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B.Com Honours

Semester VI

Calicut University

ITINERARY PLANNING AND PACKAGING

Course Code: COM6EJ310 • Module 2 Notes

Module II: Tour Packaging & Brochure Design

Covers concept & history of tour packaging, factors affecting package formulation, stages of developing a package, vendor negotiations, and promotional brochure design principles.

Unit 9: Concept, Definition, & History of Tour Packaging

Tour Package: Pre-arranged bundle of travel components (transportation, accommodation, sightseeing, meals, & guide services) sold at an inclusive price. History: Thomas Cook 1841 Leicester to Loughborough train excursion.

Unit 10: Factors Affecting Tour Package Formulation

Key Drivers: Destination attractiveness, seasonal demand, exchange rates, carrier airfares, hotel room tariffs, & competitive pricing.

Unit 11: Stages of Tour Package Development

Development Lifecycle: Market research \$ ightarrow\$ Destination selection \$ ightarrow\$ Vendor contract negotiation (Hotels, Airlines, Bus operators) \$ ightarrow\$ Costing & Pricing \$ ightarrow\$ Brochure printing \$ ightarrow\$ Marketing & Sales distribution.

Unit 12: Tour Brochure Designing & Mandatory Components

Brochure Elements: Catchy title, high-quality images, day-wise itinerary, inclusions/exclusions list, hotel list, booking code, price per pax, payment terms, & cancellation policy.

Unit 13: Vendor Negotiations & Contracting

Contracting: Securing confidential group tariffs (GIT rates), FOC (Free of Charge) escort rooms, & favorable cancellation cutoff dates.

Practical Case Framework 1 (4-Stage Tour Package Development Life Cycle Matrix): Compare development stage, core activity, key stakeholders involved, and stage deliverable output.

Tour Package Development Stages Table:

Development Stage	Core Executive Activity	Stage Deliverable Output
Stage 1: Research & Conceptualization	Identify target market & popular tourist circuits	Package Concept Note & Route Plan
Stage 2: Contracting & Negotiation	Negotiate group rates with hotels, buses, & airlines	Signed Vendor Rate Contracts
Stage 3: Costing & Pricing	Calculate total cost sheet + profit markup	Final Tariff Card & Price Per Pax
Stage 4: Brochure & Marketing	Design promotional brochure & launch campaigns	Printed Brochure & Online Booking Page

Practical Case Framework 2 (Tour Brochure Mandatory Components Checklist): Detail brochure component, legal requirement, information content, and consumer protection function.

Tour Brochure Checklist Reference Table:

Brochure Component	Information Content Included	Legal & Consumer Protection Utility
Inclusions & Exclusions List	Explicit detail of meals, tickets, taxes included/excluded	Prevents customer disputes over hidden costs
Hotel Accommodation Category	Hotel names, star ratings, or similar category	Guarantees lodging standards promised
Booking & Cancellation Terms	Advance deposit %, refund rules, & cancellation slabs	Establishes binding legal contract terms

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