an itinerary. Leave room for spontaneity and unexpected discoveries. Happy travels!





#### Read the scenario or scene below and perform related tasks

Lumisa tour is a tour company specialized in design tour itineraries, recently received A group of student from Germany wish to travel in Rwanda to explore and enjoy summer in Rwanda destinations sites, as cultural tours combined the city's rich in history with its famous food, as a tourism technician you are recruited by Lumisa tour to assist them to design a tour itineraries for helping their clients in order to make a memorable experience

#### Based on:

- 1. The types of tour itinerary as per tourism industry
- 2. Resources for itinerary preparation within tourism industry
- 3. The elements of tour itinerary in tourism industry
- 4. Steps of itinerary planning in tourism industry





#### Read the scenario or scene below and perform related tasks

Lumisa tour is a tour company specialized in design a tour itinerary, in this day it received A group of student from Germany wish to travel in Rwanda to explore and enjoy summer in Rwanda destinations sites, as cultural tours combines the city's rich in history with its famous food, as a tourism technician you are recruited by Lumisa tour to assist them to design a tour itinerary for helping their clients in order to make a memorable experience.

# Topic 2.2: Planning a tour itinerary.





#### Read the following scenario and use it to answer the questions that follow.

Lumisa tour is a tour company specialized in design a tour itinerary, in this day it received A group of 10 youths from Germany wish to travel in Rwanda to explore and enjoy summer in Rwanda destinations sites, as cultural tours combines the wildlife and adventures in Kivu lake as their expectation, as a tourism technician you are recruited by Lumisa tour to assist them to design a tour itinerary for helping their clients in order to make a memorable experience, answers the following questions.

- 1. What are the key elements of a tour itinerary?
- 2. What steps could you follow while planning a tour package?
- 3. What are the functions of a tour itinerary to both tourists and tour guides?
- 4. What are the factors to consider when planning tour itinerary?
- 5. Plan 3 days tour itinerary.

# Key Facts 2.2: Planning a tour itinerary.

• Key elements of a tour itinerary

A well-crafted tour itinerary includes essential elements to ensure a smooth and enjoyable travelexperience. Here are key elements to consider when preparing a tour itinerary:

#### Destination Information:

- Clearly specify the destination(s) of the tour.
- Include details such as city names, landmarks, and points of interest.
- ✓ Dates and Duration:

- Clearly state the start and end dates of the tour.
- Mention the duration of the tour in days and nights.

#### ✓ Accommodations:

- Provide details of the accommodations, including names, addresses, and contact information.
- Specify check-in and check-out times.

#### Transportation:

- Uutline modes of transportation between destinations.
- Include details about flights, trains, buses, or any other transportation methods.

### ✓ Activities and Sightseeing:

- List key activities and sightseeing opportunities
- Include information about guided tours, excursions, and special events.

#### ✓ Daily Itinerary:

- Break down each day with a schedule of activities.
- Specify start and end times for each activity.

#### ✓ Meals:

- Indicate where meals will be provided or suggest dining options.
- Include any special dining experiences or cultural meals.

#### ✓ Free Time:

- Allow for some free time for participants to explore independently.
- Provide suggestions for optional activities during free time.

#### ✓ Guides and Contacts:

- Provide contact information for tour guides.
- Include emergency contacts for participants.

#### ✓ Weather Information:

- Briefly mention the expected weather conditions during the trip.
- Advise on appropriate clothing and accessories.

### ✓ Cultural Tips:

- Offer cultural insights and tips for respectful behavior.
- Highlight any cultural norms or etiquette to be aware of.

#### ✓ Packing List:

- Provide a suggested packing list based on the destination and activities.
- Include any specific items needed for excursions or special events.

### ✓ Budget and Expenses:

- Outline expected expenses and budget for meals, transportation, and activities.
- Mention any additional costs not covered by the tour package.

### ✓ Documentation:

- Remind participants of necessary travel documents (passports, visas, etc.).
- Provide information on any required vaccinations or health precautions.

### Emergency Procedures:

- Outline emergency procedures and contact information.
- Include details on medical facilities and local emergency services.

# Photography Opportunities

- Suggest notable photography spots and viewpoints.
- Include any photography restrictions at certain locations.

#### Souvenirs and Shopping:

- Mention recommended places for souvenir shopping.
- Provide information about local markets or unique shops.

#### • Itinerary planning steps

Planning a successful itinerary involves several key steps to ensure that all aspects of the trip areconsidered. Here's a guide to help you plan a comprehensive itinerary:

✓ Define Your Purpose and Goals:

Determine the purpose of your trip (e.g., sightseeing, adventure, relaxation).

Set specific goals or objectives for the trip to guide your planning.

### ✓ Choose Your Destination:

- Select the destination(s) you want to visit.
- Consider factors such as interests, budget, and travel restrictions.

### ✓ Research and Gather Information:

- Gather information about the chosen destination(s).
- Explore attractions, activities, local culture, and transportation options.

### ✓ Set a Budget:

- Establish a budget for your trip, considering transportation,
   accommodation, meals, activities, and miscellaneous expenses.
- Be realistic about your financial constraints.

### ✓ Create a Rough Itinerary Outline:

- Draft a high-level outline of your itinerary, including the duration of your stay and major activities.
- Consider the balance between sightseeing, relaxation, and free time.

#### ✓ Book Transportation:

- Research and book transportation, including flights, trains, or other means of travel.
- Consider transportation within the destination, such as rental cars or local public transportation.

#### ✓ Book Accommodations:

- Research and book accommodations based on your budget and preferences.
- Consider the location, amenities, and guest reviews.

# ✓ Plan Activities and Sightseeing:

- List the activities and attractions you want to experience.
- Check opening hours, admission fees, and any necessary reservations.

### ✓ Create a Daily Schedule:

- Break down each day of your trip into a schedule.
- Allocate time for activities, meals, and free time.

#### ✓ Consider Logistics:

- Plan the logistics of moving from one place to another.
- Consider travel time between activities and locations.

### ✓ Factor in Free Time:

- 4 Allow for some flexibility and free time for spontaneous exploration.
- 4 Avoid over-scheduling to prevent burnout.

### ✓ Check for Special Events:

- Check for any special events, festivals, or holidays during your stay.
- Consider whether you want to attend or avoid such events.

### ✓ Consider Cultural and Seasonal Factors:

- Be mindful of cultural norms and any seasonal factors that may impact your trip.
- Check the weather and pack accordingly.

#### ✓ Make Reservations:

- Make necessary reservations for tours, activities, and dining.
- Ensure you have confirmation details.

# ✓ Prepare Travel Documents:

- Check and prepare all necessary travel documents (passport, visa, travel insurance).
- Make copies and keep them in a safe place.

#### ✓ Pack Smart:

- Create a packing list based on the destination and activities.
- Pack according to the weather and any specific requirements.

#### ✓ Stay Connected:

Ensure you have means of communication, such as a local SIM card or

international roaming.

Download relevant apps for navigation and language translation.

# ✓ Inform Others:

- Inform family or friends about your itinerary and stay in touch during your trip.
- 4 Share your contact details and emergency information.

# ✓ Stay Flexible:

- Be open to adjustments during your trip.
- Adapt to unforeseen circumstances and enjoy the journey.

# ✓ Review and Reflect:

- Review your itinerary before and during the trip.
- Reflect on your experiences and use them to improve future travel plans.

# • Functions of a tour itinerary

A well-constructed tour itinerary serves several important functions, facilitating a smooth and enjoyabletravel experience for participants. Here are key functions of a tour itinerary:

# ✓ Guidance and Structure:

- Provides a structured plan for the entire trip, offering guidance on daily activities, sightseeing, and logistics.
- Helps participants navigate the destination without feeling overwhelmed.

# ✓ Time Management:

- Allocates time efficiently, ensuring that participants can make the most of their limited travel time.
- Helps prevent over-scheduling or gaps in the itinerary.

# ✓ Logistical Information:

- Offers essential logistical details such as accommodation addresses, transportation schedules, and contact information.
- 4 Acts as a reference for participants to find necessary details during the

trip.

#### ✓ Resource Allocation:

- Helps in allocating resources effectively, including time, budget, and energy.
- Assists participants in making informed decisions about how to spend their time and money.

# ✓ Cultural and Historical Context:

- Provides context about the cultural and historical significance of the destinations and activities.
- Enhances participants' understanding and appreciation of the places they visit.

### ✓ Budget Management:

- Helps participants manage their budget by outlining expected expenses for activities, meals, and transportation.
- Allows for better financial planning and prevents overspending.

#### ✓ Communication Tool:

- Serves as a communication tool between organizers and participants.
- Enables clear and consistent communication about the trip's details and any updates.

#### ✓ Emergency Preparedness:

- Includes emergency contact information, addresses of local medical facilities, and other essential details.
- Ensures participants are prepared for unexpected situations.

#### ✓ Flexibility and Free Time:

- Balances scheduled activities with free time, allowing participants to explore independently or relax.
- **4** Offers flexibility for individuals to customize their experience.

#### ✓ Documentation and Record Keeping:

- Serves as a documented record of the trip's plan.
- Acts as a reference for organizers to assess the success of the trip and make improvements for future tours.

#### **•** Risk Management:

- 4 Assists in identifying potential risks and challenges.
- Enables organizers to plan for contingencies and minimize disruptions.

### ✓ Enhanced Participant Experience:

- Enhances the overall experience by ensuring participants have a wellrounded and enjoyable itinerary.
- Encourages positive feedback and recommendations for future tours.

### ✓ Team Building (for Group Tours):

- Facilitates group cohesion by providing a shared plan and common goals.
- Encourages a sense of communities among participants.

### ✓ Memorabilia and Souvenirs:

- Can serve as a keepsake for participants, documenting the highlights of their trip.
- **4** Provides a tangible memory of the experience.

# ✓ Sustainability Considerations:

- Includes information about sustainable practices and responsible tourism.
- Encourages participants to be mindful of their environmental impact.

A well-designed tour itinerary, therefore, goes beyond being a mere schedule; it serves as a comprehensive tool that contributes to the overall success and enjoyment of the travel experience.

#### • Factors to consider when planning tour itinerary

Planning a tour itinerary requires careful consideration of various factors to ensure a well-balanced, enjoyable, and smooth travel experience. Here are key factors to consider:

# ✓ Purpose of the Trip:

- Define the purpose of the trip, whether it's relaxation, adventure, cultural exploration, or a combination of these.
- Tailor the itinerary to align with the primary goals and interests of the participants.

#### ✓ Destination and Season:

- Choose a destination that suits the preferences and interests of the participants.
- Consider the season and weather conditions, as they can impact the activities and experiences available.

# ✓ Budget Constraints:

- Determine the budget for the trip, including transportation,
   accommodation, meals, activities, and miscellaneous expenses.
- Plan activities and accommodations that align with the budgetary constraints of the participants.

# ✓ Duration of the Trip:

- Decide on the duration of the trip, considering the available time for travel and the preferences of the participants.
- Ensure that the itinerary provides a balanced mix of activities without feeling rushed.

# ✓ Group Dynamics:

- Consider the dynamics of the group, including the size, age range, and interests of the participants.
- Plan activities that cater to the diverse preferences within the group.

# ✓ Accommodation Preferences:

- Consider the preferences of participants regarding accommodation types (hotels, hostels, vacation rentals).
- Consider factors such as location, amenities, and budget.

# Transportation Logistics:

Plan the transportation logistics, including flights, trains, buses, or rental

cars.

Consider the convenience of transportation modes and their impact on the overall itinerary.

#### ✓ Cultural Sensitivity:

- Be aware of the cultural norms and sensitivities of the destination.
- Plan activities that respect local customs and traditions.

### ✓ Free Time and Flexibility:

- Allow for free time in the itinerary to accommodate spontaneous exploration or relaxation.
- Be flexible and adaptable to unforeseen circumstances or changes in plans.

### ✓ Health and Safety:

- Consider the health and safety of participants, including any medical conditions or dietary restrictions.
- Provide information about local healthcare facilities and emergency procedures.

#### ✓ Language Considerations:

Be mindful of language barriers and plan accordingly.

Include translations, language support, or guided services if necessary.

#### ✓ Local Events and Festivals:

- Check for local events, festivals, or holidays during the travel dates.
- Consider whether to incorporate or avoid these events in the itinerary.

#### ✓ Accessibility:

Ensure that activities and accommodations are accessible to all participants, considering mobility challenges or special needs.

# ✓ Photography

- Identify key photography spots and viewpoints.
- Consider the best times for capturing memorable moments.

#### Environmental Impact:

Consider sustainable and responsible tourism practices.

Encourage participants to minimize their environmental impact during the trip.

#### ✓ Client or Participant Preferences:

- If planning for a group, gather input from participants about their preferences and interests.
- Tailor the itinerary to cater to the preferences of the majority.

### ✓ Local Cuisine and Dietary Preferences:

- Consider the local cuisine and dietary preferences of participants.
- Plan meals that provide a taste of the destination's culinary offerings.

### ✓ Wi-Fi and Connectivity:

- Check the availability of Wi-Fi and mobile connectivity at accommodations and destinations.
- Inform participants about connectivity options.

#### Educational and Learning opportunities

- Identify opportunities for educational and cultural enrichment.
- Consider visits to museums, historical sites, or local workshops.
- Feedback and Evaluation:
  - Establish a system for gathering feedback during and after the trip.
  - Use feedback to evaluate the success of the itinerary and make improvements for future tours.

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🖆 Task 19:

### Read the scenario below and perform related tasks

OMZ tour is a tour company specialized in design a tour itinerary, in this day it received A group of 10 youths from Germany wish to travel in Rwanda to explore and enjoy summer in Rwanda destinations sites, as cultural tours combines the wildlife and adventures in Kivu lake as their expectation, as a tourism technician you are recruited by to assist them to design a tour itinerary for helping their clients in order to make a memorable experience.

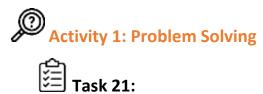




#### Read the following scenario and use it to answer the questions that follow.

XYZ tour is a tour company specialized in design a tour itinerary , in this day it received A group of 10 youths from Germany wish to travel in Rwanda to explore and enjoy summer in Rwanda destinations sites, as cultural tours combines the wildlife and adventures in Kivu lake as their expectation, as a tourism technician you are recruited by XYZ tour to assist them to design a tour itinerary for helping their clients in order to make a memorable experience.

# Topic 2.3: Costing a tour itinerary.



#### Read the following scenario and use it to answer the questions that follow.

Wilson tour is a tour company specialized in design tour itineraries recently received A group with 5 women and 8 youths from Germany who wish to travel in Rwanda to explore and enjoy summer in Rwanda destination sites, as cultural tours combined with the wildlife and adventures in Kivu Lake as their expectations. Wilson tours hire you as a tourism technician you are recruited by Wilson tour to assist them to design tour itineraries and cost the packages for helping their clients to make a memorable experience, answers the following questions.

- 1. What are the types of tour costs in tourism industry?
- 2. What are the factors to consider while costing a tour as per tourism industry

# Key Facts 2.3: Costing a tour itinerary.

#### Types of tour costs

## ✓ Variable costs

Variable costs are expenses that change in proportion to the quantity or level of activity of a business or a specific project. These costs vary as production or activity levels change. In the context of a tour or travel, variable costs are directly related to the number of participants or the scale of the trip. Here are some examples of variable costs associated with organizing a tour:

- Transportation Costs:
  - **Per-Person Airfare:** The cost of flights for each participant.
  - **Ground Transportation Fees:** Charges for buses, taxis, or other transportation modesbased on the number of participants.
- **4** Accommodation Costs:
  - Per-Person Room Charges: Costs associated with lodging for each participant.
  - Additional Rooms: If the number of rooms required depends on the size of the group.

#### **4** Meals and Dining:

- Per-Person Meal Costs: The expense of meals per participant.
- Group Dining Charges: Costs for group meals that depend on the number of participants.
- **4** Activities and Excursions:
  - Per-Person Activity Fees: Charges for guided tours, excursions, or activities per participant.
  - Entrance Fees: Costs for attractions or sites that are based on the number of participants.
- Entertainment and Events:
  - Group Ticket Prices: Charges for shows, performances, or events that depend on the size of the group.
  - Group Discounts: Discounts offered for large groups attending events.
- Insurance Costs:
  - Per-Person Insurance Premiums: Travel insurance costs that vary based on the number of participants.
  - Group Insurance Policies: Discounts or variations based on the size of the insured group.
- Visa and Entry Fees:
  - Per-Person Visa Fees: Charges for obtaining visas for each participant.
  - **Group Entry Fees:** Entrance fees that depend on the number of people in the group.
- Souvenirs and Shopping:
  - **Per-Person Spending Allowance:** Budgeted amount for shopping per participant.
  - Bulk Purchase Discounts: Discounts offered for buying souvenirs in larger quantities.
- **Communication Costs:** 
  - **Per-Person SIM Card Costs:** Charges for local SIM cards per participant.
  - **Group Internet Packages:** Discounts for purchasing internet packages for the entire group.
- **Wiscellaneous Costs:** 
  - **Per-Person Tips:** Amounts given as tips to service providers per participant.

- **Miscellaneous Fees per Participant:** Any other variable fees not covered in specific categories.
- Health and Safety Costs:
  - **Per-Person Vaccination Costs:** Expenses for vaccinations per participant.
  - **Group First Aid Kits:** Costs for **first** aid supplies that depend on the size of the group.
- **L** Environmental and Sustainable Travel Costs:
  - **Eco-Friendly Accommodations:** Costs that **may** vary based on the number of ecofriendly rooms needed.
  - Carbon Offsetting: Costs that depend on the number of participants.

Variable costs are an essential consideration when budgeting for a tour because they directly impact theorerall expenses based on the scale of the travel activity.

✓ Fixed costs

Fixed costs are expenses that remain constant regardless of the level of production, activity, or the number of participants. These costs do not fluctuate with changes in business volume or travel scale. In the context of organizing a tour or travel, fixed costs are incurred regardless of the number of participants or the size of the group. Here are examples of fixed costs associated with planning a tour:

- **4** Organizational and Administrative Costs:
  - **Staff Salaries:** The salaries of employees involved in planning and organizing the tour, such as tour guides, administrative staff, and coordinators.
  - **Office Rent:** The cost of renting office space for tour planning and coordination.
- Marketing and Promotion Costs:
  - Advertising Expenses: The costs associated with advertising the tour, including online ads, print materials, and promotional campaigns.
  - Website Maintenance: Costs for maintaining the tour website or online platforms.
- Insurance Costs:
  - Liability Insurance: Insurance premiums for covering potential liabilities associated with the tour.
  - General Business Insurance: Insurance costs that remain constant, regardless of

the number of participants.

- Training and Certification Costs:
  - **Training Programs:** Expenses related to training and certification of staff, which remain consistent irrespective of the tour scale.
  - **Certification Fees: Fees for** certifications and licenses required for the business.

#### **4** Equipment and Technology:

- **Tour Vehicles:** Lease or depreciation costs for tour vehicles, if applicable.
- **Office Equipment:** Costs related to office equipment, computers, and technology used for tour planning.
- Legal and Licensing Fees:
  - o **Business Licenses**: Annual fees for maintaining necessary business licenses.
  - Legal Consultation Fees: Costs associated with legal advice and services.

#### **Utilities and Overheads:**

- Utilities: Costs for electricity, water, and other utilities in the office.
- Overhead Costs: General overhead expenses such as office supplies, maintenance, andcleaning.

#### **4** Membership Fees:

- Industry Memberships: Costs associated with memberships in professional organizations or travel associations.
- Subscription Services: Fees for subscriptions to industry-related publications or databases.

#### Depreciation:

- Depreciation of Assets: The gradual decrease in the value of assets, such as office furniture or vehicles, over time.
- Amortization of Intangible Assets: Costs related to the gradual write-off of intangible assets.
- Technology and Software Costs:
  - **Reservation Systems:** Costs for using reservation and booking systems.
  - Software Licenses: Fees for software used in tour planning and management.
- Security Costs:
  - Security Systems: Costs for installing and maintaining security systems.

- **Insurance for Security Measures**: Costs associated with insuring security measures in place.
- **4** Rent or Lease Payments:
  - **Storage Facilities:** Costs for renting storage facilities for equipment or materials.
  - Vehicle Leases: Lease payments for tour vehicles.
- Financial and Accounting Services:
  - Accounting Fees: Costs associated with hiring accounting services or software.
  - Financial Consultation Fees: Charges for financial advice and consultation.
- **Contingency Funds:** 
  - Emergency Funds: Allocated funds for unexpected expenses or emergencies during thetour.

### • Factors to consider while costing a tour

Costing a tour involves a detailed analysis of various factors to ensure accurate budgeting and financial planning. Here are important factors to consider when costing a tour:

### ✓ Destination and Season:

- Different destinations and seasons can impact costs. Consider the cost variations associated with peak and off-peak seasons.
  - Type of Tour:
- The nature of the tour, whether it's an adventure tour, cultural tour, luxury tour, etc., will influence costs significantly.

# ✓ Duration of the Tour:

- Longer tours may have different cost dynamics than shorter ones. Consider accommodation, meals, and activities for the entire duration.
- ✓ Group Size:
  - The number of participants affects transportation, accommodation, and activity costs.
    Larger groups may receive group discounts, while smaller groups might incur higher perperson costs.
- ✓ Accommodation:
  - Choose accommodations based on the preferences of the target audience, whether it's budget-friendly hostels, mid-range hotels, or luxury resorts.

#### ✓ Transportation:

Determine the mode of transportation (flights, buses, trains, etc.) and
 calculate costsbased on group size, distances, and transportation preferences.

# ✓ Meals and Dining:

Estimate costs for meals, considering the dining preferences and whether meals areincluded in the tour package.

### ✓ Activities and Excursions:

Include costs for guided tours, entrance fees, and any planned excursions or activities. Consider group discounts for activities.

### ✓ Insurance:

Account for travel insurance costs, including coverage for participants and any liabilityinsurance for the tour operator.

#### ✓ Marketing and Promotion:

Budget formarketing and promotional expenses, including advertising, website maintenance, and promotional materials.

### ✓ Training and Certification:

Include costs for staff training, certification, and ongoing professional development.

#### ✓ Legal and Licensing Fees:

Account for business licensing fees, legal consultation fees, and any other legalrequirements.

# ✓ Utilities and Overheads:

Consider office utility costs, general overhead expenses, and maintenance costs.

# ✓ Technology and Software:

Budget for technology and software costs, including reservation systems,
 accountingsoftware, and any other necessary tools.

# ✓ Membership Fees:

Include membership fees for industry-related organizations and subscriptions torelevant publications or databases.

# ✓ Security Measures:

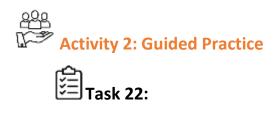
- Budget for security measures, including the installation and maintenance of securitysystems.
- ✓ Rent or Lease Payments:
  - Include costs for renting office space, storage facilities, or leasing vehicles.
- ✓ Contingency Funds:
  - Allocate contingency funds for unforeseen expenses or emergencies during the tour.
- ✓ Currency Exchange and Banking Fees:
  - Consider currency exchange costs and any fees associated with international transactions.
- ✓ Environmental and Sustainable Travel Costs:
  - Budget for any additional costs associated with choosing eco-friendly accommodations implementing sustainable practices.
- ✓ Educational and Learning Opportunities:
  - If the tour includes educational components, factor in costs for museum memberships, educational tours, or workshops.
- ✓ Technology and Software:
  - Budget for technology-related costs, including website development, online bookingsystems, and any specialized software.
- ✓ Transportation to and from the Tour:
  - Consider costs associated with participants' travel to and from the starting and endingpoints of the tour.

# ✓ Group Discounts and Negotiations:

- Explore opportunities for group discounts and negotiate rates with service providers.
- ✓ Participant Preferences and Inclusions:
  - Consider any specific preferences or inclusions that are important to the targetaudience, such as special meals or unique experiences.

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ng+and+pricing



# Read the scenario below and perform related tasks

Ubwuzu tour is a tour company specialized in design tour itineraries, recently received A group with 5 women and 8 youths from Germany who wish to travel for 5 days in Rwanda to explore and enjoy summer in Rwanda destination sites, 2 nights in akagera game lodge, 1 night in Kigali to visit some cultural tours combined with the wildlife and adventures in Kivu lake as their expectations for 2 nights in kivu serena,

Assist Ubwuzu tour to design tour itineraries for helping their clients in order to make a memorable experience.



# Read the following scenario and use it to answer the questions that follow.

Agaseke tour is a tour company specialized in design tour itineraries, recently received A group with 3 women and 6 youths from Germany who wish to travel for 6 days in Rwanda to explore and enjoy summer in Rwanda destination sites, 2 nights in akagera game lodge ,1 night in Kigali to visit some cultural tours combined with the wildlife and adventures in Kivu Lake as their expectations for 2 nights in kivu serena, as a tourism

You are required by Agaseke tour to design tour itineraries for helping their clients in order to make a memorable experience.



- 1. The following are the types of tour itinerary except:
  - a. Guided Group Tours
  - b. Cruise Packages
  - c. All-Inclusive Resort Packages
  - d. Theme Park Packages
  - e. Special Interest Tours
  - f. Tour operator and travel agency
- 2. What are the source of itinerary preparation in tourism industry
- 3. What are the elements of tour itinerary in tourism industry?
- 4. Identify the steps of itinerary planning in tourism industry?
- 5. What are the types of tour costs in tourism industry?
- 6. What are the factors to consider while costing a tour as per tourism industry?



- Resources for itinerary preparation
- Types of Itineraries
- Key elements of a tour itinerary
- Itinerary planning steps
- Functions of a tour itinerary
- Factors to consider when planning tour itinerary
- Types of tour costs
- Factors to consider while costing a tour



 Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Identify Resources for itinerary preparation.					
Computerize resources in planning itinerary activities and entrance fees					
Identify Resources for itinerary preparation					
Demonstrate passion and excitement for the chosen destination and its cultural offerings					
Maintain a professional demeanor throughout the tour, ensuring a smooth and organized experience.					
Describe types of Itineraries					
Describe key elements of a tour itinerary.					
Pay attention and timely when planning itinerary					

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

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

# **UNIT 3: APPLY SELLING TECHNIQUES**



# unit summary

This unit provides you with the knowledge, skills and attitudes required for selling techniques required to managing tour packages. It covers the Identification of promotional strategies, Identification of selling techniques and Identification of Contracts

# Self-Assessment: unit 3

- 1. Referring to the Unit illustrations above discuss the following:
  - a. What does the illustration show? What is the structure called?
  - b. What activities are performed in the illustrations above?
  - c. What do you think this learning outcome is about based on the illustrations?
- 2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this learning outcome.
  - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
  - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Develop effective					
communication skills					
in tourism industry					
Identify costs associated					
with, flights,					
accommodation,					
activities, and local					
transportation in					
different destinations					

d. At the end of this learning outcome, you will assess yourself again.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Identify various tour packages as per					
tourism industry.					
Identify customer needs and preferences in tourism industry					
Establish a friendly and professional connection with your clients to build trust and make them feel comfortable.					
Pay close attention to what your clients are saying and ask open- ended questions to understand their travel goals.					
Prepare how to discuss prices and answer questions about customization. Negotiate offers confidently and					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
ethically to secure the					
sale.					
Address client					
concerns and					
objections with					
patience and					
understanding. Offer					
alternative solutions or					
explanations to					
overcome hesitation					
and close the deal.					
Prepare to adjust your					
approach based on the					
client's needs and find					
solutions to any					
challenges that may					
arise during the sales					
process.					
Recognize that clients					
may have questions or					
concerns, and address					
them with patience					
and a willingness to					
help.					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Demonstrate enthusiasm and passion for travel in tourism industry					



	Knowledge		Skills		Attitudes
1.	Develop effective communication skills in tourism industry	1.	Establish a friendly and professional connection with your clients to build trust and make them feel comfortable.		Prepare to adjust your approach based on the client's needs and find solutions to any challenges that may arise during the sales process.
2.	Identify costs associated with, flights, accommodation, activities, and local transportation in different destinations	2.	Pay close attention to what your clients are saying and ask open- ended questions to understand their travel goals.	2.	Recognize that clients may have questions or concerns, and address them with patience and a willingness to help.
3.	Identify various tour packages as per tourism industry.	3.	Prepare how to discuss prices and answer questions about customization. Negotiate offers confidently and ethically to secure the sale.	3.	Demonstrate enthusiasm and passion for travel in tourism industry
4.	Identify customer needs and preferences in tourism industry	4.	Address client concerns and objections with patience and understanding. Offer alternative solutions or explanations to overcome hesitation and close the deal.	4.	Prioritize the client's needs and satisfaction throughout the sales process as per tourism industry



# Read the scenario or scene below and answer the following questions

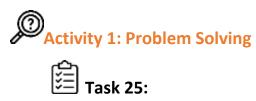
A lush green forest clearing with sunlight filtering through the leaves. In the background, a group of chimpanzees are visible, playing and foraging.

Foreground (Left Side): A tourist kneels on the forest floor, holding cameras and binoculars to their eyes and intently observing the chimps and taking a photo. They wear khaki clothing and a wide-brimmed hat to protect them from the sun.

Foreground (Right Side): A safari guide stands next to the tourist, pointing towards the chimps with a smile. They wear a khaki uniform with a name tag and hold its bag on back and share with tourist's information about the chimps and species of trees fruits and leaves as the dietary of chimps.

- 1. Describe the promotional strategies as used in tourism industry.
- 2. Describe the advantages of promoting tourism product in tourism industry.
- 3. Describe the steps of selling tourism products and services as per tourism area.
- 4. Describe the techniques used to sell tourism products according to tourism industry.
- 5. Describe Identify the types of customers found in tourism markets according to tourism industry.
- 6. Describe different types of contracts according to tourism industry.
- 7. Describe the elements of contracts according to tourism industry.

# **Topic 3.1: Identification of promotional strategies**



# Read the scenario or scene below and answer the following questions

Lumisa safari specializing in eco-tourism adventures in Africa, they receive a booking of 8 Young men in this coming summer, adventurous travelers from Canada, seeking unique and off-thebeaten-path experiences in 7-day "Gorilla Trek and Kivu lake Exploration" package. This package includes gorilla trekking in Virunga National Park, kayaking on the Kivu lake, visiting local villages, and experiencing the rich culture of the Ibyiwacu gorilla guardian's village as it is a good time for enjoying Rwandan destinations. As Songa Africa safari hired you to help them to selling and apply promotion strategies, as they have busy days, based on your experience

- 1. What are the promotional strategies are you going to apply based on this scenario
- 2. What are the advantages of promoting tourism products?

# **Key Facts 3.1: Identification of promotional strategies**

# Personal selling

Personal selling is a direct, interpersonal communication method where a sales representative engages with potential customers face-to-face, over the phone, or through virtual communication. This approach allows for personalized interactions, building relationships, and addressing individual customer needs. Here are key aspects and benefits of personal selling:

# ✓ Building Relationships:

Personal selling emphasizes building strong relationships with customers. It allows sales representatives to understand customer preferences, needs, and concerns on a personal level.

# ✓ Tailored Communication:

4 Sales representatives can tailor their communication to the specific needs and

interests of eachindividual customer. This customization enhances the likelihood of making a sale.

#### • Advertising

Advertising is a form of communication that aims to promote or sell a product, service, or idea. It involves the use of various media channels to reach and influence a target audience. Here are key elements and considerations in the realm of advertising:

Direct marketing: is a form of advertising where businesses communicate directly with a target audience to promote products or services. This form of marketing aims to generate a direct response from the recipient, which could be in the form of making a purchase, requesting more information, ortaking some other specific action. Here are key elements and strategies in direct marketing:

# ✓ Direct Mail:

Send physical promotional materials, such as postcards, catalogs, or letters, directly to thetarget audience's mailbox. Direct mail campaigns can be highly targeted and personalized.

# ✓ Email Marketing:

Utilize email to send targeted messages, newsletters, or promotional offers directly to individuals who have opted in to receive communication from the business. Email marketingallows for segmentation and personalization.

# ✓ Telemarketing:

Engage with potential customers through phone calls to promote products or services. Telemarketing involves direct communication with individuals to convey a marketing message.

#### ✓ Direct Response Advertising:

Create advertisements that prompt an immediate response from the audience.
 This couldinclude TV or radio commercials, online ads, or print ads with a specific call to action.

#### ✓ Catalog Marketing:

Produce catalogs showcasing a range of products and send them directly to potential customers. Catalogs provide detailed product information and can drive direct sales.

#### ✓ In-Person Selling:

Conduct in-person sales presentations, demonstrations, or meetings to directly communicate with potential customers and encourage immediate purchase decisions.

#### ✓ Text Message Marketing:

Use text messages to send promotional offers, alerts, or updates directly to the mobile phonesof individuals who have opted in to receive such messages.

#### ✓ Direct Selling:

Implement a direct selling model where sales representatives engage directly with customers, presenting products or services and facilitating transactions.

#### ✓ Personalization:

Personalize marketing messages based on customer data and preferences. This could includeusing the recipient's name, tailoring offers to their interests, and providing customized recommendations.

# ✓ Database Marketing: -

Use customer databases to segment and target specific groups with tailored marketing messages. Database marketing relies on collecting and analyzing customer information for more effective targeting.

# ✓ Offer Incentives: -

 Include incentives, such as discounts, special offers, or limited-time promotions, to encourage immediate response from the audience.

# • Sales promotion

Sales promotion refers to a set of marketing activities and tactics designed to stimulate immediate sales of a product or service. The primary goal of sales promotions is to encourage customers to make a purchase or take a specific action within a defined period. Here are key elements and strategies involved in sales promotion:

#### ✓ Discounts:

Offer price reductions on products or services to incentivize purchases. This could include percentage discounts, buy-one-get-one-free offers, or seasonal promotions.

#### ✓ Coupons:

Distribute printed or digital coupons that customers can redeem for discounts or special offers. Coupons can be distributed through various channels, including direct mail, email, or mobile apps.

#### ✓ Rebates:

Provide customers with a partial refund on their purchase after completing a specific action, such as submitting a rebate form or proof of purchase.

#### ✓ Contests and Sweepstakes:

Organize contests or sweepstakes where customers can participate to win prizes. Participation often requires making a purchase or taking a specific action, creating excitement and engagement.

# ✓ Loyalty Programs:

Implement loyalty programs that reward customers for repeat purchases or specific actions. Loyalty programs may include points, discounts, or exclusive access to special offers.

# ✓ Bundling:

Bundle products or services together at a discounted price. This encourages customers topurchase a combination of items, often resulting in a higher overall spend.

# ✓ Free Samples:

Offer free samples of a product to allow customers to experience it firsthand.
 This strategy isparticularly effective for new product launches.

# ✓ Limited-Time Offers:

Create a sense of urgency by introducing limited time offers or flash sales.
 Highlighting thescarcity of the promotion encourages customers to act quickly.

#### ✓ Cross-Promotions:

Collaborate with other businesses to create cross-promotions. This involves offering jointpromotions or discounts with complementary products or services.

#### ✓ Buy-and-Get Promotions:

Offer additional items or services for free or at a discounted rate whencustomers make a qualifying purchase. This could include free accessories, extended warranties, or service packages.

#### ✓ Seasonal Promotions:

Align promotions with specific seasons, holidays, or events. Seasonalpromotions take advantage of heightened consumer interest during times of the year.

#### ✓ Point-of-Purchase Displays:

Create eye-catching displays at the point of purchase, such as in-storedisplays or online banners, to draw attention to promotions and encourage impulse buying.

#### ✓ Trade-In Promotions:

Encourage customers to trade in old products for discounts on newpurchases.
This strategy is common in industries such as electronics and automotive.

# ✓ Flash Sales:

Introduce sudden and short-lived sales events with significant discounts to createexcitement and a sense of urgency among customers.

#### ✓ Referral Programs:

Incentivize customers to refer friends or family members by offering rewards or discounts for successful referrals.

# ✓ Frequent Shopper Cards:

Issue cards that customers can use to accumulate points with each purchase. Once a certain point threshold is reached, customers can redeem the points for discounts orfree products.

# ✓ Mystery Discounts:

Implement mystery discounts where customers receive a surprise discount at the point of purchase. This adds an element of excitement and surprise.

#### ✓ Social Media Contests:

Run contests or promotions on social media platforms, encouraging user participation and engagement. Social media promotions can increase brand visibility and reach.

#### ✓ Public relations

Public relations (PR) is a strategic communication process that organizations use to build and maintain positive relationships with various stakeholders, including the public, customers, employees, investors, and the media. The primary goal of public relations is to create a positive image and reputation for theorganization. Here are key elements and strategies involved in public relations:

#### ✓ Media Relations:

Build and maintain relationships with journalists, editors, and influencers. Pitch stories, pressreleases, and other relevant content to gain media coverage.

#### ✓ Corporate Communications:

Develop and disseminate corporate messages, announcements, and updates to internal and external stakeholders. This includes communication about company milestones, changes in leadership, or corporate social responsibility initiatives.

#### ✓ Crisis Management:

Develop strategies for handling and mitigating crises or negative incidents that may impact theorganization's reputation. This involves timely and transparent communication to address concerns and maintain trust.

#### Communities Engagement:

Engage with the local communities through sponsorships, partnerships, and participation in communities' events. Building positive relationships with the communities enhances the organization's reputation.

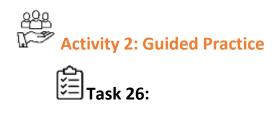
#### ✓ Employee Relations:

Communicate effectively with employees to keep them informed about company developments, policies, and achievements. Engaged and informed employees contribute to apositive organizational culture. ✓ Stakeholder Engagement:

Identify and engage with key stakeholders, including customers, suppliers, investors, and advocacy groups. Building positive relationships with stakeholders is crucial for long-termsuccess.

https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=tourism+ promotional+strategy

Category of tools and equipment	Tools and equipment	Use of the tools and equipment
Paper materials	Brochures	To help a trainee to find more information about attractions
	Мар	Help a trainee to locate different Rwanda destinations
Tool	Compass	For helping a trainer in reading map to find locations
Equipment	GPS	To help a trainee assess destinations



# Read the scenario below and execute related tasks

A group of tourists from England got information about Rwanda wildlife but they are not aware of tourism activities carried out in Rwanda especially Kwita izina activity. Agasaro tours hired you to:

- 1. Draft specific promotional strategies for Gorilla naming ceremony.
- 2. Analyze the advantages of attending Kwita izina ceremony.

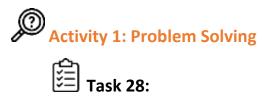


# Read the scenario or scene below and perform related tasks

A group of tourists from England got information about Rwanda wildlife but they are not aware of tourism activities carried out in Rwanda especially Kwita izina activity. Agasaro tours hired you to:

- 1. Advise specific promotional strategies for Gorilla naming ceremony.
- 2. Analyze the advantages of attending Kwita izina ceremony.

# **Topic 3.2: Identification of selling techniques**



# Read the scenario or scene below and answer the following questions

Agasaro Africa safari specializing in eco-tourism adventures in Africa, they receive a booking of 8 Young men in this coming summer, adventurous travelers from Canada, seeking unique and off-thebeaten-path experiences in 7-day "Gorilla Trek and Kivu lake Exploration" package. This package includes gorilla trekking in Virunga National Park, kayaking on the Kivu lake, visiting local villages, and experiencing the rich culture of the Ibyiwacu gorilla guardian's village as it is a good time for enjoying Rwandan destinations. As Agasaro Africa safari hired you to help them to selling and apply promotion strategies, as they have busy days, based on your experience

- 1. What are the steps of selling based on tour package in tourism industry?
- 2. Which techniques can you use to sell tourism products
- 3. What are the types of customers in tourism markets

# **Key Facts 3.2: Identification of selling techniques**

# • Steps of Selling

# ✓ Approach the client

Approaching a client is a crucial step in the sales process, and it requires a thoughtful and strategicapproach. Here are steps consider when approaching a client:

# ✓ Research and Preparation:

Before reaching out to a client, conduct thorough research to understand their business, industry, challenges, and needs. This knowledge will help you tailor your approach and demonstrate that you've invested time in understanding their situation.

# ✓ Identify Key Decision-Makers:

Determine who the key decision-makers are within the client's organization. This ensures that your efforts are directed towards those who have the authority to makepurchasing decisions.

#### ✓ Craft a Compelling Introduction:

Develop a concise and compelling introduction that highlights the value you bring to the client. Clearly communicate how your product or service can address their specific needs or challenges.

#### ✓ Discover client needs

Discovering and understanding your client's needs is a crucial step in the sales process. Here are effective ways to discover client needs:

# ✓ Active Listening:

Actively listen to what the client is saying. Pay attention to their words, tone, and anynon-verbal cues. Resist the urge to interrupt and focus on understanding their perspective.

# ✓ Open-Ended Questions:

Ask open-ended questions that encourage clients to share more about their challenges, goals, and preferences. Open-ended questions typically begin with words like "what," "how," or "tell me about."

# ✓ Probe for Details:

Follow up on their responses with probing questions to dig deeper and uncover specificdetails. For example, if a client mentions a challenge, ask for more information about when it started, its impact, and any attempted solutions.

#### ✓ Understand Pain Points:

Identify the client's pain points by asking about areas where they are facing challenges or experiencing dissatisfaction. Understanding these pain points helps you position yourproduct or service as a solution.

# ✓ Provide a solution

Providing a solution involves presenting a tailored response to address the specific needs, challenges, orgoals of your client. Here's a structured approach to offering a solution:

#### ✓ Acknowledge the Client's Needs:

Begin by reiterating your understanding of the client's needs. This demonstrates activelistening and assures the client that you have a clear understanding of their situation.

#### ✓ Highlight Key Pain Points:

Emphasize the pain points or challenges the client has shared. Acknowledge the impact these challenges have on their business or goals.

#### ✓ Present Your Solution:

Introduce your solution by clearly outlining how it addresses the client's needs. Focus on the specific features and benefits that directly align with their requirements.

# ✓ Close the sale.

Closing the sale is the culmination of the sales process, and it's a critical step that requires finesse and confidence. Here are steps to effectively close a sale:

# Assess Buyer Readiness:

 Before attempting to close the sale, assess the buyer's readiness. Look for signs of engagement, positive body language, and verbal cues that indicate they are receptive tomoving forward.

#### Reiterate Value:

 Reinforce the value proposition of your product or service. Remind the buyer of the keybenefits and how your solution uniquely addresses their needs or challenges.

# 4 Trial Closes:

 Use trial closes throughout the conversation to gauge the buyer's interest and willingness to proceed. These can be subtle questions that prompt the buyer to expressagreement or commitment

#### • 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

In the tourism market, customers can vary widely in their preferences, needs, and behavior. Here are some common types of customers in the tourism industry:

#### ✓ Leisure Travelers:

- These are individuals or families who travel for relaxation, recreation, and enjoyment.Leisure travelers seek experiences such as vacations, holidays, and getaways.
- ✓ Business Travelers:

Business travelers include individuals who travel for work-related purposes. This can include professionals attending conferences, meetings, or events, as well as those onbusiness trips.

#### ✓ Adventure Travelers:

Adventure travelers are seeking exciting and unconventional experiences. They mayengage in activities such as hiking, trekking, mountaineering, or other adventurous pursuits.

# ✓ Cultural and Heritage Tourists:

Cultural and heritage tourists are interested in exploring the history, traditions, and cultural aspects of a destination. They often visit museums, historical sites, and attendcultural events.

#### ✓ Family Travelers:

Family travelers consist of parents with children or extended family groups. They lookfor family-friendly destinations and activities that cater to different age groups.

# ✓ Solo Travelers:

Solo travelers embark on journeys alone. They may be seeking independence, self-discovery, or simply enjoy the freedom of traveling without companions.

# ✓ Group Travelers:

Group travelers include organized groups such as tour groups, school groups, or corporate groups. Group travelers often benefit from group discounts and shared experiences.

#### ✓ Senior Travelers:

Senior travelers, often referred to as "senior citizens" or "silver travelers," are individuals who are in their retirement years. They may have specific preferences and requirements related to health and mobility.

# ✓ Luxury Travelers:

 Luxury travelers seek high-end experiences, premium accommodations, and exclusiveservices. They are willing to pay a premium for luxury amenities and personalized services.

#### ✓ Budget Travelers:

Budget travelers are cost-conscious and seek affordable options for accommodations, transportation, and activities. They may prioritize saving money while still enjoying thetravel experience.

#### ✓ Ecotourists:

Ecotourists are environmentally conscious travelers who seek destinations and activities that promote sustainability and conservation. They often choose eco-friendly accommodations and support responsible tourism practices.

#### ✓ Medical Tourists:

Medical tourists travel to other countries for medical treatments, procedures, or surgeries. They often seek high-quality healthcare services at a lower cost than in theirhome country.

# ✓ Event and Festival Attendees:

Travelers who specifically visit destinations to attend events, festivals, concerts, orsports competitions. They contribute to the local economy during these events.

#### ✓ Educational Tourists:

Educational tourists include students, teachers, and educational
 institutions organizingtrips for learning purposes. These trips may focus

on cultural exchange, language immersion, or specific educational themes.

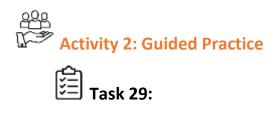
# ✓ Digital Nomads:

Digital nomads are individuals who work remotely and have the flexibility to travel whileearning a living. They often seek destinations with good internet connectivity and coworking spaces.

- Other 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

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S



# Read the scenario and do the required work

Agasaro Africa safari specializing in eco-tourism adventures in Africa, they receive a booking of 8 Young men in this coming summer, adventurous travelers from Canada, seeking unique and off-thebeaten-path experiences in 7-day "Gorilla Trek and Kivu lake Exploration" package. This package includes gorilla trekking in Virunga National Park, kayaking on the Kivu Lake, visiting local villages, and experiencing the rich culture of the Ibyiwacu gorilla guardian's village as it is a good time for enjoying Rwandan destinations. Agasaro Africa safari hired you to help them to selling,

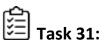


# Read the scenario or scene below and answer the following questions

Agasaro Africa safari specializing in eco-tourism adventures in Africa, they receive a booking of 8 Young men in this coming summer, adventurous travelers from Canada, seeking unique and off-thebeaten-path experiences in 7-day "Gorilla Trek and Kivu lake Exploration" package. This package includes gorilla trekking in Virunga National Park, kayaking on the Kivu Lake, visiting local villages, and experiencing the rich culture of the Ibyiwacu gorilla guardian's village as it is a good time for enjoying Rwandan destinations. Agasaro Africa safari hired you to help them to selling.

# **Topic 3.3: Development of contracts**





# Referring to the below scenario answer the following questions

Amazing Africa eco tours is managing a tour package for a group of 10 tourists who want to explore the beautiful of Rwanda. The agency has to create a contract with the tourists to specify the terms and conditions of the trip.

- 1. What are the types of contracts in travel and tourism industry?
- 2. Describe the key elements of a good contract.

# **Key Facts 3.3: Development of Contracts**

# • Contracts

Definition of contract: in the context of travel industry is a legally binding agreement between the tour operator, travel agencies and the customer. It outlines the terms and conditions of the tour.

# ✓ Types of contracts:

- Service contract: This type of contract is used to define the services that will be provided by the travel agency. In this scenario, the contract will define the services such as transportation, accommodation, meals, and tour guide.
- Partnership agreement: This type of contract is used when two or more parties work together in a project. In this scenario, the travel agency may partner with a local hotel or transport company to provide the services to the tourists.
- Express Contract:

 An express contract is formed when parties explicitly state the terms of their agreement, either verbally or in writing. It clearly outlines the rights and obligations of each party. Implied Contract:

- Unlike an express contract, an implied contract is not explicitly stated in words. Instead, it is inferred from the parties' conduct, actions, or circumstances, implying mutual agreement.
- Unilateral Contract:
  - In a unilateral contract, one party makes a promise or performs an action in exchange for the other party's performance. The contract is formed when the second party fulfills the specified conditions.
- Bilateral Contract:
  - A bilateral contract involves mutual promises between two parties. Both parties committo certain actions or obligations. This contrasts with a unilateral contract where one party makes a promise.
- Executed Contract:
  - An executed contract is one in which both parties have fulfilled their obligations. The terms of the contract have been completed, and the contract is considered executed.

#### Void Contract:

- A void contract is not legally binding from the outset. It lacks essential elements, legality, or enforceability. It is treated as if it never existed.
- **Unenforceable Contract:** 
  - An unenforceable contract is a valid contract that cannot be enforced in a court of law. This may be due to a lack of necessary documentation, a statute of limitations, or other legal reasons.

#### ✓ Option Contract:

- An option contract gives one party the right (but not the obligation) to buy or sellsomething at a specified price within a designated time frame. The other party is obligated to honor this right if the option is exercised.
- ✓ Fixed Price Contract:
  - In a fixed price contract, the parties agree on a set price for goods or services, regardless of the actual costs incurred by the provider. It provides cost certainty for the buyer.

#### • Elements of contracts

A contract is a legally binding agreement between two or more parties that outlines their rights andobligations. For a contract to be valid and enforceable, it typically must contain certain essential elements.

Here are the key elements of a contract:

- ✓ Offer:
  - There must be a clear and definite offer made by one party (the offeror) to anotherparty (the offeree). The offer outlines the terms and conditions of the proposed agreement.

#### ✓ Acceptance:

The offeree must accept the offer without any material changes. Acceptance creates ameeting of the minds, indicating that both parties agree to the terms of the contract.

#### ✓ Intention to Create Legal Relations:

Both parties must intend for the contract to have legal consequences. Social agreements and agreements made in a domestic or social setting are generally presumed not to have this intention.

#### Consideration:

Consideration is something of value exchanged between the parties. It could be money,goods, services, or a promise to do (or not do) something. Consideration is essential for the contract to be binding.

#### ✓ Legality of Purpose:

The purpose of the contract must be legal. Contracts with illegal objectives or that involve illegal activities are not enforceable by the courts.

#### Capacity of the Parties:

The parties entering the contract must have the legal capacity to do so. This includes mental capacity and, in some cases, age (minors may have limited capacity tocontract).

#### ✓ Certainty and Possibility of Performance:

The terms of the contract must be clear and certain. Additionally, it must be possible toperform the obligations outlined in the contract. Vague or impossible terms may render the contract unenforceable.

#### Mutual Consent:

There must be a genuine meeting of the minds between the parties. Both parties mustunderstand and agree to the terms of the contract without duress, fraud, or misrepresentation.

#### Writing and Formalities:

While many contracts are oral and still legally binding, some contracts must be in writingto be enforceable. These include contracts involving real estate, the sale of goods over acertain value, or agreements that cannot be performed within a specified time frame.

#### ✓ Performance or Delivery:

The contract must be performed or fulfilled according to its terms. This involves eachparty carrying out their obligations as outlined in the agreement.

#### Time of Performance:

The contract may specify a time frame within which performance must occur. Time canbe of the essence in certain contracts, meaning that punctual performance is critical.

# ✓ Discharge of Contract:

The contract can be discharged through various means, including performance, agreement between the parties, frustration, or breach. Discharge indicates that theparties are no longer bound by the terms of the contract.

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#### Read the following scenario and execute the related questions

Amazing Africa eco tours is managing a tour package for a group of 10 tourists who want to explore the beautiful of Rwanda.

You are required to assist the agency in creation of contract with these tourists in line with the agreed up on of terms and conditions





# Read the following scenario and execute the related questions

Amazing Africa eco tours is managing a tour package for a group of 10 tourists who want to explore the beautiful of Rwanda. You are required to assist the agency in creation of contract with these tourists in line with the agreed up on of terms and conditions

# Formative Assessment

- 1. Amazing Africa eco-tours is hiring a tourism digital marketing expert what do you think could be his promotional strategies?
- 2. What are the Advantages of promoting tourism services?
- 3. Indicates the steps of selling tourism services.
- 4. What are the selling techniques in tourism industry?
- 5. Describe types of customers in tourism market?
- 6. With relevant examples what are the types of contracts in travel and tourism industry?
- 7. Show the key elements of contracts in tourism industry?



- Promotional strategies
- Selling techniques
- Identification of Contracts



 Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Develop effective communication skills in tourism industry					
identify costs associated with, flights,					

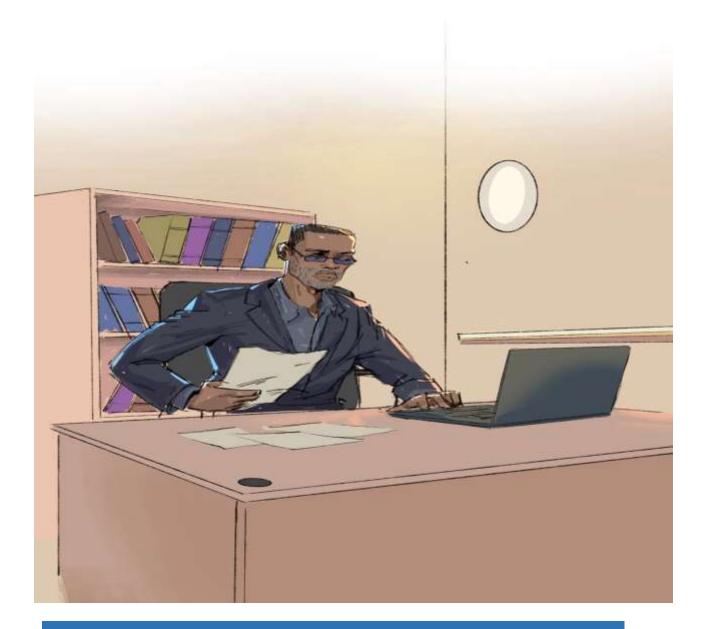
My experience	I do not	l know	I have some	I have a lot	l am
Knowledge, skills and attitudes	have any experience doing this.	a little about this.	experience doing this.	of experience with this.	confident in my ability to do this.
accommodation, activities, and local transportation in different destinations					
Identify various tour packages as per tourism industry.					
Identify customer needs and preferences in tourism industry					
Establish a friendly and professional connection with your clients to build trust and make them feel comfortable.					
Pay close attention to what your clients are saying and ask open- ended questions to understand their travel goals.					
Prepare how to discuss prices and answer questions about customization. Negotiate offers confidently and ethically to secure the sale.					
Addressclientconcernsandobjectionswithpatienceandunderstanding.Offeralternative solutions or					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to
explanations to overcome hesitation and close the deal.					do this.
Prepare to adjust your approach based on the client's needs and find solutions to any challenges that may arise during the sales process.					
Recognize that clients may have questions or concerns, and address them with patience and a willingness to help.					
Demonstrate enthusiasm and passion for travel in tourism industry					

# **2.** Fill in the table above and share results with the trainer for further guidance.

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

# **UNIT 4: HANDLE A TOUR FILE**



# **Unit summary**

This unit provides you with the knowledge, skills and attitudes required to handle a tour file required in management of tour packages. It covers the main activities including Filing clients Tour related details, filing special interest tour inquiry, and dealing with a tour file.

## Self-Assessment: Unit 4

- 1. Referring to the unit illustrations above discuss the following:
  - a. What does the illustration show?
  - b. What is the difference between the different images in the illustration?
  - c. What do you think this Learning outcome is about based on the illustration?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this learning outcome
  - d. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
  - e. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
  - f. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
- 3. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	l do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Identify clients' needs and details.					
Describe types of customers					
Identify sources of tour packages inquiries					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Operate tour file.					
Be able to locate clients' needs according to their preferences Classify clients in their					
categories.					
Be able to identify the sources of tour packages inquiries					
Pay attention when identifying customer preferences.					
Be honest and accurate when classifying clients					



Knowledge	Skills	Attitudes
1. Identify clients'	1. Be able to locate	1. Pay attention when
needs and details.	clients' needs	identifying customer
	according to their	preferences.
	preferences	
2. Describe types of	2. Classify clients in	2.Be honest and accurate
customers	their categories.	when classifying clients
3. Identify sources of	<b>3.</b> Be able to identify	3.Pay attention to what
tour packages inquiries	the sources of tour	sources to choose.
	packages inquiries	
<b>4.</b> Operate tour file.		

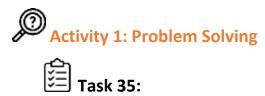


In the office of a tour company, the team responsible for managing tour files receives a new set of documents from a travel agent. The files contain detailed itineraries and client information for upcoming tours. Each file is carefully organized with the client's personal details, tour preferences, and any special requests or requirements.

As the team reviews the files, they come across a special inquiry from a client who is interested in a customized adventure tour to a remote destination. The team quickly creates a separate file for this inquiry, ensuring all details and preferences are accurately recorded and highlighted for further discussion with the client. According to this scenario answer the following questions:

- 1. Identify different customers' needs and preferences?
- 2. What are the types of tour customers?
- 3. What are the of filling system that could be used by travel agencies?
- 4. Describe how you can operate a tour file according to tourism industry?

## **Topic 4.1: Filing clients Tour related details.**



#### Read the following scenario and answer to the following

In the office of a tour company, the team responsible for managing tour files receives a new set of documents from a travel agent. The files contain detailed itineraries and client information for upcoming tours. Each file is carefully organized with the client's personal details, tour preferences, and any special requests or requirements.

- 1. Identify different customers' needs and preferences.
- 2. What are the types of tour customers?
- 3. What are the filling systems that could be used by travel agencies?

## Key Facts 4.1: 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)

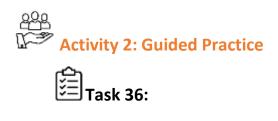
There are various types of tour customers that tour companies typically encounter. Here are some common categories:

- Leisure Travelers: These are individuals or families who go on tours for relaxation, sightseeing, and experiencing new cultures.
- ✓ Adventure Seekers: These customers are looking for thrill and excitement in their tours, such as adventure activities like hiking, diving, or bungee jumping.

- ✓ Luxury Travelers: Customers who prefer high-end accommodations, exclusive services, and personalized experiences during their tours.
- Budget Travelers: These customers are focused on getting the best value for their money, opting for cost-effective tour packages and accommodations.
- Solo Travelers: Individuals who prefer to travel alone and are looking for tour options that cater to single travelers.
- ✓ Group Travelers: Customers who travel in groups, like friends, families, or corporate groups, and seek tours that can accommodate a larger number of people.

## • Types of filling system

- ✓ Physical Filing System:
  - This involves organizing physical documents related to tour packages, such as printed itineraries, contracts, invoices, and client information forms, in a systematic manner, usually in file folders or cabinets.
- ✓ Digital Filing System:
  - With the advancement of technology, many tour operators utilize digital filing systems. This involves storing electronic documents related to tour packages, such as PDF itineraries, email correspondences, client databases, and financial records, in organized folders on computers or cloud storage platforms.
- ✓ https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Filing+clients
   +Tour+related+details



### Read the following scenario and do the tasked work

A group of travelers from France wishes to travel in Rwanda this coming summer for the purpose of enjoying Rwanda wildlife and get unforgettable experiences from Rwanda destinations.

Based on their wishes develop the related customer profile.



## Read the following scenario and do the tasked work

A group of travelers from France wishes to travel in Rwanda this coming summer for the purpose of enjoying Rwanda wildlife and get unforgettable experiences from Rwanda destinations.

Based on their wishes develop the related customer profile.

## **Topic 4.2: Filing special interest tour inquiry.**



# 🖆 Task 38:

#### Read the following scenario and answer to the realated question

A family of four is planning a vacation to Musanze in Rwanda. They are looking for tour packages that will provide them with a memorable and comfortable experience for their 7-day trip. As IV trainee; Describe the sources of tour packages inquiries in tourism industry?

## Key Facts 4.2: Filing special interest tour inquiry.

- tour package inquiries:
  - ✓ Travel agency:
    - The family can visit a travel agency either in person or online to inquire about the available tour packages for Bali. The travel agency can provide them with various packages that match their budget and preferences.

### ✓ Online travel platforms:

The family can use online travel platforms such as Trip advisor or Booking.com to search for tour packages in Bali. These platforms allow them to compare different packages, read reviews from other tourists, and book the package online.

#### ✓ Social media:

The family may also use social media platforms such as Instagram or Facebook to search for tour packages. Some tour companies and travel agencies may advertise their services on social media, and the family can contact them directly to inquire about their packages.

#### ✓ Referrals:

The family can ask for referrals from friends, family, and colleagues who have been to Bali before. They can get recommendations on the best tour companies or travel agencies that offer affordable and quality tour packages. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Filing+special+int erest+tour+inquiry.





## Read the following scenario and do the required task

Gilbert is a tourism student, recently he has given a part-time employment I Belo Itd company, his boss asked him to make a tour packages for a family of six (6) peoples for vacation to Rwanda. The team is looking for tour packages that will provide them with a memorable and comfortable experience for their 4-days trip.

As a technician in travel and tourism advise Gilbert what to consider for expected customer service: Describe the sources of tour packages inquiries in tourism industry?



🖆 Task 40:

## Read the following scenario and do the required task

ABCD team which is made by four people is planning a vacation to Musanze in Rwanda. They are looking for tour packages that will provide them with a memorable and comfortable experience for their 7-day trip. As a technician in travel and tourism Develop tour packages inquiries for the team of tourist?

## Topic 4.3: Dealing with a tour file



🖆 Task 41:

#### Read the below scenario and answer the related question

You are a tour operator, and you need to manage files related to a group tour of 50 people to the volcanoes national park, as a tourism expert in operating and managing different files of tourists.

- a. What are the Updates and final bookings for Invoice of clients?
- b. What are the payments need to be collected?
- c. What are the operations related to the tour file?
- d. Describe all records according to the type of tour

## Key Facts 4.3: Dealing with a tour file.<sup>3</sup>

#### • Introduction

Tour files.

#### ✓ Types of Tour files used in the tourism industry.

The most common types of tour files used in the tourism industry

#### Tour Information Files

- Itinerary files: These files outline the schedule and activities of a tour, including transportation, accommodation, sightseeing, and meals. They can be in various formats like Word documents, PDFs, or spreadsheet
- Tour operator brochures: These files are marketing materials showcasing the tour operator's offerings, including descriptions, prices, and booking information. They are often PDFs or interactive online versions.
- Electronic booking confirmations: These files provide details about the booked tour, including confirmation number, dates, participants, and payment information. They are typically PDFs or emails.

<sup>&</sup>lt;sup>3</sup> https://www.studocu.com/row/document/laikipia-easaint-technical-and-vocational-college/tourismmanagement/types-of-tour-files-used-in-the-tourism-industry/87210765

#### **Virtual** tour files:

- Panoramic images: These are high-resolution images capturing a 360degree view of a location, used in virtual tours for immersive experiences.
- **3D** models: These are digital representations of a location used in virtual tours for interactive exploration.
- Tour software project files: These files contain the structure and data of a virtual tour created using specific software. They are not directly accessible to users but are essential for editing and publishing the tour
- Other tour-related files:
  - Maps: These files show the route and locations of a tour, often used for navigation and planning. Formats include GPX, KML, and interactive online maps.
  - Audio guides: These files provide commentary and information about tour stops, typically in MP3 or WAV format.
  - Video clips: These files showcase highlights of the tour or specific locations, used for marketing or promotional purposes. Formats include MP4, MOV, and online video platforms.

#### ✓ The Content of a Tour File.

The content of a tour file will depend on the specific type of the file; however, the content may include:

#### Itineraries:

- **Basic Information:** Tour name, operator, dates, duration, group size.
- **Daily Schedule**: Start/end times, transportation, activities, sights visited.
- Accommodation: Hotel names, locations, room types, meals included.
- Additional Information: Local currency, visas needed, packing list, contact details.

#### Tour operator brochures:

 Eye-catching visuals: Images and videos showcasing destinations and experiences.

- **Tour descriptions**: Highlighting unique features, activities, and itineraries.
- **Pricing and booking information**: Costs, inclusions, payment options, contact information.
- **Company information:** About us, awards, testimonials, sustainability efforts.
- Electronic booking confirmations:
  - **Tour details**: Name, operator, dates, itinerary summary.
  - Participant details: Names, passport numbers, dietary restrictions.
  - **Payment details**: Confirmation number, total cost, payment method.
  - **Contact information:** Tour operator, emergency contact.
- Virtual tour files

These include panoramic images, 3D models, and tour software project files.

- Panoramic images are high-resolution 360° images of key locations and attractions, often with hotspots providing additional information or links.
- 3D models allow users to explore destinations virtually, often including information points, narrated tours, and multimedia elements.
- Tour software project files contain the data and structure of the virtual tour, though they are not directly accessible. Other tour-related files may include interactive maps, audio guides, and video clips.

## • Operate tour file

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

https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Dealing+with+a+ tour+file.



Task 42:

### Read the below scenario and answer the related question

You are a tour operator, and you need to manage files related to a group tour of 50 people to the volcanoes national park, as a tourism expert in operating and managing different files of tourists. Describe the issue of dealing with different tour files.



🖆 Task 43:

### Read the below scenario and do the related question

You are a tour operator, and you need to manage files related to a group tour of 50 people to the volcanoes national park, as a tourism expert in operating and managing different files of tourists.

Describe the issue of dealing with different tour file.

# Formative Assessment

- **1.** The following are the types of customers in tourism industry except:
  - a. Leisure Travelers
  - b. Luxury Travelers
  - c. Budget Travelers
  - d. High end travelers
  - e. Discounted travelers
  - f. Back packers
  - g. Solo Travelers
  - h. Group Travelers
- 2. What are the types of filling system?
- 3. Among of the following sources of tour packages inquiries in tourism industry which one is not true?
  - a. Travel agency.
  - b. Online travel platforms
  - c. Social media
  - d. Referrals
  - e. None of them
  - f. All the above
- 4. If you are in the situation of managing and operating different files of tourists, how will you deal with different tour files?

# · Points to Remember

- Identification of Clients' needs and details
- Note clients' profile (customer types)
- Describe Types of filling system
- Sources of tour packages inquiries
- Perfect Operation of tour file

# Self-Reflection

Fill in and complete the self-assessment table below to assess your level of knowledge,

skills and attitudes under this learning outcome

- a. There is no right or wrong way to answer this assessment. It is for your own reference and selfreflection on the knowledge, skills and attitudes acquisition during the learning process.
- b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
- c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.
- d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Identify clients' needs and details.					
Describe types of customers					
Identify sources of tour packages inquiries					
Operate tour file.					
Be able to locate clients' needs according to their preferences					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Classify clients in their categories.					
Be able to identify the sources of tour packages inquiries					
Pay attention when identifying customer preferences.					
Be honest and accurate when classifying clients					
Pay attention to what sources to choose					



#### **Integrated situation**

Lumisa Safaris is a Tour Company operating 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 attractiveness, 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. They choose on accommodation include Hotel, lodge and Campsite.

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

#### All tools equipment and materials are provided by the company.

This task should be achieved in two (2) days and all tools, materials and equipment are available in project store.

Your task is to:

- Design a tour package
- Chart a tailor-made itinerary
- Respond to the inquiry
- handle a tour file

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#### Electronic links you can use

- 1. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Selection+of+service+suppliers
- 2. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=tour+costing+and+pricing
- 3. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=tourism+promotional+strategy
- 4. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=selling+techniques
- 5. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=tourism+Contracts
- https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Filing+clients+Tour+related+detail s
- https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Filing+special+interest+tour+inquir
   y.
- 8. https://search.yahoo.com/search?fr=mcafee&type=E210US714G0&p=Dealing+with+a+tour+file.



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