

**STUDY MATERIAL
OF
DEPARTMENT OF TOURISM OF TOURISM AND TRAVEL MANAGEMENT
(T.T.M)
BHATTADEV UNIVERSITY
FOR
FOURTH (4TH) SEMESTER CLASS (B.A & B.SC)
PAPER-401(4.1)-TOURISM ORGANIZATION: TRAVEL AGENCY, TOUR
OPERATOR
UNIT-III-APPROVAL, TRAVEL FORMALITIES AND TOUR PACKAGE
DESIGNING**

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UNIT-III-APPROVAL, TRAVEL FORMALITIES AND TOUR PACKAGE
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By-

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TOUR PACKAGING: A GENERAL INTRODUCTION

- Package holidays, popularly known as a tour package or simply the word 'tour' in the travel and tourism industry refers either to a package tour escorted or not escorted by the tourist guide.
- When we think of tour package, **we think mainly on three things namely, attraction of the destination, accessibility to the destination and facilities / services available at the destination.**
- However, the fact that tourists' choice to spend their holidays away from home is likely to have a significant bearing on the level of satisfaction they derive from it.
- Thus, for the tourist, the holiday is more than simply the activities and services of the destination.
- When we say tour package, it means a pre-arrangement, prepaid trip that combines two or more travel components like airfare, airport transfer, accommodation, and other services.
- Practically, a tour package is a total tourism product which is planned, organized, combined and sold as an 'Inclusive Tour' at a set price to tourists by tour operators.

HISTORY OF TOUR PACKAGING

- Introduction
- Contributions of Romans, Phoenicians and Europeans towards the development of the 'Grand Tour Concept'.
- Contributions of Thomas Bennett towards the organization of first 'Inclusive Travel'.
- Role of European historic and cultural centers.
- Introduction of a rail link between the major centers in 1830.
- Mr. Thomas Cook and his contributions in 1855 and development of package tour concept by World War-II, incidentally.

DEFINITIONS OF TOUR PACKAGE

- Definition of Betsy Fay in 1990.
- Holloway's definition on Tour Package in 1992.
- Concept of Gregory in 1985.
- Definition of American College Dictionary in 1995.
- Conceptual development of Tour Package or Package Tour.

COMPONENTS OF TOUR PACKAGE

- Travel Arrangements.
- Ground Arrangements.

TYPES OF TOUR PACKAGE

- Introduction.
- Classifications.
- Independent Tours.
- Escorted Tours.
- Hosted Tours.
- Incentives Travel/Tours.
- Freedom Tours.

FACTORS AFFECTING TOUR PACKAGE FORMULATION AND SIGNIFICANCES OF TOUR PACKAGE

- Introduction.
- The factors affecting tour package.
- Significances of tour package.
- Benefits of Tour package.



Fig-1-A Tourist Guide with the tourists in a package tour

TOUR PACKAGE DESIGN AND SELECTION PROCESS

- Introduction
- Stages of Tour design and selection process-
 1. Initial Research
 - i. The Destination Research.
 - ii. Market Research.
 2. Itinerary Preparation.
 3. Handling Agency or Destination Company.
 4. Negotiation.
 5. Costing and Pricing a Package Tour.
 6. Tour Brochure.
 7. Development of Reservation system.
 8. Marketing of Tour Package.
 9. Tour handling or Actual Tour Operation.

THE END

