



B.Com Honours

Semester VI

Calicut University

ITINERARY PLANNING AND PACKAGING

Course Code: COM6EJ310 • Module 4 Notes

Module IV: Tour Packaging & Itinerary

Practical Cases

Covers practical costing for Group Inclusive Tours (GIT), creation of theme-based packages (Eco, Ayurveda, Culinary), and brochure development for select regional destination circuits.

Unit 19: Costing a Tour Package for Group Inclusive Tour (GIT)

GIT Group Costing Mechanics: Bulk hotel contracting, dividing fixed coach & guide expenses across 20-40 passengers, & factoring 1 Free-Of-Charge (FOC) tour leader slot per 15 paying guests.

Unit 20: Theme-Based Tour Packages & Pricing Strategies

- Theme Packages:**
- **Ayurveda & Wellness:** Health resorts, organic meals, & yoga sessions.
 - **Pilgrimage Circuits:** Temple/church/mosque circuits with specialized vegetarian catering.
 - **Eco & Adventure:** Wildlife safaris, bamboo rafting, & treehouse stays.

Unit 21: Developing Destination Circuits & Brochures

Circuit Planning: Golden Triangle (Delhi-Agra-Jaipur) or Kerala Backwaters Circuit (Cochin-Munnar-Thekkady-Alleppey-Kovalam).

Practical Solved GIT Group Tour Costing Problem (20-Pax Group Tour Costing & FOC Factor): Calculate price per paying guest for a 20-Pax GIT group tour where 1 Tour Leader travels FOC (Free of Charge).
Group Costs: Total Net Group Expenses (21 total persons including leader) = \$ ₹4,20,000 \$. Operator Profit Margin = \$ 15% \$.

Price Per Paying Guest = (Total Net Group Expenses / 20 Paying Pax) * 1.15

Step-by-Step GIT Costing Working:

1. Total Group Net Cost (21 persons) = \$ ₹4,20,000 \$.
2. Paying Passengers Count = \$ 20 \$ guests (1 Leader FOC cost absorbed by 20 guests).
3. Net Cost Per Paying Guest = \$ ₹4,20,000 / 20 = \$ ₹21,000 \$.
4. **Final Selling Price Per Guest** (with 15% Margin) = \$ ₹21,000 * 1.15 = \$ ₹24,150 \$.

Practical Case Framework 2 (Theme-Based Tour Packages Product Comparison Matrix): Compare package theme, target tourist segment, key included components, and pricing premium level.

Theme-Based Tour Packages Product Reference Table:

Package Theme	Target Tourist Market Segment	Key Inclusions & Unique Selling Proposition (USP)
Ayurveda & Wellness Package	High-yield international & domestic wellness tourists	Daily Panchakarma treatments, doctor consult, organic diet
Eco & Wildlife Adventure	Nature enthusiasts, birdwatchers, & youth groups	Sanctuary safaris, jungle lodge, eco-guide services
Heritage Cultural Circuit	Cultural tourists, historians, & senior citizens	Monument entry passes, sound & light show, heritage hotel

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