
Unit-1
Itinerary: Definition, Meaning, Types and Scope

Structure:

1.0 Objectives

1.1 Introduction

1.2 Itinerary- Concept, meaning and definition

1.3 Types of Itineraries

1.4 Scope of Itineraries in the Tourism and Travel Indust

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1.1 Objectives:

After going through this unit, learners will be able to:

- Understand meaning and basic concept of itinerary
 - Discuss various types of itineraries present in current scenario
 - Explain and understand the scope and challenges of tour itinerary,
 - Discuss and explore the significance and future trends of tour itinerary
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1.2 Introduction:

The Grand Tour was a popular travel tradition during the Renaissance, primarily undertaken by young aristocrats from wealthy families. It began in the 16th century and lasted until the 18th century. The journey was considered an essential part of education, allowing travellers to explore the art, architecture, and culture of classical civilisations. This experience was seen as a rite of passage, symbolizing status and refinement. Over time, the idea of structured travel planning emerged, giving rise to the concept of an itinerary.

• The Origins and Purpose of the Grand Tour

The Grand Tour usually started in London and proceed through Paris before focusing mainly on Italy, mainly Rome. While some travellers moved to other parts of Europe, few visited Greece, as it was still under Turkish rule. The tour aimed to expose young men to the rich heritage of Greco-Roman civilization, with visits to ancient ruins, fountains, churches, and museums. Travelers admired classical statues and paintings, often viewing them in private collections or public museums.

Beyond art and architecture, the Grand Tour provided aristocrats with opportunities to refine their skills and broaden their knowledge. They attended musical performances, visited theatres, and received tutoring in foreign languages, fencing, dancing, and horseback riding. These activities helped them develop into well-rounded individuals, preparing them for leadership roles in society.

• The Emergence of the Itinerary:

As the Grand Tour became more popular, travellers recognized the need for proper planning to make the most of their journey. This led to the concept of an itinerary – a structured plan that outlined activities, destinations, and logistics in advance. By having a well-organized travel schedule, tourists can ensure they visit all significant sites without feeling rushed or overwhelmed.

One of the main benefits of an itinerary is time management. With a clear plan, travellers could allocate sufficient time for sightseeing, cultural experiences, and leisure activities. Without a structured schedule, they risked spending too much time in one place and missing out on other important locations. A well-thought-out itinerary helped them experience a balanced and fulfilling journey.

Financial planning was another major advantage. Travel during this period required careful budgeting, as expenses could quickly add up. By planning, tourists could book accommodations, transportation, and guided tours at reasonable rates, avoiding last-minute costs. This practice of booking remains essential in modern travel.

- **Guides, Travelogues, and Early Souvenirs**

To assist travellers, guidebooks and printed travelogues became widely available. These provided detailed itineraries, historical insights, and practical advice. Some tourists even commissioned artists to accompany them, creating sketches or paintings of the places they visited. Townscape and landscape paintings, known as *vedute*, became admired souvenirs, serving as visual token of their travels. Etchings of famous landmarks were also highly valued, offering a "snapshot" of the journey before photography existed.

Besides artwork, Grand Tourists brought back various souvenirs, including books, sculptures, clothing, glassware, coins, and other cultural artifacts. A particularly fashionable item was micro-mosaic jewellery, which featured intricate images of famous landmarks. These souvenirs allowed travellers to display their experiences, reinforcing their status and cultural sophistication.

- **The Lasting Influence of the Itinerary:**

As structured travel planning gained popularity during the Grand Tour era, the idea of the itinerary extended beyond aristocrats to merchants, scholars, and ordinary travellers. It became a widely accepted practice for organizing journeys efficiently. Guidebooks included suggested routes, ensuring travellers could navigate foreign lands with ease. Today, itineraries remain an essential part of travel, helping people manage their time, budget, and experiences effectively.

Having an itinerary is not mandatory, but it is highly beneficial, especially for first-time travellers or those on tight schedules. It provides a sense of structure and ensures that no must-see attractions are missed. It also helps prevent overbooking and underestimating travel times, reducing stress and making the trip smoother.

A good itinerary includes key details about each day's schedule, such as travel arrangements, accommodation, planned activities, and dining reservations. It should also contain emergency contacts, important addresses, and other essential information to ensure a hassle-free experience. Whether in the past or present, having a structured plan enhances the travel experience, making it more enjoyable, efficient, and memorable.

1.3 Itinerary- Meaning and definitions:

The term "itinerary" has its roots in the mid-15th century, originally referring to a "route of travel." It derives from the Late Latin word "itinerarium," meaning "account of a journey" or "road-book." This, in turn, comes from the Latin "itinerari," which pertains to a journey, stemming from "iter," meaning "away" or "journey." The verb "ire," meaning "to go," is the base of "iter."

In ancient Rome, an "itinerarium" was a travel guide listing cities, villages, and other stops along a route, including distances between each location.

Over time, the term advanced. By the early 15th century, "itinerary" mentioned about a "documentation of a travel." By 1856, it had advanced to mean a "sketch of a proposed direction" or a "list of places to be included in a period of travelling." Today, "itinerary" commonly denotes the planned route or schedule of a journey, encompassing details like destinations, activities, and accommodations. In easy term the general description goes as an **itinerary** defined as a detailed plan or course of a voyage

Industry-Specific Definitions of Itinerary:

The term **itinerary** generally refers to a planned schedule of a trip or journey. However, its meaning can vary depending on the industry in which it is used. Whether in tourism, business, personal travel, or event planning, an itinerary serves as a structured guide that helps individuals manage time, logistics, and activities efficiently. Below are industry-specific meanings of the term.

1. Itinerary in Tourism:

In the tourism industry, an itinerary is an elaborated plan that trace and mark the schedule for a trip, including destinations, transportation, accommodations, and activities. Tour operators, travel agencies, and tourism professionals create itineraries to provide structured travel experiences for tourists. These plans help travellers make the most of their trips without the stress of last-minute planning.

For example, a **tourist itinerary** may include a day-by-day breakdown of sightseeing locations, local dining recommendations, and entertainment options. Some itineraries are fixed and follow a pre-planned tour, while others allow flexibility based on a traveller's preferences.

Example:

A five-day travel itinerary to Paris might include visits to the Eiffel Tower, the Louvre Museum, and the Palace of Versailles, along with guided city tours and recommendations for French cuisine experiences.

2. Itinerary in Business Travel:

In the business world, an itinerary is a structured plan for professionals travelling for work-related purposes. A **business itinerary** typically includes flight details, hotel bookings, meeting schedules, conference details, and contact information. Business professionals rely on itineraries to manage time efficiently and stay organized during work trips.

Having a well-planned itinerary is essential in business travel, as it helps prevent scheduling conflicts and ensures smooth coordination of meetings and events. Companies often provide their employees with digital itineraries that can be accessed on mobile devices for convenience.

Example:

A business traveller attending an international conference may have an itinerary that includes flight details, hotel check-in times, a list of networking events, and business meetings scheduled throughout the trip.

3. Itinerary in Personal Travel:

For personal travel, an itinerary is a customized plan created by an individual or family to organize their trip. Unlike a tour package, a **personal itinerary** is more flexible and tailored to personal interests, budgets, and schedules.

Personal itineraries can include travel dates, accommodation details, transportation arrangements, sightseeing activities, and meal plans. Many travellers create their own itineraries using travel apps, online guides, or recommendations from friends and family.

Example:

A backpacker planning a month-long trip across Europe may create an itinerary listing train schedule, hostel addresses, hiking routes, and must-visit attractions in each city.

4. Itinerary in Event Planning:

In event management, an itinerary refers to a detailed schedule of activities for an event, such as a wedding, conference, or festival. Event planners use itineraries to ensure that all elements of an event run smoothly, from setup to conclusion.

An **event itinerary** includes time slots for speeches, performances, meals, and other scheduled activities. It helps coordinators, vendors, and guests stay on track, reducing confusion and delays.

Example:

A wedding itinerary might include ceremony timings, reception events, meal service schedules, and music performance slots, ensuring that everything follows a planned timeline.

1.4 Types of Itineraries:

A tour itinerary is a structured plan that outlines the details of a travel package, including destinations, activities, accommodations, transportation, and schedules. The type of itinerary depends on the kind of tour package being offered. These itineraries serve multiple purposes, such as planning the tour, calculating costs, and ensuring a smooth experience for tourists. In the tourism industry, different types of tour itineraries act as an extended version of a tourist itinerary, each playing a crucial role in tour operations.

There are two **types of itineraries**, each features different reasons and customer needs:

1. General Tour Itinerary:

A **general itinerary** is originated for a large audience and marketed to a wide number of potential travellers. It is dynamic and takes diverse interests, making it apt for various types of tourists and visitors. These itineraries are absolute for group tours and approved travel packages.

2. Personalized Itinerary:

A **personalized itinerary** is created specifically for an individual traveller or a small group based on their preferences, budget, and travel goals. This itinerary is carefully customized to meet the specific needs and desires of the client, offering a unique and highly tailored travel experience.

Types of Tourist Itineraries:

Tour operators categorize itineraries into **Ready-Made** and **Tailor-Made** itineraries, each having their own existence and meaning in the tourism market.

1. Ready-Made Itinerary

A **ready-made itinerary** is a pre-designed travel plan that is created in advance, without knowing who the traveller will be or when it will be purchased. This is similar to producing clothing or shoes and displaying them in a shop – customers choose from what is available. These itineraries are developed to suit the needs of the largest number of potential travellers and are designed to be **marketable and easily sellable**.

Key Considerations for Ready-Made Itineraries:

- **Market Demand:** The itinerary should cater to popular travel interests.
- **Pricing Strategy:** It should be priced competitively to attract buyers.
- **Marketing Strategy:** Promotion should focus on the right audience.
- **Competitor Analysis:** Understanding what other tour operators offer.
- **Company Policy:** Future planning and capacity should be considered.

Ready-made itineraries are often used for **packaged tours**, which include accommodation, transport, and planned activities. Since these are widely available and accessible, they are also termed and known as **package tours**.

2. Tailor-Made Itinerary:

A **tailor-made itinerary** is basically made on the request of an individual traveller or some small group. Unlike these, tailor-made ones involve direct communication between the traveller and the tour operator so that the required expectation could be met and that customized travel plan could be created.

Key Features of Tailor-Made Itineraries:

- The **traveller's preferences** determine the destinations, duration, and activities.
- The **type of accommodation** and level of service can be chosen.
- The itinerary can be adjusted based on **budget and special interests** (e.g., adventure, cultural, luxury).
- These itineraries offer a **higher level of flexibility and personalization**.

Factors to Consider When Creating an Itinerary

Tour operators design itineraries based on several factors, ensuring they meet the needs of travellers. Some of the key considerations include:

- **Single or Multiple Destinations** – The itinerary may focus on one specific place or include multiple destinations in a single trip.
- **Special Interest Packages** – Tailored packages such as adventure tours, cultural heritage tours, wellness retreats, or wildlife safaris.
- **Tour Packages** – These itineraries are designed for leisure and relaxation, including beach holidays, city sightseeing tours, or cruise vacations.
- **Travel Packages** – Itineraries that emphasize travel logistics, including transportation schedules, flight details, and accommodation arrangements.
- **Outbound Package** – Itineraries for **domestic tourists traveling to foreign countries** (e.g., a group of Indian tourists visiting Europe).
- **Inbound Package** – Itineraries designed for **foreign tourists visiting a country** (e.g., a group of European tourists exploring India).
- **Domestic Tours** – Itineraries for **local travellers exploring their own country** (e.g., an Indian tourist visiting Rajasthan or Kerala).

1.6 Scope of Itineraries in Tourism and Travel Industry:

Itineraries play a crucial role in the tourism and travel industry by providing structured travel plans that enhance efficiency, convenience, and overall experience. From individual travelers to tour operators and corporate agencies, well-planned itineraries

ensure smooth and organized travel. The scope of itineraries broadens across various sectors of the tourism industry, guiding tour operations, independent travel, business trips, and even make sustainable tourism practices viable.

- 1. Role in Tour Operations and Travel Agencies:** Tour operators and travel agencies rely heavily on well-structured itineraries to design travel packages. These itineraries include transportation, accommodation, sightseeing, and recreational activities, catering to different customer preferences. A detailed itinerary allows agencies to offer customized travel experiences, ensuring tourists maximize their time at a destination.
- 2. Importance for Independent Travelers:** With the rise of digital platforms, independent travelers now have access to itinerary planning tools through apps and websites. Itineraries help solo travellers and backpackers manage time, budget, and logistics effectively. Many travellers rely on online itinerary builders to create flexible travel schedules, reducing the chances of unexpected disruptions.
- 3. Use in Business and Corporate Travel:** Corporate travel management firms develop itineraries for business travellers to optimize their schedules, ensuring productivity during work trips. These itineraries include flight details, hotel bookings, meeting schedules, and networking events. Efficient itinerary planning in corporate travel minimizes time wastage and enhances work-life balance for professionals on the move.
- 4. Influence on Sustainable and Responsible Tourism:** Itineraries contribute to sustainable tourism by promoting eco-friendly travel options. Many travel agencies design sustainable itineraries that focus on minimizing carbon footprints, supporting local communities, and preserving cultural heritage. Responsible tourism itineraries highlight eco-lodges, ethical wildlife tours, and community-based tourism activities, encouraging travelers to engage in environmentally and socially responsible practices.
- 5. Technological Innovations and Digital Itineraries:** The advancement of digital technology has revolutionized itinerary planning. AI-driven itinerary planners, mobile apps, and automated booking systems provide real-time updates, recommendations, and personalized travel experiences. Digital itineraries allow travellers to modify their plans dynamically, making travel more adaptable and efficient.

1.7 Challenges in Itinerary Planning:

Planning an itinerary is a crucial step in organizing a successful trip, whether for leisure, business, or tourism. However, it comes with several challenges that can affect the smooth execution of travel plans. These challenges include time constraints, budget limitations, unexpected disruptions, personal preferences, transportation issues, legal restrictions, seasonal factors, and safety concerns. Below is a detailed explanation of each challenge.

1. **Time Constraints:** One of the biggest challenges in itinerary planning is managing time effectively. Travellers often have limited time for their trip, and squeezing multiple destinations, activities, and experiences into a short period can be overwhelming. A well-balanced itinerary should avoid a rushed schedule while ensuring that all key attractions are covered. Additionally, time zone differences, flight layovers, and long transit durations must be considered to avoid exhaustion.
2. **Budget Limitations:** A well-planned trip requires a budget that covers accommodation, transportation, food, sightseeing, and miscellaneous expenses. However, balancing cost and experience can be challenging. Some destinations or activities may be expensive, forcing travellers to make compromises. Unexpected costs such as currency exchange fluctuations, additional baggage fees, or emergency expenses can also disrupt the budget. To overcome this, it is essential to research costs in advance, look for deals, and set aside an emergency fund.
3. **Unexpected Disruptions:** No matter how well an itinerary is planned, unexpected situations such as flight cancellations, bad weather, natural disasters, or personal emergencies can arise. These disruptions can affect the entire trip schedule, leading to missed activities or additional expenses. Travellers should always have backup plans, flexible booking options, and travel insurance to minimize losses and adjust the itinerary as needed.
4. **Personal Preferences and Group Travel Issues:** Itinerary planning becomes more complicated when travelling in a group, as each traveller may have different interests, preferences, and travel styles. Some may prefer adventure activities, while others may enjoy cultural sightseeing or relaxation. Balancing these interests within a single itinerary can be difficult. Communication and compromise are essential in such cases, and it is helpful to include free time in the itinerary so each traveller can explore their preferred activities independently.
5. **Transportation Challenges:** Choosing the right mode of transport is crucial for a smooth itinerary. However, factors such as flight delays, train cancellations, road traffic, and unfamiliar local transport systems can cause inconvenience. Additionally, travellers may face difficulties in coordinating airport transfers, rental car bookings, or intercity travel. Researching transportation options, allowing buffer time between connections, and pre-booking major transfers can help avoid last-minute stress.
6. **Legal and Visa Restrictions:** International travel requires careful attention to visa requirements, passport validity, and local laws. Many travellers face issues when they are unaware of visa processing times, entry restrictions, or specific regulations of a destination. For example, some countries require special permits to visit certain regions. Failing to comply with legal requirements can result in denied entry or unexpected delays. To prevent such issues, travellers must check visa policies, carry the necessary documentation, and follow local regulations.
7. **Seasonal and Weather-Related Issues:** Weather plays a significant role in itinerary planning. Certain destinations are best visited during specific seasons, while others may have unpredictable weather patterns. For instance, visiting a beach destination during monsoon season or a trekking spot during extreme winter conditions can ruin travel plans. Additionally, peak tourist seasons may result in overcrowded attractions,

expensive accommodations, and limited availability of services. To tackle these issues, travellers should research the best travel seasons and plan accordingly.

8. **Safety and Health Concerns:** Ensuring safety and health while travelling is a key challenge. Political instability, local crime rates, disease outbreaks, and natural hazards can make certain destinations unsafe. Additionally, travellers may face health risks due to changes in climate, food, or water quality. Carrying a first-aid kit, getting travel vaccinations, and staying informed about safety guidelines can help mitigate these risks. Travel insurance is also a vital precaution to handle medical emergencies.

1.8 Summary:

The Grand Tour significantly influenced the concept of modern travel by introducing structured planning, which led to the development of itineraries. These travel plans help individuals manage time, control expenses, and experience different cultures in an organized way. From Renaissance-era aristocrats to today's tourists, the practice of creating itineraries remains a fundamental part of travel, ensuring a smooth and enriching journey. An itinerary is a crucial travel tool that enhances convenience and efficiency. Whether for leisure, business, or education, a well-structured itinerary allows travellers to focus on their experiences rather than logistics. The shift from printed itineraries to digital travel planning has further simplified the process, making travel more accessible and enjoyable.

The purpose of an itinerary varies depending on the type of travel. In tourism, it organizes sightseeing and cultural activities, enhancing the overall experience. Business travel itineraries ensure professionals adhere to their schedules efficiently. Personal travel itineraries cater to individual preferences, while event planning itineraries help coordinate multiple components seamlessly. Understanding these variations is key to effective trip planning.

Tour itineraries are essential in the travel industry, helping ensure well-organized and enjoyable trips. Ready-made itineraries cater to a broad audience, while tailor-made itineraries provide personalized and flexible experiences.

1.9 Glossary:

- **Itinerary** – it is described as a detailed plan or an outlining framework of the route.
- **Grand Tour** – this is a traditional travel experience undertaken by European aristocrats during the Renaissance, also mentioned as a formative journey for education and cultural exposure.
- **Ready-Made Itinerary** – A pre-planned travel schedule mostly designed for a general audience.
- **Tailor-Made Itinerary** – A customized and personalized travel plan created based on individual preferences.

- **Tour Operator** – A business or an individual responsible for designing, organizing, and selling travel packages, including all the elements like transportation, accommodation, and activities and recreation.
- **Tourist** – A person who travels for leisure, exploration, cultural experiences, or recreational purposes.
- **Inbound Tourism** – Travel undertaken by foreign visitors to a specific country.
- **Outbound Tourism** – Travel undertaken by domestic tourists to foreign destinations.
- **Domestic Tourism** – Travel within one's own country for leisure, business, or other purposes.
- **Travel Package** – A pre-arranged combination of transportation, accommodation, meals, and activities offered by travel agencies.
- **Business Travel** – A type of travel undertaken for work-related purposes, including meetings, conferences, and corporate events.
- **Cultural Tour** – A travel itinerary focused on exploring historical sites, art, architecture, traditions, and customs of a specific region.
- **Adventure Tourism** – Travel that involves outdoor activities such as hiking, trekking, rafting, and other physically engaging experiences.
- **Seasonal Travel** – Trips which are planned according to weather conditions, festivals, or peak tourist seasons.
- **Accommodation** – different Lodging options for travellers, including hotels, resorts, hostels, motels, and guesthouses.
- **Tour Package** – A complete travel plan that includes multiple services, such as transportation, lodging, guided tours, and meals.
- **Travel Guide** – A book, brochure, or digital resource that provides information about a destination, including attractions, local customs, and travel tips.
- **Excursion** – A short trip or activity within a larger journey, usually for sightseeing or recreational purposes.
- **Layover** – A stop between flights where travellers wait before continuing to their final destination.

1.10 Summary:

Itineraries and its types play a crucial role in the tourism and travel industry, allowing tour operators to create well-structured experiences. Different industries utilize itineraries for various purposes. In tourism, itineraries help travellers explore cultural and natural attractions efficiently. In business travel, they ensure the smooth scheduling of meetings and corporate events. Personal travel itineraries provide flexibility, while event itineraries coordinate activities seamlessly. Planning an itinerary involves multiple challenges, such as time management, budgeting, transportation, seasonal factors, and legal requirements. However, with proper research and flexibility, these challenges can be managed to create a smooth and enjoyable travel experience. Tour itineraries vary based on travel purposes, including leisure, adventure, cultural, business, and educational tours. A well-structured itinerary ensures that travellers make the most of their time, minimize unexpected disruptions, and fully immerse themselves in their journey. Overall, itineraries serve as

an essential tool in travel planning, ensuring efficiency, organization, and a fulfilling experience. Whether for short business trips or extensive vacations, a carefully crafted itinerary enhances the overall travel experience, making it more enjoyable and stress-free.

1.11 Self-Assessment Questions:

Short Answer Questions:

1. What is an itinerary?
2. What are the two main types of itineraries?
3. How does a ready-made itinerary differ from a tailor-made itinerary?
4. Why is an itinerary important in travel planning?
5. Name two industries where itineraries are commonly used.

Long Answer Questions:

1. Explain the significance of the Grand Tour in shaping modern travel itineraries.
2. Discuss the key elements of an itinerary and their importance in travel planning.
3. What challenges do travellers face while planning an itinerary, and how can they be managed?
4. How do different types of itineraries cater to various travel needs? Provide examples.
5. Describe the role of tour operators in designing and implementing itineraries.

1.12 References and Suggested Readings:

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Unit-2

The Elementary Components of an Itinerary

Structure:

2.0 Objectives**2.1 Introduction****2.2 Components of Tour Itinerary****2.3 Elements of effective tour itinerary****2.4 Summary**

2.0 Objectives

After reading this unit, you will be able to:

- Explain the main components of tour itinerary
- Understanding of Elements of effective tour itinerary

2.1 Introduction:

Now you can understand what is an Itinerary? What are the various types of tour itineraries, and scope of tour itinerary? The unit-1 also described the significance of tour itinerary. The second unit is devoted to understand main components of tour itinerary and elements of effective tour itinerary. In fact, tour package means the pre-arranged combination of at least two of the components (transport, accommodation, and other tourist services) when sold or offered for sale at an inclusive price and when the service covers a period of more than 24 hours or includes overnight accommodation. This unit appraises the understanding of students towards components of a tour itinerary and help them to plan an effective tour itinerary.

2.2 Components of Tour Itinerary:

Package holidays or all-inclusive travel has been very popular and is likely to maintain its popularity in many countries such as India, USA, Japan, Ireland, the UK and China. According to the European Union's Package Travel Regulations (1992), "package" means the pre-arranged combination of at least two of the components (transport, accommodation, and other tourist services) when sold or offered for sale at an inclusive price and when the service covers a period of more than 24 hours or includes overnight accommodation. For example, a package holiday to India marketed and operated by travel agents and/or tour operators usually consists of overnight accommodation in New Delhi, visits to one of the two theme parks and other tourist attractions, shopping and of course the use of transportation services.

Different types of tourism components (activities) in package holidays are provided by specific agents and enterprises that form a *tourism supply chain* (TSC). A TSC comprises the suppliers of all the goods and services that go into the delivery of the tourism products to tourists. Among these suppliers, tour operators play a principal role as the intermediaries that bring buyers and sellers together, package different tourism products/services into a single product, and market the product to the targeted tourist segments. Enterprises in a TSC, on the one hand, benefit from providing components of the package tours, as a consistent demand for these products/services could be maintained.

What should be included in a tour itinerary is still a debatable rather based on the market or destination?

A “tour itinerary” is a group of products and services presented as a unit and sold for one fixed price. Products and services may include accommodation, transportation, sightseeing, and meals. Some tour itinerary may even include helicopter rides, theatre tickets, interpretive centre entrance passes, picnics, community events and hands-on learning experiences. There are no limits to what can be included. Other points to consider, include:

- Tour itineraries are operated for a specific duration. itineraries may include a complete two week or one week all inclusive, arrival to departure itineraries, may be single day itineraries available for purchase once in the area, or may simply be one component itineraries which lasts a few hours;
- a tour itinerary may be packaged for one or two people travelling as individuals, or for groups travelling together;
- itineraries make it easier to travel into a region, through rearranging and prepaying for services needed en route to, or while visiting, a destination;
- itineraries may offer a benefit to the customer by including advantages he or she would not normally receive if they were to purchase the travel on their own;
- itineraries often provide better values than customers can get on their own;
- itineraries create a perception of value and security;
- itineraries assist in attracting new markets and give existing customers value-added reasons to buy products and services; and
- Some itineraries are operated by seasoned tourism operators as well as by businesses and individuals who are not directly operating a tourism business.

Generally, a tour itinerary is used to identify the origin point, enroute destinations and end destinations along with product / services required by the tourists.

- Accommodation
- Transport
- Transfers
- Additional components at the resort eg resort representative, excursions, entertainment, car hire
- Other services

Accommodations:

There's a hotel for every budget in India – from luxury resorts to small cheap motels. India is well known for its cheap, clean middle-rung motels and hotels which offer decent accommodation and good food.

- **Youth Hostels:** Indian Youth Hostels (Hostelling International) all over India are very cheap and have excellent facilities, though they might be a little away from city centres. There are some state-run youth hostels, but steer clear of them. A Youth Hostel card isn't generally required, but you save on money at the official Youth Hostels if you have one.
- **Government Accommodation:** Restless British administrators were always up and about, all over the country – even in the remotest of areas, especially in the remotest of areas. The result is that they have left behind a string of accommodation units like Rest Houses, Dak Bungalows, Circuit Houses, PWD (Public Works Department) Bungalows, Forest Rest Houses all over the country often in attractive locations. Well, they are still meant for the travelling government officials, although many will take you in for overnight stays particularly in far-flung areas
- **Tourist Bungalows:** Tourist Bungalows run by the State Governments have superb facilities and are a real good bargain. You can take your pick from rooms with or without AC, single or double. Most have excellent restaurants and what's more, they're pretty reasonable. It is pretty generally agreed that tourist bungalows are the best places to stay while in India.
- **Railway Retiring Room:** The most popular type of accommodation while on transit in trains. They are just like any other hotel except they are at the railway stations. To stay here you must have a railway ticket or an Indrail Pass. In case you have an early train to catch, these rooms are extremely convenient and very cheap.
- **Railway Waiting Rooms:** When all else fails, nod the night away at railway waiting rooms which come free provided you have a valid ticket.
- **Budget Hotels:** Most suitable and preferred by backpackers, budget hotels in India are dirt-cheap. In fact, in the smaller hotels, you may even try your bargaining skills.
- **Luxury Hotels:** Luxury hotels come in several categories in India, such as the super deluxe, deluxe, five-star, four star and three stars, depending on the facilities they offer. These hotels are generally limited to the major tourist centres and the metro cities.

The Taj Group: the Welcomgroup, the Oberoi, Ritz, Casino and the Air India linked Centaur Hotels and the ITDC group run Ashok Hotels

- **Home Stays:** The greatest way to know India is to stay with an Indian family; it can quite an eye opener for westerners. Such home stay accommodations are organised in Rajasthan, Ladakh, Chennai and Mumbai in alliance with the Tourism Development Corporations of the respective states. The tourist offices of the cities have the exhaustive list of the families offering this service,
- **Others:** YMCAs and YWCAs in big cities provide an alternative to other type of accommodation. They are well equipped and affordable; however, they also have long waiting lists so book in advance. There are a few Salvation Army Hostels in particular in Calcutta, Chennai and Mumbai. Camping facilities are also available for the outdoor types in outdoor type locations of course. Free accommodations as well as meals are available, for a limited period like overnight stay, at some Sikh Gurudwaras (temples).

Transportation:

Tourism can be seen as the sum of the relationships resulting from travel and stay of non-residence to the extent that the stay does not need a permanent residence and does not come from a paid activity. It clearly shows the relationship of two ideas – travel and stay, within the complexity of tourism and of fixing at the same time the order of events. Hotels are not essential – they are desirable, but if people can move on their own homes with them in the form of tents and caravans, etc. or use supplementary accommodation. Every tourist wants to travel to see some of the places of interest, quite apart from the place he lands. He is anxious to see the number of places in the shortest possible time. Transport is the key factor for the development of tourism. The means of transport, and the supply of a service in making possible the travel to a place rather than the place of residence are thus not only the '*sine – quanon*' of tourists movement, but also limit the tourist flow quantitatively – the capacity of the means of transport decides the tourist volume and qualitatively the quality of the transport service offered decides the type of tourists in the flow.

Transport is a necessary condition of tourism. Expansion of transport has always proceeded the periods of great increase in travel and tourism.

The various forms of transports may be divided into three categories:

1. Air
2. Land
 - (a) Road Transport
 - (b) Rail Transport
3. Water Transport

Air Transport:

Air travel is known as the baby of all the means of transport. Majority of the tourists prefer to travel by air, especially for long distance journeys. The principal method of travelling abroad either for the holiday purposes or on business is by air. The tourist market has been characterised up to now by a very high price elasticity of demand, The JUOTO (now WIO) puts the coefficient of elasticity at about 1.5 to 2.0. Therefore, a reduction of bob in air areas would lead to growth of 17 to 22% in traffic.

Air traffic rights in international sectors are arranged bilaterally between countries. Air services are either scheduled or non-scheduled, On scheduled services, it is possible to travel as an independent passenger, as an inclusive tour passenger or as a member of an

affinity charter group. Fare structures are calculated, following a chart of normal fares, one-way fares, round trip fares, round the world fares, circle trip fares, G.I.T. fares, IT fares, or special distinguished areas. On unscheduled services, it is impossible to travel as a charter group or a member of a split charter group.

International Carriers:

International airlines or 'Flag Carriers' represent their country and normally have the country's flag painted on the airplane. The majority of the international carriers are ruled and sponsored by the government of that country. The international airlines and routes inquire agreements between the various governments based on socio-economic considerations as well as the frequency of flights from one nation to another, The IATA attempts to resolve policies and fares applicable to the participating international air carriers. The India Flag carrier is Air India.

Domestic Carriers:

Several hundred airlines serve the world today. In India, there are many airline companies providing air transportation. No air carrier serves every city in our country. These airlines have permanent operating rights within the region. These airlines are hired by the public and operate on a fixed schedule. The domestic carrier operating between the large cities.

As a travel agent, it is frequently necessary to use several airlines to complete a trip and since no airline serves every city, it becomes essential to allow the major route structure and remember the general geographical regions served.

Air transport operation could easily be conveniently grouped under three broad headings.

1. Scheduled air services
2. Non-scheduled air services as chartered services
3. Air taxi services

Scheduled air services:

Air services in this category may be international or domestic. They operate on definite routes, they require government licence for their operation. These airlines operate on the basis of published time tables regardless of passenger load factors. These air services can also be categorised as under,

- (i) State owned or public
- (ii) Private owned

In India, the public airline is the national flag carrier such as Air India and Indian Airlines Corporation. In USA all the airlines are operated by the private sector. Similarly in India very recently we have East West Airlines, Jet Airways, Sahara Airways, etc. which have been operating in private sector. According to their network and relative importance within the air transport business air services, carriers other than IA and IAC, may be identified as either second or third force airlines.

Non scheduled Air Services/Chartered Services:

Chartered air services grew the exposure of scheduled services. They reduce their price dramatically by setting a very high break even load factor and by keeping overhead-low. These airlines do not advertise their routes to the public and save on marketing costs, on operation cost, and on head office cost. These airlines are not obliged to operate to a time table. They can choose to withdraw their less fully booked fights. They have freedom to transfer their passengers to other chartered airlines or consolidate their fights with other.

Air Taxis:

Air taxis are privately owned aircraft. They accommodate small groups comprising four to eighteen persons. Mostly these aircrafts are used by business travelers. They are very convenient and flexible Routing can be tailor made for passengers Small airfield close to destination could be used Flights can be arranged or routines amended it short notice.

Air Brokers:

These are the middlemen who act as intermediaries between aircraft owners and their potential charter market. They act both in an advisory and a sales capacity Their main task is to find suitable aircraft at the right place both for ad-hoc and series charters. They maintain close contact both with airlines and with the chartered market. They play an important role in securing aircraft seats at times of shortage. They are active intermediaries in tour operator's flight consolidations.

Cabotage Routes

Carriage on routes with the national territory of one country is known as cabotage routes. This is normally restricted to the national carriers of the country concerned, It has nothing to do with international agreements.

Road Transport:

Road or motor transport plays an important part in the field of tourism in india. and European countries. Unlike the other forms of transport, the cost of transport per

kilometer has very little road effect on the amount of travel budget. There are two types of vehicles required for tourist. Tourist Coach & Tourist Cars.

Coach Travel:

Coach travel is managed and operated by coach operators who offer a wide range of tourist services such as

- (I) Express coach routes:
 - (a) Domestic
 - (b) International
- (2) Private hire services
- (3) Tour and Excursion operating
- (4) Transfer services

Long distance coach services provide a cheap alternative to rail and air travel. Young men and women have been attracted to the adventures of long distance coach packages which provide at a low price, transport plus minimal food and lodging in route. Most coach companies specialise in certain sphere of activities. Some of them operate and market their tour nationally/domestically. There are other coach companies who specialise in serving the needs of the incoming tourists and tour operators by providing exceptional programmes, transfer between airport and hotels or complete coach tour for overseas visitors.

Long distance coach operators attempt to tie up reservations for hotel rooms in major tourist centres. The high level of car ownership, coach services both nationally and regionally will flourish in coming years. Effective marketing, package holidays linked to scheduled coach services and unlimited travel within a specified period by coach have attracted wide spread demand among prospective travellers.

Tourist Cars:

The increase in car ownership has changed the travel habits. Families got a new freedom of movement. Now, people prefer car travel over public transport, specially because of flexibility and low cost. There is an increase in monitoring holidays, day excursions and short-break holidays. This change has profound affect on the travel industry. The tourist accommodation industry has responded by developing motels, tourist hotels, road side cafes, restaurants and many supplementary accommodation facilities and food and beverage units. Car ferry services have expanded and there is a visitors boom all around.

Indian Railways:

The Indian Railways have been trying to adopt themselves to the new conditions of modern tourism. The services have undoubtedly been largely improved and adopted to the needs and wishes of the clientele. The different fares introduced have been intended to stimulate the tourists, by many advantageous conditions to make excursions and trips from the place of vocation, with a view to encouraging tourists from overseas to travel by train during their stay in the country.

The Indian Railways has adopted number of measures in order to promote both foreign and domestic tourism.

Travel As You Like:

The 'travel as you like' tickets introduced by the railways offer a special concession to overseas tourist. These tickets are valid for 21 days from the commencement of the first journey. The special feature of the ticket is that the tourist can travel to any place in the country irrespective of the distance by paying in foreign exchange.

Concessional Return Tickets:

Both for foreign and domestic travellers, the railways issues during the season, concessional return tickets for hill stations, at one-and-a-half single journey fares. Overseas tourists who may stay in India for a short time and who have not drawn up plans for extensive travel can also avail themselves of a 10% concession for travel by air-conditioned class.

Group Tourism:

Tourists coming in higher portion may also avail of the facility of special trains with restaurant cars which run to desired schedules and with the desired class of accommodation. On trains in which air-conditioned class accommodation is not normally provided a special air-conditioned coach can be arranged for parties of 12 to 14 tourists.

Home on Wheels/ Palace on Wheels:

The railways provide facility of special tourist cars for organised parties of tourists. There are air-conditioned, first and second-class tourist cars with bathrooms, kitchens, sleeping and sitting accommodation. These may be called as 'homes on wheels', tourist cars can be kept in occupation by tourists till their itinerary is over. Some years ago railways with the cooperation of Rajasthan Tourism Development Corporation introduced 'Palace on Wheel'.

Preparing of Itineraries

With a view to encouraging well planned and organised tourism by individual or parties, the railways have drawn up itineraries for standard circular tours for which special tickets valid for three months are available at 3/4th the normal fare in all classes, except air.

1. Buddhist pilgrims from abroad as well as from different parts of the country for journeys to number of places of Buddhist interest on the North-Eastern Railways
2. VIPs and mountaineering expedition travelling to and from Nepal
3. Upper class passengers for journeys to various hill stations
4. Upper class business tourists and high officials in private and public sectors

Indrail Pass:

Travel as you like — ‘by any train you like’ — ‘from north to south and east to west’ See the bewildering variety of flora and fauna that India is, see its National Parks and Wildlife Sanctuaries; see its colourful people heralding religious festivals and seasons with folk dances and songs, simple yet robust and vigorous; see its ancient monuments and temples; the footprints of history

Moreover, a tour itinerary should be client oriented which includes:

Standard Components:

As noted in the previous section, standard inclusions may vary between group and FIT tours. “Typical” inclusions and “expected” services on a traditional tour may include many of the following:

Meet and Greet:

Generally conducted at an airport, port or entry point into a destination.

A professional local guide or company representative meets and greets members of the group and gives them a brief run-down on what activities, transportation, lodging, etc. to expect while in the care of your company. The fee for this service is built in to the overall package cost or may be included in baggage-handling charges.

Lodging Welcome:

Conducted for groups by local hotel/resort staff.

While the group escort goes to the front desk to do administrative chores (i.e., update rooming lists, check special needs, ensure rooms are ready, and get room keys), the

welcome person leads the group to a small gathering area/room and provides a brief welcome announcement to the group. No fee is charged for this service.

Welcome Reception:

While many properties offer a “welcome cocktail” designed to allow time for bags to be delivered to each room, a welcome reception provides groups with basic information about the lodging and local environs. This includes location of ice machines, gift shop, nearest convenience store, bar and soft service, things to see and do, etc. Fruit punch and cookies (or something inexpensive and simple) are served. This reception is kept brief (i.e., 10-15 minutes) and allows for the smooth delivery of baggage to each room while the reception is taking place. The minor cost of the refreshments is borne by the hotel/resort.

Baggage-Handling

Often not included for FIT. These charges, based on a per-bag-in and per-bag-out basis, are charged to the package organizer.

Extra Services

Extra services are low-cost or no-cost complimentary services and personal touches that help to ensure that you get repeat business in the future. Suggestions include:

- A full ice bucket in each room;
- Fresh flowers in each room;
- A welcome fruit basket in each room;
- Comfortable bath robes for each guest;
- Photo film pick-up and delivery;
- Self-help coffee, for late at night or early morning, supplied in the lobby;
- A discount coupon from a local or in-house gift store;
- A display of local cultural art and crafts;
- A locally crafted farewell gift upon departure; and
- Evening bed turn-down and “treat”.

Meals:

Often, groups are made to feel like inferior customers. This can be avoided. Preplanning will show that added effort was made to celebrate their arrival.

Suggestions include:

- Printing restricted or single-item main course meals on a letterhead sheet, that includes a special greeting for the group and the day’s date;

- Arranging for the group to sit at regular-size tables (not group tables); and
- Allotting a set dollar value for each meal and letting group members order from the regular menu, accordingly. (note: always include staff gratuities in quotes).

Entertainment:

Set up a special area for the group. You may wish to provide them with a few complimentary activities, such as:

- Playing cards and card tables;
- Access to local films or video productions which highlight the local flora and fauna, attractions worth visiting, local shopping opportunities, etc.;
- Information/education evenings where local “experts” are invited to provide a presentation and answer questions;
- A talk about tomorrow’s tour (if applicable); and
- A scavenger hunt designed to encourage local awareness.

Sightseeing:

Select your tours with your target markets in mind. For example, keep in mind that seniors find it difficult to walk on uneven ground, require assistance getting in and out of boats and enjoy the fresh air but need to keep walking to a minimum. Both groups and FIT’s enjoy the “grass-roots”, local community perspective. Allow time for shopping and resting and refreshing before dinner.

Farewell:

A representative from each place of lodging and the local tour operator should be on-hand as the group loads for final departure. A simple “thanks for coming” can be enough, but a treat of candy, fruit or granola bar for the day’s journey is a nice touch.

Creative Inclusions:

Creative inclusions are components that add a perceived value to the tour. Suggestions include:

- An evening presentation on provincial and/or local area history;
- Slide shows showing local highlights;
- A local craft-making demonstration; and
- An evening presentation on local/indigenous foods and their preparation.

The Duration of a Package:

Once target markets have been pinpointed and examined, a travel pattern will emerge. Some markets have a propensity to purchase complete two-week travel packages while others may enjoy one week of prearranged activities following by one week of independent travel. Other target markets may enjoy the freedom to plan their daily excursions on their own. In this case the tour package should make available “vouchers” for the various options available, which the individual tourist can purchase on-site and at the reduced “group rate”.

Tour operators have an ongoing need to locate product offerings of less than one day to incorporate into established travel patterns. Businesses and communities should be encouraged to participate in packaging by programming products or events to fill these needs. Examples include: one-hour interpretative walks through a local garden or easily accessible rain forest trail; a half-day nature hike; or a half-day sightseeing excursion to local viewpoints.

Tourism Supply:

- Attractions
- Culture and Heritage Attractions
- National Parks and Reserves
- Wildlife Management Areas and Concessions
- Conference Facilities
- Shopping and Entertainment

Intangible Assets:

- Brand India
- Safety and Aesthetics
- Service Standards and Culture

Related and Supporting Industries

- Accommodation
- Transport Modes and Infrastructure
- Road Transport
- Air Transport
- Sea transport

2.3 Elements of effective tour itinerary:

Effectively organizing all of the details of an executive’s travel plans requires a travel itinerary template that you use consistently. Don’t ask your travelers if they want one –

JUST DO IT! They'll thank you for it later. And in the mean time, you'll have saved them a lot of time and hassle in sorting through multiple documents or scrolling through multiple emails to find the information they need at the moment they need it while they are traveling. I know this because every executive I've ever created one for initially comes to expect and/or demand them for future trips. I've done a fair share of traveling myself, and trips with an itinerary are much more efficient.

Think Chronologically:

If you haven't done a lot of travel planning in the past, one of the first things I encourage you to do is THINK CHRONOLOGICALLY. What is the order of events for your traveler throughout their trip? This will help you get all of the arrangements made that are required from the start (flights, ground transportation, hotel, meals, meetings, etc.).

Using This Travel Itinerary Template:

My template is designed to cover all of the basic details that need to be included on an itinerary for a traveling executive. Not every trip requires airline travel. Not every trip requires rental cars. It may change from trip to trip and traveler to traveler. Remain flexible. **Customize this template** to make it fit more specifically to your executive's specific travel needs.

Here are some tips to get you started:

- Fill all appropriate information for each trip.
- If you have executives that travel frequently to the same places, save their past travel itineraries. Open the most recent version, update with the new date and travel details without having to recreate the entire document each time they travel. It's a huge time saver!
- Print a final copy for your executive AND a copy for your file so you have the same information if they need travel assistance while they are gone. If appropriate, you can also print an additional copy for the traveler's family so they know where they'll be and when as well.
- If your executives have e-tickets for their flights, print a copy of the flight reservation from your travel agency or online booking service and staple it to the back of the itinerary just in case there are any issues when they check in at the airport.

Each time you need to create an itinerary, follow these steps to update the template with your executive's travel information.

1. Personalize the HEADER information on the template

- Include your executive's name and your company name.
- Insert your company's name/logo.

- Update the travel dates.
- Do this on the 1st page AND also in the header so it prints on any additional pages of the document if your itinerary is more than 1 page long.

2. Update/add all AIRLINE information:

- Delete all previous times on the itinerary template.
- Update all airline information requested on the template: dates, times, flight numbers, airline 800 numbers, travel agency numbers, any information that might be needed while traveling.

3. Update the GROUND TRANSPORTATION information:

- Be sure to include car service info or shuttle/taxi contact numbers.
- List on the itinerary where the car service or shuttle will pick the passenger up.
- Include the confirmation number.

4. Update the HOTEL information:

- Be sure there is a hotel contact number to reach the hotel.
- Include street address and any applicable driving directions necessary.
- Include the confirmation number and room rate.

5. MEETING INFORMATION in order of dates/times.

- Make sure to reference which time zone the time is listed in. to find out which time zone abbreviations apply at various times of the year.
- Include conference number dial in and pass code information in case their flights are delayed and they need to join the meeting from their cell phone until they arrive at the meeting location. (Trust me, it happens!)

6. Check each section of the itinerary for information that needs to be updated.

7. Treat the compilation of the itinerary as though you were the traveler. What additional information would you want to know?

- Driving directions
- Restaurant options and/or locations
- Entertainment venues

8. PROOF READ, PROOF READ, PROOF READ the completed itinerary. There are a lot of details here. Make sure you proof it well.

The best executive travel managers make complicated trips look easy. Whether airline delays are likely, there's a strong chance of missed flight connections, or it's going to be a

tight transfer from terminal to hotel, itineraries that can stand up to the unexpected all have something in common: they're detailed, confirmed, and include contingency plans.

Planning the perfect trip takes time, which is why the value of corporate travel managers continues to climb in the era of technology. In the words "the ability to engineer an effective, seamless itinerary requires more than just bells and whistles." From vendors to contingencies, we've put together an overview of just what sets the perfect plan apart:

1. The Executive Travel Vendors:

In a busy executive travel itinerary, one missing or broken piece can be a disaster. Depending on the importance of the meetings scheduled, with top clients. Corporate travel managers understand from experience that the risk of questionable service associated with booking a new vendor simply isn't worth the potential damage to a travel itinerary.

2. The Documentation:

Mobile technology has had a significant impact on corporate travel technology, and proprietary apps that allow corporate travel managers to remotely manage itineraries and risk management are being adopted by an increasing number of major organizations. While details can vary significantly, many travel professionals are adopting programs that allow them to actively manage an executive's itinerary remotely. That way they can ensure there haven't been any disruptions to schedule.

3. The Connections;

Connecting flights are the bane of many corporate travel managers' existence. There are few things in life or work more unpredictable than air travel, and connecting flights can effectively double the chances that an executive doesn't reach his or her final destination as originally planned. Most travel managers have learned to avoid connecting flights whenever possible, and schedule a healthy cushion of time between connections when they simply can't be avoided.

4. The Comprehensiveness:

The best itineraries spell out how executives will travel from "door to door." Will the executive ground transportation service be greeting the executive at the office with a discreet text message? How will he meet his Chauffeur in the terminal? Details have been negotiated, established, and communicated so there's no confusion along the way.

5. The Flexibility:

The best-laid travel plans don't always go as intended and executive travel managers have a plan in place in case a flight is missed or delayed. Whether they need to contact

the car service if the executive is bumped from the flight entirely or they have any last-minute requests for the hotel vendor, their own documentation includes the details that might be changed at the last minute if necessary. The best travel itinerary planning includes a careful attention towards flexibility and continual communication with vendors, so that executives can focus on staying productive as they travel.

Check your progress:

Answer the following questions.

1. What are the main components of a tour itinerary?
2. How to plan a effective itinerary?

Check your answer with the one given at the end of the unit

2.4 Summary:

It is clear that a tour itinerary provides basic, timely accurate and comparable information to the tourists. A printed tour itinerary was first introduced by the Thomas cook in 1856 when he started inclusive tour package. In this lesson we learnt the tour designing process steps. No doubt, these steps vary from tour to tour and company to company, however provide comprehensive information for development and designing of tour package. In the next lessons we will discuss in detail the concept of tour package and various tour packages.

Answer to Check Your Progress:

- 1) see sec. 2.2
- 2). See sec. 2.3

2.5 Glossary:

- **Aparthotel**- the type of hotel rooms, close in design to the form of modern apartments, including space for cooking (the cost of food is usually not included in price)
- **Apartments** – the type of hotel rooms, close in design to the form of modern apartments, including space for cooking (the cost of food is usually not included in price).
- **Upgrading** - provision of accommodation services (rooms) with an increase in the category of the room without paying additional fees by the tourist.
- **Railroad/train cruise** - train travel during a few days on a circular route using the train not only for transportation, but also for the provision of accommodation, food for tourist, etc. with stops along the route for sightseeing.

2.6 Review Questions:

- What is a tour itinerary? What are its main elements?
- Suppose you are requested to plan a religious tour itinerary, what would the main components
- Draw a route map of adventure itinerary to Garhwal Himalaya.
- What should include to make an itinerary more effective?

2.7 Suggested Readings:

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Unit-3
Nature and Relevance of Saleable Tourist Itineraries

Structure:

3.0 Objectives

3.1 Introduction

3.2 Elements and Nature of a Saleable Tourist Itinerary

3.3 Types of Saleable Tourist Itineraries

3.4 Conclusion

3.5 Glossary

3.6 Summary

3.7 Self-Assessment Questions

3.8 References and Suggested Readings

3.0 Objectives:

After reading this unit learners will be able to:

- To understand the concept of itineraries which are saleable.
- To Explore the Key Components of a Well-Structured Itinerary.
- To Explore Future Trends in Itinerary Planning

3.1 Introduction:

A **saleable tourist itinerary** refers to a well-structured and marketable travel plan designed to attract and satisfy tourists while being profitable for travel businesses. These itineraries are carefully crafted to cater to different traveller preferences, ensuring a seamless and enjoyable journey. A successful itinerary includes essential elements such as destination highlights, transportation details, accommodation options, sightseeing schedules, and leisure activities. Saleable itineraries are designed with a focus on convenience, affordability, and experience enhancement. They can be **pre-packaged (fixed itineraries)** or **customized (tailor-made itineraries)** to meet the specific needs of tourists. A well-developed itinerary not only ensures smooth travel logistics but also enhances customer satisfaction, making it a crucial component of the tourism industry.

Itineraries play a very basic role in the tourism industry as they provide structure and organization to travel experiences. A well-planned itinerary enhances a tourist's journey by ensuring efficient time management, cost optimization, and hassle-free travel arrangements. Tour operators and travel agencies rely on carefully curated itineraries to attract customers by offering seamless experiences, reducing uncertainty, and maximizing the value of a trip.

For tourists, a well-defined itinerary eliminates last-minute confusion, helping them explore destinations efficiently. It also ensures that travellers make the most of their time by including key attractions, activities, and cultural experiences in a logical sequence. Moreover, itineraries help maintain a balance between travel, relaxation, and exploration, leading to greater customer satisfaction.

From a business perspective, structured itineraries serve as a marketing tool, making it easier for travel companies to sell tour packages. They help create demand for specific destinations, influencing traveller decisions, and improving the overall tourism experience. Additionally, sustainable itinerary planning ensures that tourism activities contribute positively to local economies while minimizing environmental and cultural impact.

In today's digital era, technology-driven itinerary planning has further enhanced the importance of itineraries. With online itinerary builders, AI-powered recommendations, and real-time modifications, travellers now have greater flexibility and convenience in

planning their trips. As tourism continues to evolve, well-designed and marketable itineraries will remain a key driver of the industry's growth and success.

3.2 Elements and Nature of a Saleable Tourist Itinerary:

An itinerary is a crucial tool for organizing travel, ensuring that every aspect of a journey is well-planned and efficient. A well-structured itinerary includes several key elements, each contributing to a seamless and enjoyable experience. Below are the essential components of an itinerary, categorized into specific sections.

1. Basic Information:

Every itinerary should start with basic details about the trip. This section provides a clear overview, helping travellers understand the key aspects of their journey.

a. Tour Name & Theme:

The itinerary should specify the name and theme of the tour, such as “Golden Triangle Tour” for a cultural experience or “Wildlife Safari in Africa” for an adventurous journey.

b. Traveler Details:

This includes personal information such as name, contact number, and passport/visa details (if required), ensuring smooth travel without documentation issues.

c. Tour Operator Details:

Providing the travel agency’s name, contact number, and email address ensures that travellers can seek assistance when needed.

d. Booking References:

This section includes flight ticket numbers, hotel reservation confirmations, and tour booking references, allowing easy access to important details.

2. Destination Details:

A good itinerary provides information about the places covered during the trip, helping travellers prepare in advance.

a. List of Cities & Countries Covered:

For example, a Golden Triangle tour itinerary might include Delhi, Agra, and Jaipur.

b. Maps & Directions:

Travelers can benefit from maps, GPS links, or written directions to help them navigate unfamiliar locations.

c. Cultural & Historical Background:

A brief introduction to the history and cultural significance of each destination enhances the travel experience.

3. Travel Schedule & Transportation:

A well-defined travel schedule ensures smooth movement between destinations, reducing delays and confusion.

a. Departure & Arrival Details:

The itinerary should mention dates and times for flights, trains, or road trips to keep travellers informed.

b. Mode of Transport & Tickets:

Information on transportation methods such as flights, trains, rental cars, or private transfers should be included, along with ticket details.

c. Pickup & Drop-off Details:

This includes airport transfers, train station pickups, and intercity transport arrangements.

d. Driver & Guide Information:

If applicable, the itinerary should mention the contact details of drivers or tour guides for smooth coordination.

4. Accommodation Details:

Mentioning accommodation details prevents last-minute confusion and ensures a comfortable stay.

a. Hotel Name & Address:

For instance, “Taj Palace, New Delhi” should be mentioned in the itinerary with complete address details.

b. Check-in & Check-out Timings:

This helps travellers manage their arrival and departure schedules efficiently.

c. Room Type & Facilities:

Travellers should know their accommodation type (e.g., deluxe room with breakfast, Wi-Fi, pool facilities, etc.).

d. Hotel Contact Details:

Reception desk numbers and emergency contacts should be listed for easy communication.

5. Daily Activities & Sightseeing:

An itinerary should include a structured schedule of activities to maximize the travel experience.

a. Timings of Tours & Activities:

For example, “Visit to the Taj Mahal at sunrise” should be clearly mentioned with specific time slots.

b. Guided Tours & Entry Fees:

Details about pre-booked attractions, tour guides, and entry fee requirements should be provided.

c. Shopping & Leisure Time:

A good itinerary allocates time for exploring local markets, souvenir shopping, and independent activities.

d. Adventure & Cultural Experiences:

Examples include camel rides in Rajasthan, boat cruises in Kerala, or cultural dance performances in Udaipur.

6. Meal Plans:

Providing meal information ensures travellers are aware of their food arrangements during the trip.

a. Types of Meals Covered:

This specifies whether breakfast, lunch, or dinner is included in the itinerary.

b. Restaurant or Hotel Dining Information:

Example: “Lunch at a rooftop restaurant in Jaipur with local Rajasthani cuisine.”

c. Dietary Preferences:

Special meal options such as vegetarian, vegan, halal, and gluten-free meals should be accommodated where necessary.

7. Free Time & Optional Activities:

Not all parts of the trip need to be strictly scheduled – some flexibility allows travellers to explore at their own pace.

a. Recommended Shopping Areas:

Example: “Bapu Bazaar in Jaipur for traditional handicrafts and jewelry.”

b. Optional Activities:

Additional experiences such as spa treatments, photography tours, or cooking classes can be included.

c. Evening Leisure Suggestions:

Example: “Attend a Rajasthani cultural dance show in Udaipur at Bagore Ki Haveli.”

8. Emergency Contacts & Safety Information:

Safety is a crucial aspect of travel planning, and an itinerary should provide emergency contact details.

a. Local Emergency Numbers:

Police, ambulance, and fire department numbers should be listed for easy reference.

b. Tour Operator Helpline:

A 24/7 contact number should be available for immediate assistance.

c. Nearest Hospitals & Medical Centers:

Providing hospital locations helps travellers in case of medical emergencies.

d. Embassy/Consulate Information:

For international travellers, embassy contact details should be included.

9. Budget & Payment Information:

A breakdown of costs helps travellers manage expenses and avoid unexpected charges.

a. Tour Package Inclusions & Exclusions:

Clearly state what is covered (e.g., meals, transport, activities) and what is not (e.g., personal expenses, tips).

b. Payment Due Dates & Methods:

Specify whether payments should be made via credit card, bank transfer, or cash.

c. Currency Exchange Information:

For international trips, provide details about currency exchange rates and locations.

10. Special Notes & Guidelines:

Additional travel tips help travellers prepare better and enjoy a smooth journey.

a. Packing List & Weather Forecast:

Example: "Warm clothes for winter travel in Himachal Pradesh."

b. Dress Code & Cultural Etiquette:

Example: "Wear modest clothing when visiting religious sites in India."

c. Local Language Basics:

Including common phrases like "Thank you" or "Where is the nearest bus stop?" can help travellers communicate.

3.3 Types Of Saleable Tourist Itineraries:

Itineraries are broadly categorized into two types:

- 1. General Tour Itinerary:** This type of itinerary is designed for a wide range of travellers and is marketed to a diverse clientele. It remains flexible and accommodates various interests.
- 2. Personalized Itinerary:** Also referred to as a tailor-made itinerary, this is specifically curated for an individual traveller or a group based on their unique preferences and requirements.

Classification of Tourist Itineraries:

The tour operations sector differentiates itineraries into two primary categories:

- **Ready-Made Itineraries:** These are pre-planned and developed in advance, without any prior knowledge of the customers who will purchase them. They resemble mass-produced consumer goods like clothing and shoes, created to cater to a broad audience. Such itineraries are structured to maximize market appeal and are often used for packaged tours, also known as package holidays. When crafting a ready-made itinerary, tour operators must consider factors such as company capacity, market segmentation, pricing strategies, competitor policies, and future business objectives.
- **Tailor-Made Itineraries:** These are customized itineraries created on request, designed to suit an individual traveller's specific needs. As these are personalized, direct communication between the traveler and the tour operator is necessary to align the itinerary with the traveler's requirements. Such itineraries take into account factors like

trip duration, destinations, travel dates, accommodation preferences, services required, and budget constraints.

Key Considerations in Itinerary Planning:

An itinerary can be structured based on the following aspects:

- **Single or Multiple Destinations:** Whether the itinerary covers one or multiple destinations.
- **Special Interest Packages:** Designed for specific experiences, such as adventure, cultural exploration, or leisure holidays.
- **Tour Packages:** Created primarily for relaxation and pleasure trips.
- **Travel Packages:** Focused on travel logistics and planning.
- **Outbound Packages:** Designed for domestic tourists traveling to foreign countries.
- **Inbound Packages:** Developed for international tourists visiting a country.
- **Domestic Tours:** Catering to local travellers exploring their own country.

Understanding Customer-Made (Tailor-Made) Itineraries:

A customer-made or tailor-made itinerary is designed exclusively to meet the traveller's specific needs. Unlike pre-designed tours, tailor-made itineraries provide greater flexibility, personalized services, and an enhanced travel experience.

For crafting such itineraries, tourists usually share information such as preferred destinations, accommodation choices, meal plans, budget, special interests, and additional services like guided tours or language assistance. The more details provided, the better the customization.

Many travel agencies also offer specialized forms to collect such details and create the most suitable itinerary. These tailor-made programs allow travellers to modify and adjust services based on their preferences, ensuring a customized and fulfilling experience.

Advantages of Tailor-Made Itineraries:

- Designed around specific traveller preferences.
- Greater flexibility in choosing destinations, accommodations, and activities.
- Provides personalized experiences.
- More control over budget and scheduling.

Example of a Tailor-Made Itinerary

Complete Himachal Tour: Chandigarh – Shimla – Manali – Dharamshala – Dalhousie – Amritsar – Chandigarh (12 Days / 11 Nights)

- **Day 1:** Arrival in Chandigarh, sightseeing at Pinjore Garden and Rock Garden. Overnight in Chandigarh.
- **Day 2:** Travel to Shimla, leisure time, overnight stay.
- **Day 3:** Excursion to Kufri and Shimla sightseeing.
- **Day 4:** Travel to Manali, and explore the Mall Road.
- **Day 5:** Visit Rohtang Pass or Snow Point.
- **Day 6:** Manali sightseeing - Manu Mandir, Hadimba Temple, and Vashista Kund.
- **Day 7:** Travel to Dharamshala, and visit Dalai Lama Monastery and Bhagsunag Temple.
- **Day 8:** Travel to Dalhousie, leisure time.
- **Day 9:** Excursion to Khajjiar.
- **Day 10:** Travel to Amritsar.
- **Day 11:** Visit Golden Temple and Wagah Border.
- **Day 12:** Return journey from Amritsar.

Understanding Ready-Made Itineraries:

A ready-made itinerary is a pre-arranged travel plan that includes accommodations, transportation, local sightseeing, and additional services. These itineraries are created by tour operators and sold as complete travel packages. Often, they include services such as rental cars, insurance, and guided activities.

These packages, commonly known as package tours, provide convenience as they cover transportation, lodging, most meals, and sightseeing experiences. They are ideal for travelers looking for a hassle-free experience.

Benefits of Ready-Made Itineraries:

- Includes professional tour management.
- Scheduled flights and structured travel plans.
- Expert local guides for immersive experiences.
- Comfortable transportation with air-conditioned vehicles.

- Pre-arranged accommodations in premium hotels.
- Assistance from airport representatives.

Example of a Ready-Made Itinerary

Rajasthan Forts & Palaces Tour (15 Days / 13 Nights)

- **Day 1:** Arrival in Delhi, city sightseeing.
- **Day 2:** Old Delhi tour (Red Fort, Jama Masjid, Raj Ghat).
- **Day 3:** Travel to Agra, visit India Gate, Humayun's Tomb.
- **Day 4:** Explore the Taj Mahal, Agra Fort.
- **Day 5:** Travel to Jaipur, and visit Fatehpur Sikri and Bharatpur.
- **Day 6:** Jaipur sightseeing – Amber Fort, City Palace.
- **Day 7:** Travel to Bikaner, leisure time.
- **Day 8:** Visit Junagarh Fort, and explore Bikaner city.
- **Day 9:** Travel to Jaisalmer, and visit Jaisalmer Fort.
- **Day 10:** Travel to Manvar, desert safari, cultural performances.
- **Day 11:** Travel to Rohet, and visit Mehrangarh Fort.
- **Day 12:** Village safari and cultural immersion.
- **Day 13:** Travel to Udaipur, and visit Ranakpur Jain Temples.
- **Day 14:** Udaipur sightseeing – City Palace, Jagdish Temple.
- **Day 15:** Departure.

3.4 Conclusion:

A well-planned itinerary plays a crucial role in ensuring a smooth and enjoyable journey. It streamlines every aspect of travel, from accommodation and transportation to sightseeing and meals, allowing travellers to focus on their experiences rather than logistical concerns. Whether the purpose of travel is leisure, adventure, business, or cultural exploration, a structured itinerary enhances efficiency and creates lasting memories. Both customized and pre-designed itineraries have their advantages – while tailor-made plans cater to individual preferences, ready-made itineraries offer convenience and structure. The ideal choice depends on factors such as budget, flexibility, and personal travel preferences.

3.5 Glossary:

- **Seasonality** – The variation in travel demand based on different times of the year, affecting pricing and availability.
- **Sightseeing** – Visiting places of interest, such as landmarks, historical sites, and natural attractions, as part of a tour.
- **Travel Voucher** – A document issued by a travel agency or tour operator that serves as proof of payment for services like hotels or excursions.
- **Half-Day Tour** – A short excursion or guided tour lasting approximately 3–5 hours, usually covering specific attractions.
- **Full-Day Tour** – A tour that lasts for an entire day, typically 6–10 hours, including multiple sightseeing stops and activities.
- **Group Tour** – A pre-arranged travel package where multiple travellers follow the same itinerary, usually led by a guide.
- **FIT (Free Independent Traveler)** – A traveller or group that plans and books their itinerary without relying on pre-packaged tours.
- **Stopover** – A short stay at an intermediate destination, typically between connecting flights, often lasting less than 24 hours.
- **Red-Eye Flight** – A late-night or overnight flight that arrives at the destination in the morning, commonly used for maximizing travel time.
- **Leisure Travel** – Travel undertaken for relaxation, vacation, or recreational purposes, as opposed to business or work-related trips.

3.6 Summary:

A saleable tourist itinerary is a well-planned travel schedule designed to attract and cater to potential tourists. It focuses on market demand, traveller preferences, cost-effectiveness, and unique experiences to enhance its appeal. Key elements include destination selection, accommodation, transport, activities, and local attractions, ensuring a seamless and enjoyable journey. A successful saleable itinerary is flexible, well-structured, and competitively priced, making it appealing to travel agencies and customers alike. Proper marketing and customization further enhance its value, making it a profitable offering in the tourism industry.

3.7 Self-Assessment Questions:

Short Questions:

1. What is a saleable tourist itinerary?

2. Name two key elements of a successful saleable itinerary.
3. Why is flexibility important in a tourist itinerary?
4. How does customization enhance the value of an itinerary?
5. What role does cost-effectiveness play in itinerary planning?

Long Questions:

1. Explain the importance of destination selection in designing a saleable tourist itinerary.
2. How do market demand and traveller preferences influence the development of a tourist itinerary?
3. Discuss the significance of transport and accommodation in ensuring a smooth itinerary experience.
4. Compare and contrast structured and flexible itineraries in terms of customer satisfaction.
5. What strategies can travel agencies use to market and promote a saleable tourist itinerary effectively?

3.8 References and Suggested Readings:

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Unit-4

Art of Itinerary Planning

Structure:

4.0 Objectives

4.1 Introduction

4.2 Systematic Approach for Itinerary preparation

4.3 Constraints and Grey areas involved in preparation of innovative Itineraries

4.4 Summary

4.0 Objectives

After reading this unit, you will be able to:

- Describe the meaning and concept of Systematic approaches for Itinerary preparation.
- Explain the main constraints for preparation of innovative Itineraries.
- Discuss the Grey areas involved in preparation of innovative Itineraries.

4.1 Introduction

Tour itinerary present analytical problems because of the great diversity of routes that travellers follow and the varying significance of destinations along those routes. Most of the approaches or models that have been proposed to deal with this complexity have focused either on the total number of travellers from one country to another, or on the overall pattern of entire trips. An alternative and complementary approach is to examine the relative location of a destination within the larger itinerary pattern. Depending on their location within the overall trip itinerary, places can exhibit characteristics of one or more destination types: Single Destination, Gateway Destination, Egress Destination, Touring Destination, or Hub Destination. This unit helps the students to plan a systematic tour itinerary while considering constraints and Grey areas involved in preparation of innovative Itineraries.

4.2 Systematic Approach for Itinerary preparation

Tour itineraries, travel gateways and transportation hubs are key concepts in tourism and travel. On the surface they are easy to understand. A tour itinerary consists of a route with one or more stops that a traveller takes. A travel gateway is a place that provides access to (and often travel services for) a destination place or region. A transportation hub is a place where more than one route for a transport medium (usually air or rail) converge and emanate. These concepts, however, have only rarely been critically examined and are only marginally understood from theoretical and empirical standpoints. The basic approaches /models that have been developed have primarily focused on the general flow of travelers from one destination to another and variations in the overall form or pattern of itineraries. Both of these approaches focus on the route, with only secondary attention given to itinerary stops en route. Using empirical data from a targeted survey of international visitors to Hong Kong, the research presented here models variations in itineraries based on the impact that these have on a single destination.

Planning an itinerary is one of the most time-consuming travel preparation activities. For a popular touristic city, it involves painstakingly examining the hundreds of Points-of-Interest (POIs) to select the POIs that one likes, figuring out the order in which they are to be visited, and ensuring the time it takes to visit them, and to transit from one POI to

the next, satisfies the user's time budget. Package holidays or all-inclusive travel has been very popular and is likely to maintain its popularity in many countries such as India, USA, Japan, Ireland, the UK and China According to the European Union's Package Travel Regulations (1992), "package" means the pre-arranged combination of at least two of the components (transport, accommodation, and other tourist services) when sold or offered for sale at an inclusive price and when the service covers a period of more than 24 hours or includes overnight accommodation. For example, a package holiday to India marketed and operated by travel agents and/or tour operators usually consists of overnight accommodation in New Delhi, visits to one of the two theme parks and other tourist attractions, shopping and of course the use of transportation services. Different types of tourism components (activities) in package holidays are provided by specific agents and enterprises that form a *tourism supply chain* (TSC). A TSC comprises the suppliers of all the goods and services that go into the delivery of the tourism products to tourists. Among these suppliers, tour operators play a principal role as the intermediaries that bring buyers and sellers together, package different tourism products/services into a single product, and market the product to the targeted tourist segments. Enterprises in a TSC, on the one hand, benefit from providing components of the package tours, as a consistent demand for these products/services could be maintained

There are increasing numbers of travelers seeking high-quality, authentic experiences relating to nature, history, and culture. Ecotourism and heritage tourism are considered among the fastest growing segments of travel throughout the world. Another trend is that more travelers are on their own -- FITs or free and independent travelers. They generally seek out their own activities and develop their own customized itineraries, largely determined by special interests. From birding to spelunking, and archeological digs to scuba diving, travelers are motivated more than ever in finding opportunities to learn while on vacation, to seek new experiences, and to find inspiration.

In fact, itinerary development has become the crux and central point for the success of the tour company. Theoretically, there are two approaches for itinerary development. The first deals with approaching vendors without identifying himself. The reasons supporting this approach being that the tour planner makes reservations independently from the vendor companies as tourist or as tour planner to discover how the "average tourist" is treated by them. It helps him to classify vendors into categories ranging from extremely good to extremely bad. That is, under this approach tour planner starts the 'tour' as a tourist who is not distinguished from the other tourists. It provides a major advantage to the tour planner in the form of an opportunity to evaluate vendors and their services from the standpoint of general public (tourists). However, the approach has pitfalls of being both expensive and time consuming.

The second approach means a tour planner makes contract with all potential vendors in advance to put together all ingredients. When the 'FAM tour' is conducted in this manner, the tour planner puts all possible components of tour together and develops final tour itinerary. Obviously, tour planner receives much more than the average tourist would

have received. Mostly vendors provide the tour planner more convenient and comfortable facilities during his visit. However, this approach is not free from disadvantage of giving the planner a skewed viewpoint in respect of all ingredients of the tour. The tour operator industry practices show that the combined approach is most often used by tour planners to develop an itinerary. The tour planner undertakes all possible attributes of the tour first as an unidentified individual traveler and repeats each tour ingredients as an identified tour planner. Thus, a tour planner will have a much more realistic view at the time of itinerary preparation. More significantly, before designing and planning an itinerary, the tour planner must try to find the answer to three key questions- 'How much customer demand is in the market?; ' How practical is the tour?' & 'How profitable is the tour?'.

Let us first know the meaning of the term itinerary planning. Roday, Biwal, Joshi ,(2009) have defined itinerary planning as the linking of all the journey points of the traveler's journey, i.e. from the origin point, and in between stopping points for sightseeing at the destination and back to the point of origin. This is not always the case as sometimes the tourist may not come back to the point of origin.



- Itinerary planning is one of the major functions of any travel agency.
- The travel agencies sell readymade package tours to their clients or may design customized itineraries as per the requirement of the client.
- Itinerary planning has to be done carefully as many details need to be considered like sightseeing, time taken, meals, weather, monument information, the timings of the monuments and its closure.

Palace on Wheel Tour Itinerary

Duration: 7 Nights / 8 Days

Destinations Covered: Delhi - Jaipur - Jaisalmer - Jodhpur - Ranthambore - Udaipur - Bharatpur - Agra

Day 1: Delhi

Delhi is a heady amalgam of the quaint charisma of the bygone years and the exhilarating ride on the wings of technology. The city has always been the center of politics and hence has several edifices of great historical significance.

Day 2 : Jaipur

Jaipur- the 'Pink City' was founded by Maharaja Jai Singh II in the late 17th century. The city offers an amicable blend of traditional lifestyles and modern ways.

Day 3 : Jaisalmer

Fascinating, enchanting and amazing - that is the city of Jaisalmer! A visit to the Patwon

ki Haveli is a must on any traveler's itinerary.

Day 4 : Jodhpur

Jodhpur, founded by Rao Jodhaji in the mid-15th century, offers fascinating tourist attractions like Moti Mahal (Pearl Palace), Phool Mahal (Flower Palace) and Sukh Mahal (Pleasure Palace).

Day 5 : Ranthambore

Sawai Madhopur is the town at the entrance of Ranthambhore National Park, which is famous for its lush environs, clear lakes, meandering rivers and various wild species.

Day 6 : Udaipur

The "City of Lakes", Udaipur, was founded in the mid-16th century by Maharana Udai Singh. Lake Palace is the major attraction of the city.

Day 7 : Bharatpur & Agra

The famous bird sanctuary at Bharatpur is a haven to more than four hundred varieties of exotic birds. The fascinating city of Agra boasts of Taj Mahal - poetry etched in marble.

Day 8 : Delhi

The journey ends in Delhi.

Tour Itinerary [Shimla- Manali - Chandigarh]

Tour Itinerary: Code Him/va/13**Day 1 Pick up From Delhi & Drive to Shimla**

Arrive at New Delhi airport or any railway station like New Delhi / Delhi / Hazrat Nizamuddin, Meet n greet by Hamara Holiday executive or vehicle driver at Rly. Station or Airport and drive to Shimla (8 hrs), Arrive at Shimla and check in at hotel and overnight stay at Shimla hotel.

Day 2 Sight Seeing (Shimla & Around Shimla)

Enjoy Breakfast at hotel and depart for sightseeing of Kufri. Kufri is 12 kms from Shimla , Kufir is famous for awesome hill views , One can visit mini zoo, Poney and Yak Ride .at Kufri. After lunch (own cost) enjoy sight seeing of Shimla places like Shimla mosques built in year 1830, Christ Church built in year 1844, The Gaiety Theatre, The Grindlays Bank built in year 1912, The Scandal Point and The famous Shopping Plaza of the North The Mall & ridge. Dinner & overnight stay at Shimla hotel.

Day 3 Shimla to Manali Drive

Take breakfast & check out from Shimla hotel and drive for Manali (265 Kms / 7 hrs), Reach Manali at evening , Check in at Manali hotel , time free for leisure , dinner & overnight hotel at Manali hotel.

Day 4 Manali Local Sight Seeing

After breakfast at Manali hotel , depart for half day local sight seeing tour covering places like Hadimba Devi temple, Manu temple, Vashisht Bath, Van Vihar and evening shopping at the local market (Mall). Overnight stay & dinner at Manali hotel.

Day 5 Manali (Rohtang Pass or Snow Point visit)

After breakfast at Manali hotel , depart for Rohtang pass (51 Kms / 2 Hrs) which is located at height of 13050 Feet above sea level and is gateway for Ladakh from Manali, Generally Rohtang pass open in mid May and closes in mid November , depending up on snowfall , If Rohtang pass is not open sight seeing will be done for available snow point like Gulaba , Kothi or Marhi or Solang valley. Solang valley is heaven for adventure lovers, and paragliding . zorbing, skiing can be done on extra cost. (Subject to availability). Return back to hotel , dinner & overnight stay at Manali hotel.

Day 6 Manali to Chandigarh Drive

Check out from Manali hotel after breakfast and drive to Chandigarh (320 Kms / 8 hrs). Chandigarh is first planned city of modern India , Chandigarh was designed by French architect Le Corbusier. The city Chandigarh was named after the goddess of power, Mother Chandi, Temple Chandimandu is dedecated to goddess Chandi at new city, Dinner & overnight stay at Chandigarh hotel.

Day 7 Chandigarh to Delhi Drive & Drop

After breakfast, check out from Chandigarh hotel & drive to Delhi 265 Kms / 5 hrs, arrive Delhi and drop at railway station or airport.

To model how an itinerary appears from the perspective of a single destination we need the following:

1. a point representing the trip origin, along with any non-destination transit stopovers to and from the origin ;
2. a point representing the destination of interest to the analyst;
3. a point representing one or more other destinations of interest to the traveller;
4. the linkages in between these points.

In accordance with accepted norms of international travel data collection, travelers would be required to spend at least one night in a place for it to be considered a destination in the model proposed here. Transit points are not considered destinations. Because destination points and itinerary lines all have specific geographic locations, they also have specific and measurable relationships with the home location of travelers .

However, those itineraries suffer from two main drawbacks. First, they are often not tailored to one's own interests.. Second, suggested itineraries may not fit one's particular time budget. Someone who visits a place for a very short time frame, e.g, in the case of a layover in a city, or a very long time frame, e.g., in the case of a month-long backpacking trip, is unlikely to find an itinerary suggested by those services, satisfactory. Constructing a personalized itinerary for a user is a big challenge because, even with a relatively small number of POIs, the number of possible itineraries can be combinatorial large.

More specifically, the systematic approach of itinerary planning process involves the following interactions.

- 1) It starts with a user providing a time budget and a starting point of the itinerary (usually corresponding to the hotel where the user is staying);
- 2) **At each step, the system presents the user with a small fixed number of POIs that are most probably liked by the user, based on feedback provided by the user so far;**
- 3) The system also recommends highly ranked itineraries to the user based on the feedback;
- 4) The user provides her feedback on suggested POIs to indicate whether or not she is interested in them, and the process continues;
- 5) The user can also choose to pick one of the recommended itineraries, at which point, the process stops.

Designing such an interactive system is a non-trivial task and raises both semantics and efficiency challenges. We provide a brief overview of those challenges here.

Check your progress-1:

Answer the following questions.

1. What novel approach of interactive itinerary?

2. Discuss Main destination ratio (MDR).

Check your answer with the one given at the end of the unit

4.3 Constraints and Grey areas involved in preparation of innovative Itineraries

Tourism implies a movement of people in time and space, from their place of usual residence to the destination (or destinations). Surprisingly, the analysis of tourism mobility within a single destination and among destinations has not been taken adequately into account; despite a deeper knowledge of tourism movements is a fundamental pre-requisite for logistics, for the management of economic, social, and environmental impacts of tourism.

The majority of models/ approaches of pleasure trip behaviour is, in fact, based on the hypothesis that tourists visit a single destination, even if this hypothesis is almost unreliable. The main reasons for this lack are attributable both on the difficulties associated to the collection of information on multi-destination trips and on the lack of clarity on what should be meant for "multi-destination" trip. Ministry of Tourism, official statistics on tourism does not provide any information on multi-destination trips and on trip itineraries, neither from the supply side (statistics on guests arrivals), nor from the demand side. This implies that to analyze the phenomenon ad-hoc surveys need to be implemented. Regarding the lack of clarity of the term "multi-destination" trip is attributable to the strong dependence of this concept to the definition of destination itself, from the geographical scale undertaken. The importance of analysing multi-destination trip behaviour is also related with the relevance of this phenomenon for regional tourism development. The multi-destination vacation experience will require longer than average stays and will, in general, attract those with active lifestyles and more discretionary time and income. Individual destinations will have the opportunity to explore new markets in a cost-effective manner and to develop a more competitive product.

At the regional level, regional tourism organizations can exploit the potential for profitable diversification and rebranding of a destination/region. For this reason, one of the key-issue is related with the identification of factors affecting the choice of making a multi-destination trip. These are usually distinguished in: physical factors (related to the destination morphology and logistics); human factors (motivations, socio-economic features, etc.), and time availability and budget. Regarding physical factors some authors highlighted the importance of "cumulative attractions" in a multi-destination trip can exert more interest than the case in which each attraction is visited separately in different trips. On the contrary, independent tourists tend to explore more deeply the destination and they have more possibilities to change itineraries during their trip. Finally, all tourists' movements are influenced by time availability and budget. Time has, in fact, a strong influence on spatial touristic movements toward the destination and among several destinations. The mode of transportation chosen, and budget availability would have an influence in the way in which vacation time is spent. Moreover, some people can choose to visit many places, whereas other people can decide to visit less places, spending

more time in them. Summarizing, the knowledge of factors affecting tourist's mobility is an essential pre-requisite for the management and planning of effective tour itinerary.

On basis of current performance, Indian Tour operation Industry can be termed as 'successful', but being 'successful' is very different from being 'competitive' and there are critical challenges which are negatively dictating and adversely affecting its competitiveness. Moreover, an innovative itinerary is pivotal for a successful tour operation therefore a tour planner has to consider or understand various constraints & grey areas in preparation of innovative Itineraries such as:

- **Arrivals by country of residence or nationality.** These are the most common data available to researchers and are the most widely used for basic market studies and simple comparisons. These data are gathered at most borders by immigration officials, and estimated for suborder areas through sampling. Studies using these data sources have typically demonstrated a hierarchy of routes, centered on major regional destinations, which are strongly connected to one another, and smaller radial ties to places lower in the network hierarchy. While highly influenced by local and regional economics, politics, transportation infrastructure and geography, the resulting patterns tend to reflect the Central Place tourism and recreation hierarchy.
- **Main destination ratio (MDR).** The MDR was proposed by Leiper (1989) as a way to address the limitations of arrivals by country data. To improve the level of data aggregation the MDR adds the main destination of travellers. It provides an improvement over simple destination arrival data and, where it is available, it could quite easily be added to the annual global arrival data compiled by the World Tourism Organization (WTO).
- **Full itineraries.** Full itinerary data are collected in one of two ways: (1) travelers are asked to list, preferably in order, all of the stopover places on their itinerary; or (2) travelers are asked to trace their travel route on a map, preferably indicated stopover points as well. This level of data aggregation clearly provides the most detail, though the method of data collection can influence the forms of analysis that are possible. Map traced paths, for example, are more suited to network.
- A problem with conventional travel itineraries is that they often don't provide an overview of the relationship between various events of a trip. The only relationship which can be viewed in these types of itineraries is that various events follow one another sequentially in time. As part of a Collaborative Information Gathering (CIG) software, a graphical visualization tool has been developed to assist travel agents and their clients with the process of collaborative creation and viewing of travel itineraries remotely over the Internet.
- **High Exit Barrier; Difficulty in trial** – One characteristic of services is that it is hard to escape from the consequences of a poor choice (of service and service provider). Hence, they are over cautious while deciding on the tourism services (choice of destination, transporters and hotels etc).
- **Word-Of-Mouth (WOM)** – WOM is crucial in selling of (tourism) services because usually the choice of destination is affected by WOM publicity. Here, it is important to

realize that tourists tend to believe more on information from independent sources and less on promotions.

- **Highly infectious industry** – Tourism Industry is very sensitive to environmental changes and it gets affected by them and reacts very fast to them.
- **High Social Cost** – Tourism takes a toll on the resources (especially natural resources), and a large part of the revenues brought in by tourism is required for sustaining the resources, so the profitability of tourism industry is suspicious, especially in countries where proper ‘sustainability’ mechanisms are not in place.
- **Intermediary Conflicts** – Components of the tourism industry have different commercial objectives, strategic interests and operational procedures, so as channel partners protect and advance their own interests, often at the expense of their partner’s gains, several intra-channel conflicts emerge inevitably.
- **Tourists rate the overall experience** – visitors tend to rate their overall experience at the destination and in the process, they credit tourism industry for the performance of industries and sectors, which are not directly related to tourism. If ‘anything’ is not according to tourists’ expectations, it might go against the tourism industry, because the negative WOM will be generated for the destination.
- **Sensitizing the diverse Human Resources** – It is an industry where even the behavior of general public affects the overall experience of tourists, and people associated with this industry vary significantly in their background, education, occupation and experience etc (an hotelier is totally different from a taxi driver), so having a ‘common program’ addressing everyone in this industry is inviting failure and neither it is easy to have so many different / customized programs.
- **Collapsing Hotel Infrastructure** – India has approximately 150000 hotel rooms, which are insufficient to meet the existing demand, let alone catering to new demand. Moreover, concentration of hotels is causing an acute shortage of rooms in remaining areas which are no short of tourist destinations and attract a lot of tourists.
- **High Operating Costs** – Indian hotels suffer from high operating costs and this ultimately reflects in their higher prices. The biggest sufferer is the ‘budget tourists’ and even for those who can pay, when the facilities are not according to the prices it leads to dissatisfaction and also makes the destination unattractive for tourists.
- **Transportation Chaos** – increasing number of airlines (from 2 to 10 in last 4 years) has rapidly increased the number of passengers, resulting in a virtual collapse of facilities at Indian airports. Moreover, there is no supervising authority, maintaining and monitoring the quality and standards of services delivered by airlines making an unpleasant experience a rule, rather than an exception.
Indian Railways, another popular mode of transportation suffers from conditions worse than the airlines (in terms of reservations, punctuality, cleanliness, facilities etc). Since India welcomes tourists mostly from developed countries these problems convert their trip into a ‘mission’ and few return with good memories.
- **Unfriendly Government Policies** – Till recent past, Tourism was perceived as an elitist activity in India and hence high tax rates and less budgetary provisions were the fate of its tourism industry. The table below refers to some main provisions affecting tourism.

- **Travellers' use of the Internet has grown :**One of the most important recent technology advances, the Internet, may be viewed as an opportunity by some travel service providers while appearing threatening to others. The Internet's increased popularity has had a major impact on the travel industry over a relatively short period of time. On-line agencies have had a huge impact on the travel market. A very popular service is 'dynamic packaging'; where consumers put together their own holiday packages by purchasing their flight, hotel, or car rentals separately. we need to define the Itinerary Scoring Semantics, which dictates how an itinerary should be scored based on the user feedback.
- **Aggregate trip generation:** Improvements in destination attributes can be expected to increase total trips within tourist destination - a generation effect. However, when the multinomial logit responds to an attribute enhancement at one destination it reduces the visitors to all others. To the extent that this reflects the limited total number of tourists, it is realistic but there should also be some generation effect. An added module is introduced to reflect such generation, at least to overcome inappropriate reductions at many destinations in response to enhancement of one of them.

Check your progress- 2

Answer the following questions.

1. What main grey area in innovative itinerary?

2. Discuss main constrains in itinerary development.

Check your answer with the one given at the end of the unit

4.4 Summary:

Although travel itinerary data is not difficult to collect, it does present analytical challenges because of the great diversity of routes that travelers follow and the different scales that can be applied in defining destinations. Most of the models/ approaches that have been proposed to deal with these issues have focused either on general flow from one country to another, or on the overall pattern of entire trips. An alternative and complementary approach is to examine the relative location of a destination within the larger itinerary pattern. From a market study perspective, this approach could prove more valuable in understanding the different ways that travelers perceive and experience a destination as part of their itinerary and how a destination.

In summary, we understand the novel approach of interactive itinerary planning based on user feedback and itinerary expected scores; formally define the optimal itinerary construction problem, which is one of the two core problems in interactive itinerary planning. We also understand that designing innovative itineraries based on user feedback and time budget.

Answer to Check Your Progress

1. 1) see sec. 4.2
2) See sec. 4.2
2. 1) see sec. 4.3
2) See sec. 4.3

4.5 Glossary:

- **Airline reporting conference (ARC):** a consortium of airline companies, who by agreement, provide a method of approving authorized agency locations for the sale of transportation and cost-effective procedures for processing records and funds to carriers. Not all airlines are ARC companies.
- **All-inclusive:** A form of package holiday where the majority of services offered at the destination are included in the price paid prior to departure (e.g. refreshments, excursions, amenities, gratuities, etc).
- **circle trip:** a journey with stopovers that returns to the point of departure
- **incentive tour:** (1) a trip offered as a prize, particularly to stimulate the productivity of employees or sales agents, or (2) the business of operating such travel programs
- **incidentals:** charges incurred by participants of a tour, but are not included in the tour price

- **Inclusive tour itinerary :** tour in which all specific elements – transportation, airfare, hotels, transfers, and other costs – are offered for a flat rate. An inclusive tour does not necessarily cover all costs such as personal items and telephone.
- **Independent contractor:** a person contractually retained by another to perform certain specific tasks. The other person has no control over the independent contractor other than as provided in the contract. In the context of group travel, a tour manager is often retained by the tour operator, or tour brochure designer/ writer might be hired in this capacity.
- **Independent tour:** an unescorted tour sold through agents to individuals. For one price, the client guaranteed air travel, hotel room, attraction admissions and (typically) a car rental.

4.6 Review Questions

- Describe the meaning and concept of Systematic approaches for Itinerary preparation ;
- Explain the main constraints for preparation of innovative Itineraries ,
- Discuss the Grey areas involved in preparation of innovative Itineraries

4.7 Suggested Readings

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Unit 5

Pre-Designed and Tailor Made Itineraries

Structure

5.0 Objectives

5.1 Introduction

5.2 Tour Itinerary - Pre-designed

5.3. Tailor Made Itinerary

5.4. Flexible tour itinerary

5.5 Difference between Flexihol itinerary and pre-planned tour itinerary

5.6 Summary

5.0 Objectives

After reading this unit, you will be able to:

- Describe the meaning and concept of pre-tailor tour itinerary,
- Explain the Flexihol tour itinerary ,
- Discuss the difference between pre-planned and Flexihol tour itinerary

5.1 Introduction

Planning an itinerary of activities that satisfies a traveller's desires is a complex task. While there exist numerous online resources to help find travel activities, parsing through all the information available and creating a plan is difficult and time consuming. Alternatively, travel agents and concierge services can provide recommendations, but provided plans tend to be generic and touristy. Furthermore, none of these sources are available on the fly. If a traveler unexpectedly has an extra day to spend or a previously planned activity is closed, there is no immediate assistance available to them. This unit familiarizes you with the pre-planned, tailor made and Flexihol tour itinerary. The students will be able to design these itineraries.

5.2. Pre-designed tour itinerary

A pre-design itinerary consists of accommodation, transportation advertised and sold together by a vendor known as a tour operator. Other services may be provided such a rental car, activities or outings during the holiday. Transport can be via charter airline to a foreign country, and may also include travel between areas as part of the holiday. Package holidays are a form of product bundling.

Further pre-designed itineraries are normally conducted by a tour director who takes care of all services from the beginning to end of the tour. In fact, these itineraries include the flights, hotels, transportation, transfers to the airport / hotel, most meals and some sightseeing. These are often conducted by motor coach and usually no more than three nights are spent in each location visited. They are usually fast-paced and prices include most everything.

According to Morrison (1989), pre-designed tour itinerary is a trip planned and paid for a single price in advance, which covers a broad range of items from commercial transportation and accommodation to meals and sightseeing, sometimes accompanied by an escort or a guide. Middleton (1994) describes it as an inclusive form of travel, organized by intermediaries or middlemen; in which the tour represents a bundle of tourism goods and services, marketed as one particular product or brand and sold at an inclusive price. According to Holloway (2000) describe the pre-design itinerary as itineraries put together by a tour operator or other supplier, usually incorporating at least three elements,

transportation, accommodation and transfers, although some packages may include additional services such as excursions.

Sample Tour Itinerary

1. Pre-planned tour itinerary to Forts & Palaces of Rajasthan

Group | 15 Days / 13 Nights

The princely states of Rajputana, now Rajasthan, were once the domain of courageous warriors and lavish ruling dynasties. Following a tour of Delhi and Agra, this journey travels into the heart of Rajasthan and explores many of the region's magnificent forts and palaces, atmospheric cities and stunning desert scenery.

Day 1 - To Delhi: Fly from London to Delhi with Jet Airways / Virgin Atlantic. (N)

Day 2 - Delhi: Late morning arrival and transfer to the Maidens Hotel (or similar) for 1 night. Afternoon tour of Old Delhi to see the Red Fort, Jama Masjid and Raj Ghat. (N)

Day 3 - To Agra: Morning tour of New Delhi to see India Gate and the former viceregal residence, both fine examples of British imperial architecture. Continue to the tomb of the Mughal Emperor Humayun and the Qutb Minar tower. Afternoon drive to Agra and stay for 2 nights at the Radisson Hotel Agra (or similar). (B)

Day 4 - Agra: Early morning visit to the Taj Mahal, arriving in time for sunrise. After breakfast, visit the tomb of Itmad-ud-Daulah and Agra Fort. Optional excursion to see the Taj Mahal at sunset (payable locally). (B)

Day 5 - To Jaipur: Drive to Jaipur and stay 2 nights at Alsisar Haveli (or similar). En route, visit Emperor Akbar's deserted 16th-century sandstone city of Fatehpur Sikri. (B)

Day 6 - Jaipur: Morning visit to the ancient palace of Amber Fort. Optional visit to the Anokhi Museum of Hand Printing, where you have the opportunity to learn how to handprint your own scarf. Afternoon tour of the City Palace and the Jantar Mantar astronomical observatory. (B)

Day 7 - To Bikaner: Transfer to Bikaner, once a major trading centre on the caravan route linking central Asia with north India. Stay 2 nights at the Laxmi Niwas Palace, the former residence of the maharaja of Bikaner. (B)

Day 8 - Bikaner: Morning visit to Junagarh Fort. Afternoon at leisure. This evening, stroll through the old town of Bikaner, which has some of India's best street architecture. (B)

Day 9 – To Jaisalmer: Drive to Jaisalmer for an overnight stay at Fort Rajwada (or similar). Afternoon tour of Jaisalmer Fort, often referred to as the Golden Fort due to the colour of its sandstone walls. (B)

Day 10 – To Manvar: Drive to Manvar in the Thar desert. Following a visit to local villages, continue to the tented camp (see page 64 for details). Evening Rajasthani dinner and music amid the sand dunes, followed by an overnight stay at the camp. (B, L, D)

Day 11 – To Rohet / Luni: Drive to Jodhpur and visit the majestic Mehrangarh Fort. Continue to the village of Rohet / Luni and stay 2 nights at Rohetgarh Fort / Fort Chanwa. (B, D)

Day 12 – Rohet / Luni: Morning at leisure. Afternoon 4x4 safari to visit the Bishnoi tribal villages. (B, D)

Day 13 – To Udaipur: Drive to Udaipur via the exquisite Jain temples at Ranakpur. Evening arrival at the LaLiT Laxmi Vilas Palace / Fateh Garh (or similar) for a 2-night stay. (B)

Day 14 – Udaipur: Morning tour of the City Palace and Jagdish Temple. Afternoon at leisure. (B)

Day 15 – To London: Transfer to the international airport and fly to Delhi to connect with the Jet Airways / Virgin Atlantic flight to London. (N)

2. Journey From the Golden Temple

Group | 10 Days/8 Nights

Starting from the holy city of Amritsar, home of the Golden Temple, this tour travels through the foothills of the Himalaya to Shimla, the summer capital of 'British India'. Along the way, the diversity of north-west India is explored with visits to Dharamsala, and its Buddhist temples and monasteries, and the wonderful Kangra valley.

Day 1 – To Amritsar: Fly from London to Amritsar, via Delhi, with Jet Airways. (N)

Day 2 – Amritsar: Arrive and transfer to the Ista Amritsar / Ranjit's Svaasa for 2 nights. (N)

Day 3 – Amritsar: Morning visit to the Golden Temple, Jallianwallah Memorial and Ram Bagh Gardens. Afternoon transfer to Wagah on the India-Pakistan border to see the Sunset Retreat ceremony. (B)

Day 4 – To Mcleodganj: Morning drive to Mcleodganj in Dharamsala. As headquarters of the Tibetan government in exile, this former British hill station has a strong Tibetan

feel. Afternoon tour of Namgyal monastery, seat of the Dalai Lama. Stay overnight at the Surya Resort (or similar). (B, D)

Day 5 - To Taragarh: Morning drive to Taragarh, via the Norbulingka Institute, a centre for Buddhist teaching and work. Stay 2 nights at Taragarh Palace, owned by the royal family of Jammu and Kashmir. Set on a 6-hectare forested estate and surrounded by tea gardens, the palace has magnificent views of the snowcapped Dhauladhar mountains. (B, L, D)

Day 6 - Taragarh: Day at leisure, with optional guided walks in the Kangra valley. (B, L, D)

Day 7 - To Shimla: Full-day drive through the foothills of the Himalaya to Shimla. Stay 2 nights at the Oberoi Cecil hotel. (B)

Day 8 - Shimla: At leisure. (B)

Day 9 - To Delhi: Take the narrow gauge railway to Solan and drive to Kalka to connect with the express train to Delhi. Stay overnight at the LaLiT New Delhi (or similar). (B)

Day 10 - To London: Fly to London with Jet Airways. (B)

Pre-designed tour itinerary has many benefits for tourists:

Tour Manager:

Upon arrival in your destination your group will be met by one of our carefully selected tour managers, who will accompany the group throughout the tour ensuring nothing gets in the way of your holiday of a lifetime.

Scheduled Flights:

We use only scheduled airlines for international and almost all internal flights, and we can offer excellent upgrade rates.

Expert Local Guides:

For all group departures, a representative is available to assist with check-in and any seat requests you may have during the main check-in period.

Comfortable Land Travel:

All land transfers are by air-conditioned buses of a size appropriate for the group.

Airport Representatives:

For all group departures from international airport, a representative is available to assist with the check-in process and any seat requests you may have.

First Class Accommodation:

We generally use first class 4 and 5-star hotels, or the best available, on all our tours.

Check your progress-1

Answer the following questions.

1. Describe pre-plan itinerary:

2. Explain benefits of pre-plan itinerary:

Check your answer with the one given at the end of the unit

5.3. Tailor Made Tour Itinerary:

A Tailor-made Tour means that a tour is **designed specially for you**, and meets every of your need. None of the pre-designed tours are fixed in Tailor-made tour. You can have your trip specially tailored to your heart's desire to gain a greater individual attention and the maximum flexibility and comfort. To take a Tailor-made tour, you would please send us a message to tell us what you want to do, to see, how many people of your group or family, your hotel request, meal requirement, personal interest, or special travel activities and language service if necessary! The more information's the more suitable tour we can design for you. Or you can easily use the Tailor Made Form to tell us your request.

What does “tailor-made programme “ Mean?

A tailor-made programme is an itinerary created just for you, in which we include everything you wish to see and do during your trip. The programme can be as long or as short as you wish. A tailor-made programme can include accommodation, meals, guide service in a given city and even excursions outside of cities. The standard of accommodation and length of the tours are up to you. When we send you our first proposal, you're free to add or remove anything you wish in order to make it suit your individual requirements

The joy of a tailor-made itinerary is that your holiday is designed around your requirements and you are not restricted to the set itinerary of a group departure.

- Do you like the look of one of our suggested itineraries but would like to stay at alternative accommodation or include a few extra days and extend your holiday?
- Are you going on holiday to relax rather than spend your time packing and unpacking, moving from one place to the next?
- Are you celebrating a special occasion - perhaps your honeymoon, a special birthday or an anniversary? Why not enjoy each others company in privacy without being part of a larger group?
- Are you travelling abroad to stay with friends or family and wishing to add-on a safari, a cruise, or even some self-drive exploration?
- Maybe you only want to be away for a long weekend, or perhaps you have an extended amount of time to enjoy travelling and would like us to help with part of it?
- If you have a limited amount of time, group departure dates often don't fit.
- You may well want a private vehicle, or the very best naturalist the region has to offer.

Moreover, A tailor made holiday and travel service is like a **personal planning service**. You tell us what you want (either in detail, or give us some parameters to work within), and then we arrange services to fit your wishes for your holiday. We also advise you on improvements which you might want to consider.

When we plan a trip for you we ask questions to help us really understand what you are hoping for from your holiday. This way we can get as close as possible to your requirements both financially and as regards the whole holiday experience.

The kind of questions we ask are :

- How many people are travelling? Are there any children in the party?
- How long and roughly when do you want to travel?
- Where might you want to go, or what kind of experience are you hoping for?
- Is there anything specific you want to see or do?
- What type of accommodation do you like (eg from luxury hotels to camping)
- Roughly what budget would you like us to try to keep to for you?

All of Himachal:**12 Days / 11 Nights**

1N Chandigarh - 2N Shimla - 3N Manali - 1N Dharamshala - 2N Dalhousie - 2N Amritsar

- **Day 1 Chandigarh**
Arrive at Chandigarh and proceed to your hotel. On arrival one can visit the Pinjore Garden or the Rock Garden. Overnight in Chandigarh. (D)
- **Day 2 Chandigarh - Shimla (Approx time 9 hrs.)**
Proceed to Shimla. Arrive in Shimla and proceed to your hotel. Overnight in Shimla. (B,D)
- **Day 3 Shimla-Kufri-Shimla**
Today enjoy your visit to Kufri- winter sports capital, visit Scandal point and Shimla Church. Overnight in Shimla. (B,D)
- **Day 4 Shimla - Manali (Approx time 10 hrs.)**
Proceed to Manali. Evening free at leisure, one can enjoy shopping at Mall road. Overnight in Manali. (B,D)
- **Day 5 Manali-Rohtang Pass or Snow Point-Manali**
Today enjoy scenic beauty of Himalaya. Visit Rohtang Pass or Snow Point. Free time to enjoy snow. Overnight stay at the hotel in Manali. (B,D)
- **Day 6 Manali-City Sightseeing**
Today visit ancient temples like the Manu Mandir, Hadimba Temple, Gayatri Mandir and Vashista Kund. Overnight in Manali. (B,D)
- **Day 7 Manali -Dharamshala (Approx time 7 hrs.)**
Proceed to another scenic town of Himachal- Dharmashala. Evening visit Dal lake, Dalai Lama monastery and Bhasunag Temple. Overnight at the hotel in Dharmashala. (B,D)
- **Day 8 Dharamshala- Dalhousie (Approx time 6 hrs.)**
Today depart for Dalhousie. Arrive at hotel, Evening free for leisure or you can enjoy nice walk around this small town. Overnight stay at the hotel Dalhousie. (B,D)
- **Day 9 Dalhousie-Khajjiar-Dalhousie**
Enjoy full day excursion trip to Khajjiar surrounded by dense Deodar forests, small temple with a golden spire and golf course. Visit the Ajit Singh Smarak and satadhara Sparkling springs. Evening at leisure. Overnight stay at the hotel in Dalhousie. (B,D)
- **Day 10 Dalhousie - Amritsar (Approx time 9 hrs.)**
Today proceed to Amritsar. On arrival check in at hotel. Rest of the day is free for leisure. Overnight at Amritsar. (B,D)
- **Day 11 Amritsar**
Today morning visit Golden Temple. Evening Enjoy Wagha Border. Overnight at Hotel. (B,D)
- **Day 12 Amritsar – Hometown**

Today depart from Amritsar by train or flight to hometown. (B)
Tour Concludes

Check your progress-2:

Answer the following questions.

1. Explain tailor made tour itinerary.

2. Discuss advantages of tailor-made tour itinerary.

Check your answer with the one given at the end of the unit

5.4 Flexible tour itinerary:

Flexihol offers you tailor-made international holidays and travel packages with a wide range of sightseeing tours and experiences to suit your individual taste and budget. Flexihol Holidays include Romantic Getaways, customised holidays to Europe, Far East, Australia & New Zealand, Africa, Middle East and America. Customised holidays to exotic islands, rail Europe holidays and instant holidays for short-durations are also available. Flexible itineraries are known by different names such as Flexihol, freedom, fusion holidays offered by different tour companies.

Sample of Flexible Itineraries:

Day 1- Arrive Delhi

Arrive Delhi and meet the representative at the arrival hall and transfer to hotel. In the afternoon proceed on a **tour of Delhi**. In Old Delhi visit the majestic Red Fort, the historical Chandni Chowk, besides Raj Ghat and Shanti Vana. In New Delhi visit the Rashtrapati Bhawan, the one-time imperial residence of the British viceroys; the India Gate, a memorial raised in honour of the Indian soldiers martyred during the Afghan war; the Laxminarayan Temple, built by the Birlas, one of India's leading industrial families; Qutab Minar, built by Qutub-ud-din Aibek of the Slave Dynasty; and the lotus-shaped Baha'i Temple.

Day 2- To Mandawa

Morning drive to Mandawa. Arrive Mandawa and check - in at hotel. From this hotel you can take a walking tour of the painted houses in this region belonging to some of the leading business families of the country.

Day 3- To Bikaner

Morning drive to Bikaner. Arrive Bikaner and check – in at hotel. Afternoon **sightseeing tour of Bikaner** including The Junagarh Fort, built by Rai Singh between 1588 and 1593, has a 986-metre-long wall with 37 bastions. Also visit the government-managed Camel Research and Breeding Farm is only one of its kinds in Asia.

Day 4- To Jaisalmer

Morning drive to Jaisalmer. Arrive Jaisalmer and check – in at hotel. Afternoon excursion to Sam Sand Dunes in the evening for a spectacular sunset and also enjoy a camel ride.

Day 5- In Jaisalmer

Morning **sightseeing tour** of Jaisalmer including Sonar Fort, housing a fourth of city's residents. Also visit Patwon Ki Haveli is one of the most exquisite havelis with a beautifully latticed façade. Salim Singh Ki Haveli is just three centuries old, and is still lived in. Its arched roof is held up by well executed brackets in the form of peacocks, Nathmalji Ki Haveli built by two architect brothers.

Day 6- To Manwar

Morning drive to Manwar. Arrive Manwar and check – in at tented camp in the middle of desert. Explore the surroundings and the village on own.

Day 7- To Luni

Morning drive to Luni. Arrive Luni and check – in at Palace Hotel. Afternoon enjoy a **jeep safari** to the Bishnoi Villages or horse ride around the Fort & village.

Day 8- In Luni

Day return excursion to Jodhpur. Visit The Mehrangarh Fort situated at an altitude of about 125 metres is spread over an area of 5 sq. km and has seven gates. The Jaswant Thada is a white marble memorial built in memory of Maharaja Jaswant II in 1899. The Umaid Bhawan is a majestic building that presently functions as a hotel and museum. The Mandore Gardens, situated about 8 km from Jodhpur, has cenotaphs of the Jodhpur rulers. The Government Museum and Zoo are located in the pleasant Umaid Gardens.

Day 9- To Mount Abu

Morning drive to Mount Abu. Arrive Mount Abu and check – in at hotel. It is a **pilgrimage center** for Jains and Hindus, noted for its beautiful Dilwara Jain Temples.

Day 10- In Mount Abu

Morning **sightseeing tour** includes visit to Dilwara Temples, the best Jain temples in the country. Gaumukh Temple, Achalgarh Fort, Toad's Rock, Sunset Point, Trevor's Tank; Nakki Lake said to have been carved out by the gods with their nails, is a favorite spot for boating.

Day 11- To Udaipur

Morning drive to Udaipur. Arrive Udaipur and check – in at hotel. Afternoon free to take a walking tour on your own through the narrow lanes and back streets of Udaipur upto the Washing Ghats at the lake Pichola. Visit one of the fine downtown restaurants for an optional dinner.

Day 12- In Udaipur

Morning sightseeing tour of Udaipur visiting The City Palace and Museum is considered as the largest palace complex in Rajasthan. Pratap Memorial has the bronze statue of Maharana Pratap, the legendary warrior king of Udaipur. Jagdish Temple which was built in 1651 AD. Saheliyon Ki Bari is a small ornamental garden. Late afternoon enjoy a two hour boat-ride on Lake Pichola visiting many Ghats (banks) of washing, bathing etc and enjoy excellent views of the Lake Palace and City Palace.

Day 13- To Pushkar

Morning drive to Pushkar. Arrive **Pushkar** and check – in at hotel. Later visit Pushkar Lake which is believed by the Hindus to be as old as creation, has been a place of pilgrimage through the centuries. There are 52 bathing Ghats built around the lake.

Day 14- To Samode

Morning drive to Samode. Arrive Samode and check – in at Palace hotel. Explore the surroundings of Samode on own.

Day 15- To Jaipur

Morning drive to Jaipur. Arrive Jaipur and check - in at hotel. Morning excursion to Amber Fort, situated just outside the city, You can have the unique experience of traveling on elephant back to and from the top of the hill on which the fort is situated. Afternoon sightseeing tour of Jaipur including, City Palace in the heart of Jaipur is known for its blend of Rajasthani and Mughal architecture. Not far away is the **Central Museum**. Jantar Mantar, is the largest of the five observatories built by Sawai Jai Singh. The Hawa Mahal or the Palace of Winds was constructed for the royal ladies to watch the royal processions without being seen.

Day 16- To Delhi

Morning drive to Delhi airport. You will be assisted by a representative to airport to board flight for onward destination. End of our services.....

Inclusions:

- Accommodation in all the hotels on single/twin/triple sharing basis, as per the list above.
- Breakfast on all days.
- All prevailing taxes like Luxury tax in all hotels and Expenditure tax wherever applicable.
- All transfers to or from hotels, city tours, excursions, drives by an air-conditioned transport.
- Services of an English speaking local guide.
- Inter state road tax, toll tax, driver's allowance, parking etc.

Exclusions:

- Any lunch, dinner, snacks, mineral water etc. unless mentioned in the itinerary.
- Entrance fee to any monuments or camera fee.
- Any airfare or airport tax
- Tips, gratuities.
- Portage, laundry, telephone calls, table drinks or any other expenses of personal nature.

5.5 Difference between Flexihol itinerary and pre-planned tour itinerary

A flexihol tour is run exclusively for you, your own families or friends with no other strangers. Alternatively, we can customize an itinerary in line with your specific wishes. In particular, you will benefit from the following advantages.

1. Start the tour on any date at your convenience.
2. Choose the tour length as long as your schedule and budget allow.
3. Plan the tour with hotels and sightseeing spots that you are specifically interested in.
4. You may order the dishes you want with our specially arranged A La Carte Meals.
5. Experienced guides and skillful drivers in each city offer services are provided for your exclusive use.
6. Luxury & comfortable private car or minibus operates for your party only.
7. Travel at your own pace that flexibly fits your travel style.
8. Ideal for people who need special assistance, such as the elderly, people with disabilities or families with small children

Organized Small Group Tour

Small group tours with guaranteed departure dates are best for those who are eager to see the most popular sights in india at a comparatively low price. What could travelers get from the small group tour? A favorable price is only a small part of it. Let's see more details as follows.

1. The group tours have fixed departure dates and itineraries that can not be changed.
2. Private tours added prior to or after the group tour are welcomed.
3. Special treatment from the guide and driver make you feel like part of a friendly family.
4. Share a clean and safe limousine with other group companions.
5. Enjoy the diversity of our A La Carte Meals with other travelers.
6. Good chance for you to meet and make new acquaintances from all over the world.
7. The maximum group number is 18 persons, but we guarantee departure even with 1 person.
8. Enjoy a worry-free vacation with our careful arrangements from the very beginning to the end.

Check your progress-3

Answer the following questions.

- 1 explains the concept flexible itinerary.
- 2 describe benefits of flexible itinerary.
3. What are the main difference between flexible itinerary and pre-planned tour itinerary?

Check your answer with the one given at the end of the unit

5.6 Summary

The tour itinerary is influenced by the selection of various factors. There appears to be a difference between first-time traveler who tends to demand more intensive itineraries, and more experienced travelers who appear to prefer a more relaxed itinerary with more days at destination. Thus these opposite desires will influence the tour planning philosophy and itinerary planners will have to consider the target market for a particular destination in order to achieve the correct balance between the number of destination visited and the number of days at destination. Indeed, this concept is especially problematic for itinerary planners as many tourists both first timers and more experienced and therefore the itinerary must satisfy both

Answer to Check Your Progress

1. 1) see sec. 5.2
2). See sec. 5.2
2. 1) see sec. 5.3.
2). See sec. 5.3.
3. 1) see sec. 5.4
2). See sec. 5.4
3) see sec. 5.5

5.7 Glossary:

- **Tour broker:** a person or company which organizes and markets tours
- **Tour catalog:** a publication by tour wholesalers listing their tour offerings
- **Tour conductor:** see tour manager/director
- **Tour consultant:** individual within an agency selling and advising clients regarding a tour. The consultant is sometimes a salesperson with particular expertise in escorted tour sales.
- **Tour departure:** the date of the start by any individual or group of a tour program, also used in referral to the entire operation of that single tour
- **Tour escort:** the tour company staff member or independent contractor who conducts the tour. Often called the tour manager or tour director. It is technically a person that only escorts the group and does not have charge of the commentary portion.
- **Tour leader:** usually a group leader, also see escort

- **Tour manager:** a person employed as the escort for a group of tourists, usually for the duration of the entire trip, perhaps supplemented by local guides. The terms tour director, leader, escort.

5.8 Review Questions:

- Discuss the emerging trends of tour itineraries.
- Elaborate what factors to be considered to prepare tailor made itinerary.
- Explain difference tailor made itinerary and flexible tour itinerary.
- Suggest a pre-planned tour itinerary to Himachal Pradesh for 10 days.
- What are the main benefits of flexible tour itinerary?

5.9 Suggested Readings

- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, New York, 1990.
- Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
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- Syrratt G., Manual of Travel Agency Practice, Butterworth, Oxford, 1995.
- IATA Manual
- Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.

Unit 6

Tour Manager's / Executive's Itinerary

Structure:

6.0 Objectives

6.1 Introduction

6.2 Tour Manager- Concepts and meaning

6.3 Tour Manager- itineraries

6.4 Summary

6.0 Objectives:

After reading this unit, you will be able to:

- Describe definition, meaning and scope of tour Escort.
- Identify significant role played by the tour escorts in both inclusive and escorted tours.
- Explain the main responsibilities of tour escort in the changing tourism marketplace.

6.1 Introduction:

The term 'tour escort' is also used to describe the tour manager, tour conductor, tour director or courier in Europe. Indeed, some tour companies prefer to call their tour leader a 'tour escort' to stress their employee's sightseeing commentary skills. However, in practice the role of the tour escort is different from that of the tour leader. A tour escort is 'one who conducts a tour', or one with 'a broad based knowledge of a particular area whose primary duty is to inform'. Tour escort should ensure that the clients are enjoying their tour and meet their guests' needs. Their responsibilities can be very demanding – assuming the role of leader, educator, and being the first to rise in the morning and the last to go to bed at night. They can work full- or part-time, and during the "High Season" they can be gone up to 150 days at any one time or depending on the requirements.

6.2 Tour Manager/ Escort- Definition, Meaning and Scope:

A person who manages an itinerary on behalf of the tour operator ensuring the programme is carried out as described in the tour operator's literature and sold to the traveller/consumer and who gives local practical information. Further, tour managers may or may not be tourist guides as well. They are not trained or licensed to work in specific areas unless they have the proper requirements or legal right, depending on the region. The tour escort manages the group's passage over a multi-day tour and has intense contact with the tour participants. This person may be an employee of the tour operator, a professional tour escort hired by the tour operator or a representative of the organization sponsoring the trip. The term 'tour leader' is also used to describe the tour manager, tour conductor, tour director or courier in Europe. Indeed, some tour companies prefer to call their tour leader a 'tour guide' to stress their employee's sightseeing commentary skills. However, in practice the role of the tour guide is different from that of the tour leader. A tour guide is 'one who conducts a tour', or one with 'a broad based knowledge of a particular area whose primary duty is to inform'. To avoid confusion, the term 'tour leader' will be used in this paper to indicate the person who actually escorts the tour participants throughout their journey. The person conducting a tour needs a variety of skills and faces many challenges. The tour leader is a psychologist, diplomat, flight attendant, entertainer, news reporter, orator and even translator and miracle professional. To be successful at this job is not easy. Many authors have stated that keeping the tour participants happy and making certain that all services are provided as

contracted are the main responsibilities of the 'escort'. They also suggested 'ten dos and ten don'ts' for escorting a tour. To act professionally and demonstrate leadership, a tour escort should never become personally involved with a tour member, since this may result in losing control of the tour. Undoubtedly, the tour leader is under considerable pressure during the service encounter. It requires patience and care to accomplish the task. Further, strategies for managing a tour group, suggesting that the 'tour manager' must be fair; praise a tour group's behaviour; exceed the client's expectations; be firm when facing disruptive behaviour; encourage client 'adulthood'; exercise leadership; and be flexible. Many studies have demonstrated that the tour leader is a crucial factor in achieving customer satisfaction who sells the next tour. It is also pointed out that a tour leader's performance is a key factor in differentiating a tour operator from its competitors. The tour leader's performance within the service encounter not only affects the company image, customer loyalty and word-of-mouth communication but can also be seen as a competitive factor. But customers' satisfaction with the tour leader's performance does not necessarily mean that customers will be satisfied with the tour operator. What is happening during the service encounter between the tour escort and the customer is essential. Some evidence demonstrating the tour escort's shortcomings included:

- Unfamiliarity with the local language – the tour leader could not help customers to order food;
- Non-familiarity with some hotels arranged for the journey;
- Lack of enthusiasm to help tour participants under certain circumstances;
- Unwillingness to hear advice;
- Inadequate knowledge in interpretation;
- Inadequate communication skills, which resulted in misunderstandings with some of the group members.

Thus, a tour escort is a person who accompanies a tour departure to return, as guide, troubleshooter etc, a person who performs such functions only at the destination.

Check your progress-1:

Answer the following questions.

1. Trace the historical development of tourist manager
2. Define the term tourist escort.

Check your answer with the one given at the end of the unit.

6.3 Tour Manager- Itineraries

South India Temple, Hill Station, Art & Architecture with Mumbai & Matheran Hill Station: Complete Itinerary

Duration: 17 Nights / 18 Days

Places to See: Chennai - Mahabalipuram - Pondicherry - Tanjore - Rameshwaram - Madurai - Kodaikanal - Ooty - Mysore - Bangalore - Hyderabad - Mumbai - Matheran

Day 01: Arrive Chennai

Arrive Chennai airport, meet & greet with our office representative. Assistance and transfer to hotel check in (hotel check in/ out time 1200hrs afternoon, early check in subject to availability of rooms).

PM: city tour of Chennai, visit the **San Thome Cathedral**, built on the site of a 16th century Portuguese basilica which is said to be the tomb of the apostle Thomas, who is reputed to have brought Christianity to India in the 1st century AD. The tour also includes **St Thomas Mount**, the Little Mount Shrine, the **Fort St George**, **St Mary's Church**, and the **Fort Museum** which has a collection of objects from the tenure of the East India Company in Chennai including letters from Robert Clive. The **Marina Beach** is the second longest in the world. Walk along the surf-kissed edge, coast along the Drive, relax in your shorts, take the kids to the aquarium, sip coconut water, but worshippers of the sun, beware! You'll offend everyone if you bring out your bikini. Rumours of sharks and sharp eddies keep all but the bravest away. The academy of classical dance and music, **Kalakshetra** or 'Temple of Art' is in Thiruvananthapuram. Run on the ancient lines of gurukul education, it frequently presents recitals of classical music and Bharatnatyam in town. The **Government Museum and Art Gallery** has objects of art, sculptures and carvings from the Chola, Pandya, Pallava, and the Vijayanagar periods. Overnight at hotel.

Day 02: Chennai – Mahabalipuram [130Kms/ 3hrs approx]

Breakfast at hotel drive to Mahabalipuram, en-route visit Kanchipuram. The Land of Thousands Temples is a small, rural town about 75-km from Chennai in the state of Tamil Nadu. With the Sankara Mutt acting as the hub of Hindu activities and the temples, Kanchipuram is one of the most highly visited pilgrimage spots in India, and can rightfully be called the "Kanchipuram was under the Pallavas from the 6th to 8th century AD and later became the citadel of the Cholas, Vijayanagar Kings, the Muslim and the British. It has been a center of Tamil learning, cultural and religious background for centuries. Kanchipuram has magnificent temples of unique architectural beauty bearing eloquent testimony to its glorious Dravidian heritage.

On arrival check in to hotel. **PM Visit the Cave Temples** which excavated by scooping out the scarp of the hill. The scooping work starts from front to back. The cave temple is usually divided into inner & outer mandapas, distinguished by the difference in levels. The front mandapa will have pillars & plasters numbering 4,6,8,10. The inner mandapa contains single, triple or five cells. The cave temple with little modification is categorized as Mamalla style. The pillars under this style are slender & taller with squatting lion at their base. The pillar is divided into distinct parts known as kalasa, tadi, kumba, padma etc. **Monolithic Temples** are locally known as Rathas. They were executed by chiseling out the exterior face of the boulder. Work started from top to bottom. The pyramidal vimana with sikhara at the top is an important feature of this style. It can be rightly said that these monolithic temples must have paved the way for the structural temples with elaborate architectural & sculptural details in the subsequent stage. There a total number of 8 monolithic temples found in Mamallapuram. The five rathas in one place, Ganesha Ratha, Valayankuttai Ratha & Pidari Rathas. **Five Rathas**, a small hill sloping from south to north has been segmented into five divisions & converted into monolithic temples. The heights of the segments have been cleverly used for temples with single tier to three-tiered vimana. Each monolithic temples shows different kind of sikhara. The five rathas are Dharmaraja Ratha, Bhima Ratha, Arjuna Ratha, Draupadi Ratha and Nakul Sahadev Ratha. **Shore Temple**, The Shore Temple on the Bay of Bengal was constructed in the 7th century during the rule of King Narsimha-Varman II Rajasimha (c. 690-728). The Shore temples is a temple complex consisting of two Siva temples and a carving of Anantasayana Vishnu. The temple facing east is entered by a small gopura. On plan, it consists of a small sanctum & a front mandapa & is a two-tiered vimana. The sanctum is housing a linga. The Somaskanda panel consisting of Siva & Parvati with baby Skanda is on the back wall of the sanctum. The dhara linga & Somaskanda panel on the back wall of the sanctum are the features of the Pallava temples only. Overnight at hotel.

Day 03: Mahabalipuram - Pondicherry 110Kms/ 3hrs approx]

Breakfast at hotel, drive to Pondicherry. On arrival check in to hotel.

PM: Sightseeing of Pondicherry, The name Pondicherry has been derived from the Tamil word Puducheri signifying 'the new settlement'. It was a French settlement that comprised Pondy, Yanam, Karaikal, and Mahe. Amazing is the fact that different districts of Pondicherry fall under different states. The capital Pondicherry is situated in the state of Tamil Nadu at a distance of around 200 km from Chennai. While Karaikal is also a part of Tamil Nadu, Mahe is located in Kerala, and Yanam is in Andhra Pradesh. There is a strong influence of French culture on Pondicherry town, especially on its architecture, a result of the centuries-old relations this place maintained with France. Today, Pondicherry is more famous because of its relation with Sri Aurobindo. Sri Aurobindo selected this peaceful and harmonious place to make his abode in the second decade of this century and remained there till his death. A political revolutionary before coming to Pondicherry, he became one of the most famous sages of modern times produced by India.

Shree Aurobindo and The Mother, his most eminent disciple, set up the **Aurobindo Ashram, Auroville** in 1926. Together they explored the possibilities of yoga and meditation as a path to salvation. At the Ashram residents continue to practice their teachings and run a lot of the cultural activity in Pondicherry. There is an educational centre, which occasionally hosts lectures, screens films and holds play performances. The sun, surf and sand are best at the **beaches** a little outside town. Called Serenity, Quiet and Reppo they manage to live up to their name. The town beach has a 4-meter high statue of Mahatma Gandhi and French World War I memorial. There is a 150-year-old lighthouse also. The **French Institute** is in a stylish colonial building. It has some remarkable old French books that are very rare. The Romain Rolland library has over 60,000 volumes and overlooks the sea. Along with the 'kepis' capped cops and its streets being called 'rue', it is the churches that help the town retain its European charm. The church of **Our Lady of the Immaculate Conception** or Notre Dame de la Conception is almost 300 years old. The church to **Our Lady of Angels** is famous for an oil painting that was gifted by Napoleon III. The most magnificent however is the grand gothic **Sacred Heart Church** with 3 stained glass panels of the life of Christ. Just outside town is a copy of the Basilica at Lourdes. Many temples around Pondicherry are dedicated to Ganesh, the half man half pachyderm god who is the Destroyer of all Obstacles. The oldest ones date back to the 10th century Chola Empire. The **Vinaynagar Manakula temple** has a golden dome and a collection of 40 beautiful friezes. The temple to the local goddess **Drowpattiamman** has a fire festival in July-August.

The Botanical Gardens are pleasant for a stroll and the aquarium has a collection of exotic ornamental fish. The **Pondicherry Museum** has a really eclectic collection of this, that and the other. It has an art collection, Pallava sculptures, handicraft, weaponry, archaeology, geology and the old French Governor Dupleix's bed, an old palanquin and such interesting odds and ends! The **Jawahar Toy Museum** has a collection of dolls dressed up to represent every state in India. Also visit **Auroville** is something of an avante garde community 10 km from Pondicherry. It was instituted by The Mother in 1968 as an experiment in international living. The aim was spiritual regeneration and communal harmony. Over 1200 people are divided into several communes like 'Forecomers', 'Grace', 'Sincerity' etc with each commune engaged in a separate field of research. Casual tourists aren't encouraged but anyone with a genuine interest in the philosophy is welcome. Auroville is sprawling so the biking there, around and back will be heavy work. Mopeds might be a better idea. Overnight at Hotel.

Day 04: Pondicherry - Tanjore (190Kms/4hrs approx)

Breakfast at hotel drive to Tanjore. On arrival check in to hotel. **PM: Sightseeing of Tanjore or Thanjavur** was the ancient capital of the Chola kings whose origins, go back to the beginning of the Christian era. Power struggles between these groups were a constant feature of their early history, with one or other gaining the ascendancy at various times. The Cholas' turn for empire building came between 850 and 1270 AD and , at the height of their power. Probably the greatest chola emperors were Raja Raja who was

responsible for building the Brihadishwara Temple (Thanjavur main attraction) and his son Rajendra-I whose navy competed with the Arabs for controls of the Indian Ocean trade routes and who was responsible for bringing Srivijaya under Chola control.

Thanjavur District is the Rice Bowl of Tamil Nadu. The Big Temple and the other famous temples in the district are known all over the world. Thanjavur was the cultural capital of the country in 1790. Thanjavur gained prominence during the period of Chola Kings, who made it as their capital. Thereafter, it was ruled by Nayaks and Maratta Kings, who nurtured art and culture. The cultural, the architectural and the scholarly pursuits of these rulers are reflected in the great monuments like Grand Anaicut, Big Temple and Serfoji Mahal Library etc. in the district. Thanjavur rose to glory during the later Chola reign between the 10th and 14th Centuries and became a centre of learning and culture. It is the headquarters of Thanjavur district, the 'Rice Bowl' of Tamil Nadu. It is also known for its exquisite handicrafts, bronzes and South Indian Musical Instruments.

The main tourist attractions of Tanjore are **Brihadeshwara Temple & Fort** : built by great Chola king in the 10th century it is an outstanding example of Chola architecture and is listed in world heritage. On the top of the apex of 63 metres high, a dome is said to be constructed from a single piece of granite, weighing an estimated 81 tones. **Thanjavur Palace & Museum** : the palace near the temple is a vast building of masonry built by the Nayakas around 1550 and partly by the Maratha. The palace houses an art gallery, a library and a hall of music. The art gallery occupies the Nayak Durbar Hall. It has a superb collection of Chola bronze statues from the 9th to 12th centuries. The Saraswati mahal Library is next door to the gallery. **Art Gallery** : In the Palace there are a number of granite and bronze statues of the Chola period. Visiting Times: 9.00 - 13.00 hrs and 15.00 - 18.00 hrs. **Saraswathi Mahal Library** : In another section of the Palace is the library where over 30,000 palm leaf and paper manuscripts in India and European languages are preserved. Visiting Times: 9.00 - 13.00 hrs and 14.00 - 17.00 hrs. Wednesday Holiday. **Schwartz Church** : (In the Palace garden) Built in 1779 AD by Rajah Serfoji in token of his affection for the Rev.C.V.Schwartz of the Danish mission. Overnight at Hotel.

Day 05: Tanjore – Rameshwaram (240kms / 5hrs approx)

After breakfast at hotel drive to Rameshwaram, check in at hotel. Rest day free and easy for personal activities relax etc. Overnight at hotel.

Day 06: Rameshwaram

Breakfast at hotel, visit **Sri Ramanathaswamy Temple**; This temple dedicated to Lord Shiva constitutes the main attraction of the town of Rameswaram. Situated near the sea on the eastern part of the island, this temple is mostly known for its staggering structure, magnificent corridors and spectacular sculptures. It has been built under the patronage of a number of rulers from the 12th century. The most premier aspect of the temple is its

corridor that is world's longest one and stretches about 197 meters in East-West direction and 133 meters in the North-South direction.

The temple is even more appealing to the devotees because of the legend associated with it. It is believed that Lord Rama, after having killed Ravana had decided to offer Lord Shiva a prayer of gratitude for having guaranteed his succeeded in the war. He instructed Hanuman to fetch the lingam from Kailasa within a certain time, but Hanuman was delayed and Sita had to prepare one of sand, before the auspicious hour. It is said that this is the same Lingam of Sri Ramanatha in the temple. What acts as a supplementary to enhance this aura of myth and supernaturalism in the temple are the 22 wells, the water of which are believed to have medicinal properties. Also water from every well tastes different from the other. **Satchi Hanuman Temple;** Very near to the Sugreevar temple is the Satchi Hanuman Temple, which is located about 3km from the main temple of Lord Ramanathaswamy. Legend has it that this temple enshrines the very spot where Hanuman had given Rama the good news of the welfare of his wife Sita with a stchi or an evidence of the Choodamani, or a jewel that Sita possessed. This is also a favorite destination for the devotees.

Rest day visiting the numerous other temples or relax. Overnight at hotel.

Day 07: Rameshwaram – Madurai (168kms/ 3-4hrs approx)

Breakfast at hotel, drive to Madurai check in at hotel.

PM visit, Meenakshi Temple: This temple is the city's main attraction. This temple is nearly 2000 years old placed in the heart of the old town - a splendid example of Dravidian architecture. A striking feature of the temple is the astonishing structure know as "Ayiramkaal Mandapam" or the Hall of Thousand Pillars and each pillar features high, ornate, bold sculptures that look life like. The present temple was designed in 1560 by Vishwanatha Nayak and subsequently built during the reign of Tirumalai Nayak. There are four entrances to the temple with an area of six hectares. Each of its 12 towers has the height of 45 to 50 meters. The Potrama Raikulam or the Golden Lotus Tank is the place where the Tamil literacy society, called Sangam used to meet to decide the merits of the work presented to them. The temple museum has 985 richly carved pillars and each one surpasses the other in beauty.

Tirumalai Nayak Mahal: This Indo-Saracenic building was built in 1636 by the ruler whose name it bears. The imposing edifice is famous for the "Stuccowork" on its domes and impressive arches. The Sorgavilasam (Celestial Pavilion), measuring 75m x 52m, constructed entirely of brick and mortar without the support of a single rafter or girder, is a marvel of indo-Saracenic architectural style. Among other striking features of the palace are the massive white pillars, several of which line the corridor that runs along the courtyard. Connected by high decorated arches, these pillars measure 20m in height and have a circumference of 4m. Elsewhere, there are polished black stone pillars of varying

heights. It was King Thirumalai Nayak's grandson who demolished much of the fine structure and removed most of the jewels and woodcarvings in order to build his own palace in Tiruchirapalli. **Gandhi Museum:** The 300-year-old palace now converted into Museum has a picture gallery, a library of personal memorabilia of the Mahatma Gandhi and an exhibit of South Indian handicrafts and village industries.

Vaniyur Mariamman Teppakulam: This enormous temple tank is fed by water from the Vaigai river. Mariamman Teppakulam is a beautiful square tank spread over a huge area of almost 16 acres, located about 5Kms East of Meenakshi Temple. The tank is the scene of the colourful float festival held in January/February to celebrate the birth anniversary of King Thirumalai Nayak, who built this tank. The deities of Meenakshi and Sundareswarar are placed in a float, called "Teppam", decorated with flowers and illuminated with hundred of lights. This float is taken around the tank to the sound of traditional music. On the Northern side of the tank a temple is dedicated to Mariamman, a famous village deity of Tamil Nadu. Overnight at Hotel.

Day 08: Madurai – Kodaikanal (116kms/ 2-3hrs approx)

Breakfast at hotel, drive to Kodaikanal, check in at hotel.

Later visit Star Shaped Lake - one of the major attractions of this quaint little hill station. Situated at the heart of the main town area, it is also a favourite evening spot for the locals as well. It is the legacy of former Collector, Sir Vere Levinge, who formed it by damming the valley where three streams flowed. The entire lake area is spread over an area of about 60 acres. Here you can also try out some boating courtesy the Boat Club that is located here. Moreover, small horse rides can also make a good pastime in the early evenings.

Solar Observatory - one of the only three solar observatories in the world that is more than 75 years old. Built at an elevation of 2343 meters, the Solar Observatory was built at the highest point of the town. You can have a look into the solar system by booking your tickets for the scheduled shows.

View Point - from where you can have a thrilling view of the entire Kodai valley. The hill station best view points are Pillar Rocks, Green Valley View point and the Dolphin's Nose. You must not miss a visit to these places as they are known for their natural marvel and beauty. You could also find some of the locally made products here to take along as the memorabilia of your visit. Overnight at hotel.

Day 09: Kodaikanal – Ooty (256kms/ 5hrs approx)

Breakfast at hotel, drive to Ooty check-in at the hotel. **PM Sightseeing of Ooty;** situated in Nilgiri Mountains near Tri Junction of Tamil Nadu, Karnataka and Kerala. Ooty is the only hill station in India which attracts visitors during all seasons. It has built up a famous as the 'all-seasons -hill resort' and the 'queen of hill stations'. It is one of the most popular

hill resorts in southern India at an elevation of 7216 ft. above sea-level, her moods change with every season, but each of her moods is hospitable to the visitor. Nestling among the hills at a point where the Eastern Ghats meets the Western Ghats, the district headquarter town of Udhagamandalam sprawls along a beautiful plateau. The Eastern Ghats are mighty and attractive while the Western ghats have wooded loveliness. Nature unfolds itself in and around Ooty in a myriad of profiles, each one with a distinctive grandeur and individuality.

The first inhabitants of this land were a tribe called Todas who had been living here long before the British came in the early nineteenth century. But the credit for modernising Udhagamandalam and making it accessible goes to the British who constructed the first railway line in the area and made it the summer capital of the Madras Presidency. Todas antedated all explorers to the Nilgiris by a great margin of time. Mr. John Sullivan discovered Ooty in 1820. He built a permanent house at Nilgiri Hill and this was the beginning. Soon several other British officers built their summer houses. Horses, pony bullock cart and tonga were transportation modes at that time. Overnight at hotel.

Day 10: Ooty – Mysore – Bangalore (260kms/ 5hrs approx)

Breakfast at hotel, drive to Bangalore, en route visit Mysore Palace built in 1911-12. The piece of harmonious synthesis of the Hindu and saracenic styles of architecture with archways, domes turrets, colonnades and sculptures which are magnificent. The palaces and royal garden of Mysore, 'The Jewel of Karnataka', provide glimpses of its past grandeur. Thus the Maharaja's Palace is one of the largest in the country, embellished with stained glass and domes and turrets giving it an ethereal air. We enjoy our afternoon sightseeing tour visiting Chamundi Hill lies just outside the city and is topped by a temple to Chamundi, the Rajas chosen diety. Half way up the hill, sits a huge granite statue of Nandi, the bull, Lord Shiva's vehicle, and the route is dotted with other minor shrines. Late visit to Maharajas Palace, completed in 1912, dominates the centre of Mysore. The building is a synthesis of Hindu and Sarancenic architecture, designed by Henry Irwin, a British architecture.

Srirangapatnam fort the stronghold of Tippu Sultan. Tippu made a last minute ditch Against the British in 1799 before surrendering his kingdom. Among the many fort buildings still intact, are Tippu's Airy summer palace and his tomb at the Darya Daulat Bagh (garden). **Daria Daulat Bagh:** Built in 1784, this Summer Palace was one of Tipu's favourite retreats. It stands on a raised platform at a height of 1.5 metres. The Bagh is situated on the banks of Cauvery river has treasured the paintings, engraving, arms that depict the Valant victories and Struggles of Tipu Sultan. The structure made of teak, this Indo-Saracenic structure has ornate and beautiful frescoes. The corridors showcase murals which describe Tipu's ordeals in the battlefield against the British. After sightseeing of Mysore continue drive to Bangalore. On arrival check in at hotel Overnight at hotel.

Day 11: Bangalore – Hyderabad (flight)

Breakfast at hotel, half day city tour of Bangalore 'Garden City' visiting the **Lal Bagh Garden**: Hyder Ali laid out this famous botanical garden and his son added horticultural wealth to them by importing trees and plants from several countries. The garden today houses over 1000 species of flora which include rare and enchanting collection of tropical plants, trees and herbs. Also see the Government buildings **Vidhana Soudha**: This splendid neo-Dravidian granite building that dominates the northern boundary of the Cubbon Park is the home of the State Legislature and the Secretariat. The massive sandalwood door of the Cabinet room is a spectacular feature of this imposing building. The Vidhana Soudha is bedecked in illuminated glory during special periods and is a sight worth viewing.

The Bangalore Palace & Fort: The Bangalore Fort was built by Kempe Gowda and expanded by Tippu Sultan. Within its walls is the well preserved 16th century Ganapathi Temple. The Bangalore Palace was built by a Wodeyar king in 1887 on the 400 acre space. Inspired by the Windsor castle, this palace was built in the Tudor style, complete with Gothic windows, foiled windows, battlements and turrets resembling the Daria Daulat Palace in Srirangapatnam, this summer palace has been constructed largely of wood and is famous for its carving and paintings. **Tippu's Summer Palace**: The palace was first a mud-brick defense built by Kempegowda in 1537. Hyder Ali and his son Tipu Sultan later rebuilt it 1791. The two-storied structure (replica of the Daria Daulat in Srirangapatnam) served as Tipu's summer retreat. An inscription on the wooden screen describes the palace as the 'abode of happiness', almost mocking the ruins that surround it. Though the palace still has elegant teak pillars, most of the painted decorations have been destroyed and it is in very bad shape.

Afternoon transfer to airport to board flight for Hyderabad. On arrival meet with our office representative, assistance and transfer to hotel. Overnight at the hotel.

Day 12: Hyderabad

Breakfast at hotel, full day city tour of Hyderabad a 400 year-old metropolitan city teeming with bustling-bazaars and Muslim monuments. **Hyderabad**: founded on the River Musi five miles east of Golconda, in 1591-92 by Muhammad Quli Qutb Shah. In the 16th century the city grew rapidly along the banks of river Musi. Many buildings sprang up along the River Musi and Golconda was the capital of the Qutb Shahi rulers. Hyderabad, under the Nizams, was the largest princely state in India. Area wise it was as big as England and Scotland put together. The State had its own currency, mint, railways, and postal system. There was no income tax. Soon after India gained independence, Hyderabad State merged with the Union of India. On November 1, 1956 the map of India was redrawn into linguistic states, and Hyderabad became the capital of Andhra Pradesh.

AM visit Charminar: an imposing monument, which reflects the glory of the Qutub Shahi dynasty. It is a massive square structure, 56 m (183.72 ft) high and 30 m (98.42 ft) wide. This monument is built entirely of granite and lime mortar. It has 4 minarets one on each of its corners. These fluted minarets are attached to the main building and rise towards the sky to a height of 56 m (183.72 ft). Each minaret of the Charminar has a double balcony. A small bulbous cupola crowns each of these beautiful minarets, which is decorated with petal like formations. A short pointed spire crowns all the minarets. This beautiful colossus in granite, lime, mortar and, some say, pulverized marble, was at one time the heart of the city. This great tribute to aesthetics looks sturdy and solid from a distance but as one moves closer, it emerges as an elegant and romantic edifice proclaiming its architectural eminence in all its detail and dignity. **Grand Mecca Masjid:** oldest masjids in the city & the biggest. Muhammed Quli Qutub Shah began building it in 1617 under the supervision of Mir Faizullah Baig and Rangiah Choudhary. Mughal emperor Aurangzeb completed the construction in 1694. It took 77 years to come up as the magnificent edifice we see today.

PM excursion to visit Golconda Fort: of the most magnificent fortress complexes in India, once famous for its diamond mines. The history of Golconda Fort dates back to the early 13th century, when this south eastern part of the country was ruled by the Kakatiyas. It is built on a granite hill 120 metres high, and is surrounded by crenellated ramparts constructed of large masonry blocks weighing several tonnes. The massive gates are studded with large pointed iron spikes to prevent elephants from battering them down. The outer wall surrounding the entire township of Golconda, is about 11 kilometres long, and is strongly fortified. In its heyday, the 10 kilometre long road from Golconda to outer Hyderabad, was a fabulous market selling jewellery, diamonds, pearls and other gems, which were famous all over the world. **Qutub Shahi Tombs:** Quite close to the Golconda fort are the tombs of the seven Qutub Shahi rulers in the Ibrahim Bagh. The galleries of the smaller tombs are of a single story while the larger ones are two storied. In the center of each tomb is a sarcophagus which overlies the actual burial vault in a crypt below. The domes were originally overlaid with blue and green tiles, of which only a few pieces now remain. Overnight at hotel.

Day 13: Hyderabad – Mumbai (flight)

Breakfast at hotel, transfer to airport to board flight for Mumbai. On arrival meet and greet by our office representative assistance and transfer to hotel. Rest day free and easy for personal activities relax etc. Overnight at hotel.

Day 14: Mumbai

Breakfast at hotel, full day for visiting Essel World the hottest destination for the ones who are all set to have fun.

Mumbai's only international style theme park and scintillating amusement center that is located close to Gorai Beach, Essel World is the place to be for all in love with racing their adrenaline to the maximum. Essel World has a special place in the hearts of Mumbaikars and also people across the country. This is because it is the oldest amusement park in the city. Many people from contemporary age have grown along with Essel World. Though being one of the first amusement park, it is new in style and concept. Essel world is an international-style theme park and amusement park that has defined the parameters of modern fun. It constantly adopts new progressive technologies to redefine itself. Outside the city limits you could hire special ferries to reach the park that sprawls over 64 acres of green landscape. With over 34 thrilling and scintillating rides, games and amusements, EsselWorld is a guaranteed spot to pep you up. There is something for all; the entire fun extravaganza includes Children's Rides, Adult's Rides and Family Rides. You would also love to try some of the coin-operated games, like Crazy Shuttle, Derby Racer, Aqua Blasta, Water Lazer etc. Some of the freaky rides of the park are Crazy Cups, Road Train, Riki's Rocking Alley, Tilt-a-Whirl, Zipper Dipper, Highway Cars, Hedge Maze, Fun Net, Haunted Hotel, and Prabal - the Killer. Essel world offers economical packages for weekends and season specials. Opens everyday from 11:00 hrs to 19:00 hrs, Essel World is a great amusement park where fun never stops. The wide array of restaurants offers delicacies from local over and above international cuisines. The Wet World at Esselworld seems to be the stomping ground during summers, when people come here to relax themselves in the soothing showers of water. Rain pool, Splash pool, Croc pool and Lazy River are the prime attractions of this water park. The amusement park has been styled on international patterns and frequently implements new technology, in form of machineries and environment, to redefine itself. Water Kingdom is the twin park of Essel World. While providing nonstop, fun amidst adventurous rides and 30,000 species of flora, both of these amusement centers allure over 1.8 million people annually. In a nutshell, Essel World is the best place to get entertained ceaselessly in Mumbai.

Day 15: Mumbai - Matheran (85kms/ 2hrs approx)

Breakfast at hotel, **AM** city tour visit the **Gateway of India**: Mumbai's most famous landmark, The Gateway of India, is situated at Apollo Bunder. It was designed by George Wikket. It was built to commemorate the visit of King George V and Queen Mary to India in 1911. Through this magnificent monument, numerous viceroys and governors were welcomed to India as they disembarked from their steamers, hence the name. **Prince of Wales Museum**; Barely a stone's throw from the Gateway of India is the Prince of Wales Museum, a magnificent, but somewhat strange structure, built in a confluence of Gothic and Moorish styles, and crowned by a sparkling white dome. It boasts a good collection of ancient Indus Valley artifacts dating back to 2000 BC, plus some priceless Tibetan and Nepali Art. There is an entire gallery devoted to Buddhist tankha scrolls and another to Tibetan bronzes, but the chief attraction here is the collection of over 2000 miniature paintings from the various art schools of India. Next to the Museum is the Bombay Natural History Society, which has an extensive collection of local flora and fauna.

PM drive to Matheran, check in at hotel. Rest day free and easy for personal activities relax etc. Overnight at hotel.

Day 16: Matheran

Breakfast at hotel, sightseeing of Matheran one of the most exquisite and beautiful hill stations placed at an altitude of 800m above sea level and situated at a distance of 100km from Mumbai, the major tourist attractions of the place are its 38 vantage points that offer breathtaking view of the whole place and its nearby areas.

Echo Point; this is a crucial point that offers a panoramic view of the whole place. As the name suggests, Echo point is well-known for allowing you to enjoy your echoes. This has made the place very popular amongst locals as well as tourists. **Charlotte Lake;** this lake is the main source of water supply in Matheran and a major point of the place. It is located at a distance of 1 km from the main market and looks idyllic during the monsoons, but dries up during the summers.

Louisa Point; Located on a plateau, this famous lookout point offers a spectacular view of the ruined forts of Prabal and Vishalgarh. The famous "Lion's Head" (a rock resembling a lion's head) is located close to it. **Alexander Point;** It is a famous point located 1 km towards the north of the place. This point provides splendid views of the Garbut Point, the Chowk valley and the Ulhas River, and is a favorite among the sightseers. **King George Point;** during the monsoons, water from the nearby Charlotte Lake overflows and forms various waterfalls around the place. This is the point that beautifully captures these waterfalls and hence is a popular point during the season of showers. **Sunset/Porcupine Point;** Located at a distance of 4 km from the main market, this point is famous for its views of the setting sun. This point offer views of a dark forest below. Prabalgad can also be seen from this point.

Monkey Point; It is a well-known point, famous for the large number of mischievous monkeys that throng the place. The point also offers a mesmerizing view of the verdant plains below. **More Tourist Attractions;** Other important points are Heart Point, Malang Point, Honeymoon Hill, Lords Point, One-tree Hill, Olympia, Paymasters Park, Artists Park, Mount Barry, etc.

Overnight at hotel.

Day 17: Matheran - Mumbai (85kms/ 2hrs)

Breakfast at hotel, drive to Mumbai check in at hotel.

PM visit Hanging Gardens; laid out in 1881 these formally laid out gardens have a notable collection of hedges shaped like animals. Perched at the top of Malabar Hill, on its western side, just opposite the Kamala Nehru Park, these terraced gardens, also known

as Ferozeshah Mehta Gardens, provide lovely sunset views over the Arabian Sea. The park was laid out in the early 1880s over Bombay's main reservoir, some say to cover the water from the potentially contaminating activity of the nearby Towers of Silence. **Marine Drive**; which runs along the shoreline, starting at Nariman Point and up to Malabar Hill. This is a windswept promenade, flanked by the sea and a row of art deco buildings. Looped between the concrete jungle of Nariman Point, Mumbai's Manhattan, and the leafy green slopes of Malabar hill, Marine Drive was once called the queen's Necklace, strung with glittering street lights like an enormous strand of imperious jewels. It is also one of Mumbai's busiest roads, an important artery for the heavy suburban traffic heading downtown. Cars whiz continually past the two mile stretch, past huddled lovers, children and babies in perambulators. Like other seafronts, this is where most of south Mumbai comes to breathe in some fresh air. Overnight at hotel.

Day 18: Mumbai – Departure

Breakfast at hotel, transfer to airport to board flight for your onward destination.

Check your progress-1

Answer the following questions.

1. Discuss the role of tourist escort.
2. What are the main responsibilities of tourist escort?
3. Explain the professional ethics in tour escorting.

Check your answer with the one given at the end of the unit

6.4 Summary

In this short unit, the focus was on the role, responsibility and professional ethical obligations of tour escort, with the stress on definitions of tour escort, code of conduct and code of practice. This is all in consideration for the working environment both in Western countries and even Asian countries. At the end of the unit, students understand the concept of tour escort, role and their responsibilities in the tourism industry.

Answer to Check Your Progress:

- 1) see sec 6.2
- 2) See sec 6.3
- 3) See Sec 6.3

6.5 Glossary:

- **Travel & tour guide** - escort tourists around places of interest such as historic buildings, museums and other sight-seeing tours and point out interesting information.
- **Resort representative** - usually work in overseas holiday resorts, taking care of holiday makers and act as a contact point for information and assistance. They also hold welcome meetings for guests, help to arrange trips, entertainment and accompany tourists on transfers to and from the airport.
- **Tour manager** - accompanies tourists on group tours and ensure that the holiday run smoothly. Duties include keeping holiday makers informed, liaising with hotels, travel agencies and officials at tourist sites.
- **Travel consultant** - provide customers with information and advice on holidays and arrange holiday bookings.
- **Tour Conducting** is about managing tours, it involves traveling with groups while staying with groups, controlling and entertaining people dealing with problems and at times guiding tours. The tour conductor can be with that group, depending on the type of tour for two to three weeks.
- **Tour escort**: a person who accompanies a tour departure to return, as guide, troubleshooter etc, a person who performs such functions only at the destination
- **Tour Guiding** is usually for a shorter length of time. It refers to the specific activity at a sight or an attraction for a scheduled portion of time.

6.6 Review Questions

- What is a tour Escort? Describe historical growth and development of tourist escort in India.
- Illustrate the significant role played by the tour escorts in both inclusive and escorted tours.
- Explain the main responsibilities of tour escort in the changing tourism marketplace.
- What do you mean by professional ethics? Discuss the tour escorts' professional ethics.
- Write a note on Escorting services in India.

6.7 Suggested Readings

1. Black, R. & Weiler, B. (2005) Quality Assurance and Regulatory Mechanisms in the Tour Guiding Industry: A systematic review. *Journal of Tourism Studies*. Vol. 16 No. 1, 24-36. 5.
2. Cohen, E. (1985) The Tourist Guide: the Origins, Structure and Dynamics of a Role. *Annals of Tourism Research*. Vol. 12, 5-29.
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7. Weiler, B. & Ham, S.H. (2002) Tour Guide Training: A Model for Sustainable Capacity Building in Developing Countries. *Journal of Sustainable Tourism*. Vol. 10 (1), 52-69. 28.
8. Bruce Prideaux, Gianna Moscardo, and Eric Laws (2006) *Managing tourism and hospitality services: theory and international applications* ,CAB International, UK.

Unit 7

Tour Escort Itineraries

Structure

7.0 Objectives

7.1 Introduction

7.2 Common Interest and Special Interest Itineraries – Concept, meaning and salient features

7.3 Common Interest and Special Interest Itineraries- case models

7.4 Summary

7.0 Objectives

After reading this unit, you will be able to:

- Describe the meaning and concept of special interest tourism;
- Explain the unique features of special interest tourism,
- Discuss the Common Interest and Special Interest Itineraries

7.1 Introduction:

It is easy to attract visitors when you have plenty of resources, nice accommodations, powerful selling techniques, many supporting sectors and of course reliable government support. The challenge starts when you lack most of the above and what you have is only a handful of beautiful natural resources, breathtaking sceneries, goodwill and a great desire and pride to show those visitors what your country is made of. Rich natural resources, a breathtaking coastline, rich flora and fauna, historical, cultural and religious heritage, which all combined together within the same small country; represent a big advantage for India. This Unit attempts to familiarise you with the special interest tourism along with the basic knowledge and requirements of special interest tourists. It also develops an understanding of preparation of special interest tour itineraries.

7.2 Common Interest and Special Interest Itineraries – Concept, meaning and salient features

While we are all aware that India is blessed with a high diversity of resources and good opportunities for the development of tourism, we cannot say this sector is generating the expected results. Rich natural resources, a breathtaking coastline, rich flora and fauna, historical, cultural and religious heritage, which all combined together and represent a big advantage for India

Special Interest Tourism - Definition and Trends

A widely known and accepted definition of tourism is travel for leisure, business or recreational purposes. In 1994 the United Nations defined three forms of tourism with regard to a specific country: (UN, 1994)

- a) Domestic tourism;
- b) Inbound tourism; and
- c) Outbound tourism.

The first one involves residents of the same country traveling only within the same country; the second includes non-residents traveling into this country and the third one involves residents traveling in a foreign country. By combining these three basic definitions the United Nations created three main categories of tourism: internal tourism

which is a combination of both domestic and inbound tourism, national tourism comprising domestic tourism and outbound tourism and international tourism which includes inbound and outbound tourism.

According to Read (1980), in Hall and Weiler (1992), the conceptualization of the term 'Special Interest Tourism' (SIT) emerged during the 1980s and can be seen as the predecessor of 'Niche Tourism'. Early discussion of SIT set the context for the development of niche tourism markets, and was seen to be a prime force associated with the expansion of tourism and the motivation around which tourist activity was planned and advanced.

Special interest tourism comprises different special interest travel forms which have become known as niche markets over the years and gained popularity among the actors of the tourism industry. While there is not a limit to these niche markets some of them have become more sustainable and considered categories of special interest tourism. These main categories along with a short description for some of them are:

- a) Adventure tourism
- b) Rural Tourism;
- c) Cultural tourism;
- d) Religious tourism;
- e) Ecotourism;
- f) Culinary tourism;
- g) Wildlife tourism;
- h) Heritage tourism;
- i) Medical tourism.

Adventure tourism: According to travel-industry-dictionary adventure tourism is "recreational travel undertaken to remote or exotic destinations for the purpose of exploration or engaging in a variety of rugged activities". Programs and activities with an implication of challenge, expeditions full of surprises, involving daring journeys and the unexpected. Climbing, caving, jeep safaris are examples of adventure tourism.

Rural Tourism: According to Eurostat (1998) rural tourism "regards the activities of a person travelling and staying in rural areas (without mass tourism) other than those of their usual environment for less than one consecutive year for leisure, business and other

purposes (excluding the exercise of an activity remunerated from within the place visited) ”.

Cultural Tourism: “Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological” (Stebbins, 1996, p. 948). This definition incorporates a variety of cultural forms, including the history, religion(s), art, architecture and other elements that have contributed in forming of the specific culture of the visited region.

Religious tourism: Is that form of tourism where groups of people or individuals travel for pilgrimage, leisure or missionary purposes.

Ecotourism: According to The International Ecotourism Society (1990) ecotourism is “responsible travel to natural areas that conserves the environment and improves the well-being of local people”. While these definitions are helpful to support our idea and our choice of case studies, they would not be enough to understand special interest tourists. Instead we should focus especially on whom these tourists are, their characteristics and interests. Special interest tourists are generally adults or third age persons, adolescents and children (members of family or school groups), with the following characteristics:

- Spirit of adventure;
- Curiosity and
- sharing experiences.

Their intention is to travel to destinations which are environmentally and culturally rich, well conserved, seldom frequented and places where one can still enjoy the luxury of tranquillity.

Special interest tourists enjoy activities in contact with nature, beauty of a conserved natural area, the pleasure of watching the fauna in its natural habitat, of exploring, discovering and learning, overcoming obstacles and feeling the pleasure of overcoming them. Furthermore, they like to discover how easy it is to read a map, navigate a river and learn climbing techniques, diving, horse riding, canoeing, driving cattle, packing and carrying a rucksack. For that tourist the physical effort involved is a small price to pay for enjoying the view of a mountain, camping next to a lake of still clear water or watching an eagle soaring in the wind. Above all there is the pleasure of sharing experiences with friends and relatives. Thus, Special interest tourism may be defined as a form of tourism which involves consumers whose holiday choice is inspired by specific motivations and whose level of satisfaction is determined by the experience they pursue.

Salient features of Special Interest tourism:

Special interest tourism contributes to the economy and helps to raise several niche markets. Special interest tourists express an aspiration for real experiences and authenticity which allow them lively recognition with host communities in a non-exploitative manner and tourists' involvement with special interest activities becomes a platform to provide the way of finding personal fulfilment. SIT is ethical and sustainable tourism as the tourist experiences are not gained at the cost of damaging the qualities, if a society which made the experience possible.

- Competition (play/social to pure sport/serious orientation in sport tourism), – formality (informal to formal in educational tourism and eco-tourism), – depth of interest (shallow to deep in eco-tourism and cultural tourism).perceived to real/soft to hard in adventure tourism.
- social orientation (programs/courses/family/friends toppers/teams/solo),
- environmental/physical orientation (natural/unstructured to developed/structured),
- local to global (familiarity and proximity to novel and exotic),
- Access (cost, time, equity, low to high).
- Frequency of participation (measures prior experience with activity, familiarity of setting).
- Skills, knowledge, setting attributes – low to high,
- Locus of control/autonomy (perceived to real competence).
- Importance/enjoyment (attraction),
- self expression/sign,
- Centrality.
- Risk probability
- Choosing one activity/product over other options.
- Risk consequences
- Making poor choices
- These categories overlap in many cases.
- Cycle tourism may involve aspects of 'green' tourism, rural tourism, travelling for health and wine and food tourism.
- It's helpful to be able to imagine a range of special interest tourism categories, though.
- One of these that we shall look at now is 'dark tourism'.

Check your progress-1

Answer the following questions.

1. Define the concept of special interest tourism.
2. Identify main features of special interest tourism.

Check your answer with the one given at the end of the unit

7.3 Common Interest and Special Interest Itineraries- Case Models

Discover Bhutan Tour

Tour Type: Special Interest

Duration: 09 Night / 10 Days

Destination Covered: Delhi, Paro, Thimpu, Punakha, Paro

Accommodation Type: Luxury Hotels

Tour Customizations: Customizable & Extendable

Detailed Itinerary

Days 1 : Arrive Delhi

Upon arrival you are met and transferred to your prebooked Hotel. Upon arrival at the hotel you are received with a traditional welcome . Rest of the Days is relaxing and for free activities.

Over night at Hotel.

Days 2 : Delhi

This morning we visit Old Delhi, built in the 17th century by Shah Jehan the Magnificent (who also built the Taj Mahal). First we will be visiting the famous Jama Masjid mosque with its 9,000 sq. ft. courtyard, three domes and two minarets, and then proceed to the massive complex known as the Red Fort. Afternoon we'll visit Lakshmi Narayan Temple, a Spectacular structure that's just 60 years old , and then proceed via India Gate and the Governmental building to Qutab Minar, the 240 foot tower built in 1190 to commemorate the arrival of Islam in India, the Bahai Temple with its nine pools on an elevated platform, and the Crafts Museum, which replicates an Indian street with over 50 artists and craftspeople at work. Over night at the Hotel

Days 3 : Delhi - Paro (By Flight)

Your flight this morning takes you to the majestic mountain retreat of Bhutan. This hidden treasure of the Himalayas, known as The Dragon Kingdom, is still home to an ancient style of life. Remote, mysterious and truly special, Bhutan's pure and genuine cultural heritage is a priceless gem in the treasure - house of the subcontinent.

The beautiful terraced valley where the medieval town of Paro nestles is home to many of Bhutan's oldest temples and Dzongs. These are centuries - old repositories of cultural treasures and works of art. Visit Paro Market and town this evening. A stroll down main street is a very Pleasant experience. Over night at the Hotel.

Days 4 : Paro

Our Tour of Paro starts with a drive to view the Takstang Monastery (Tiger's Nest)

from a distance. Later visit Kila Gompa. Afternoon visit the Ta Dzong Fort. Now the National Museum of Bhutan which displays antique thankha paintings, textiles, weapons and a very interesting collection of postage stamps. Later drive to the Rinpung Dzong built during the 17th century. Which is now used as an administration center and school for monks. Over night at the Hotel

Days 5 : Paro - Thimpu (By Surface)

You are Driven through spectacular mountain views and peaceful countryside to Thimpu, Bhutan's capital. Enroute, visit a Bhutanese farm house, Traditionally built entirely without nails. Over night at Hotel ,

Days 6 : Thimpu

Your tour of Thimphu includes the Simtokha Dzong, the oldest fortress of its 1627. It now houses the Dzongkha Language and Religion University. Protection of their unique and precious heritage in this last remaining stronghold of Himalayan .Buddhism is now a priority of the government. Also visit the great Tashichho-Dzong - or Fortress of the Glorious Religion - the center of government and religion. Stroll to Changgankha Monastery, and visit the handicrafts emporium to shop where a wealth of artistic skills are displayed.Over night at the Hotel

Days 7 : Thimpu - Punakha (By Surface)

After breakfast we continue our drive towards Punakha -The first stop after leaving Thimpu is Dochula Pass at 10,500 ft., offering breathtaking views of the Himalayan Range and the valleys below. Punakha holds the title of winter capital because of its more temperate climate. Bhutanese monks and the leader still live in Punakha during winters. Punakha Dzong was strategically built at the confluence of the phochu and mochu Rivers in 1637 by the first Shabdrung of Bhutan , Ngawang, Namgyel.Over night stay at hotel.

Days 8 : Punakha - Thimpu (By Surface)

This morning you will be again transferred to Thimpu , upon arrival check in at your Hotel . Afternoon stroll the lively SunDays Market where folk from outlying areas come to stock up on most of their goods. Dressed in colorful traditional garb, these remote mountain dwellers descend upon the market place, creating a photographer's dream as they barter among themselves and socialize with friends. Later visit the memorial chorten built in memory of the late King Jigme Dorji Wangchuck. Over night at the Hotel.

Days 9 : Thimpu- Paro (By Surface)

After breakfast we will Leave for Paro . upon arrival check in at your prebooked Hotel . Rest of the Days free for personal activities .

Days 10 : Leave Paro

Transfer to international airport to board flight for onward Journey .

Cultural Central India Tour**Duration :** 14 Days**Destinations :** Delhi- Jaipur-Fatehpur Sikri-Agra-Agra-Gwalior-Orcha- Khajuraho- Allahabad -Varanasi- Delhi**Day 01 : Arrive Delhi**

Meeting and Assistance at the airport and transfer to hotel for overnight stay.

Day 02: Delhi

Morning after breakfast enjoy combined city tour of Old & New Delhi visiting Red fort, Jama Masjid, Rajghat, Lotus Temple, India Gate, President house etc. Entrances to Monuments are not included (only guide with driver).

Overnight at hotel.

Day 03 : Delhi- Jaipur

Breakfast at the hotel and drive to Jaipur. Jaipur is the Gateway to Rajasthan. Also known as Pink city, as all buildings have a pink tint to them. It is an unselfconsciously medieval city, with stately palaces, colourful bazaars (market) and a fort brooding over the city. Graceful women in swirling skirts and veils of red, yellow, orange and magenta, laden with silver jewellery, straight tall men in Turbans and lurching carts drawn by camels, do nothing to dispel the illusion. On arrival check in at hotel for overnight stay.

Day 04 : Jaipur

Morning after breakfast guided excursion to Amber fort, enjoy elephant ride over there. Afternoon city tour of Jaipur visit City Palace museum, Observatory and Palace of Winds. Overnight stay at hotel.

Day 05 : Jaipur-Fatehpur Sikri-Agra

After breakfast drive to Agra and transfer to your hotel. Enroute visiting Fatehpur sikri- named as The Abandoned city. Built by great Mughal Emperor Akbar, as his capital but after few years abandoned due to scarcity of water. The whole city is built of Red Sand Stone. Afternoon visit Taj Mahal-The Eternal symbol of India and Agra, built in white marble. Taj Mahal was built by Mughal Emperor Shahjahan for his Empress Mumtaz Mahal. 20,000 workmen worked for 22 years to complete it.

Overnight stay at hotel.

Day 06 : Agra-Gwalior-Orcha

Morning after breakfast drive to Orcha. Enroute visit Gwalior Fort- also known as Gibraltar of Asia. On arrival in Orcha check in at hotel. Orcha is famous for its temples. It's a small town. Overnight stay at hotel.

Day 07 : Orcha-Khajuraho

Morning breakfast at the hotel and drive to Khajuraho-temple city of India. On arrival in Khajuraho check in at hotel. Khajuraho is famous for its 11th century temples which are still very prominent and dominating the city.

Overnight stay at hotel.

Day 08 : Khajuraho

Breakfast at the hotel and proceed for guided city tour of Western and Eastern style of Temples. Whole temple walls in western style of temples are embossed with erotic sculptures and idols. Overnight stay at hotel.

Day 09 : Khajuraho-Allahabad

After breakfast drive to Holy City Allahabad. Also famous for confluence of three rivers Ganges, Jamuna and Saraswati. On arrival in Allahabad checkin at hotel for overnight stay.

Day 10 : Allahabad-Varanasi

Breakfast at the hotel and drive to City of temples and holy river ganges- Varanasi. On arrival checkin at hotel. Rest of the day free for your independent activities. Overnight stay at hotel.

Day 11 : Varanasi

Early morning boat excursion on the holy river ganges to see the bathing ghats and cremation site. Watching people bathing and worship-ping at the ghats is one of the most extraordinary experiences of a visit to India. Later visit the Bharat Mata Temple, Durga temple, Tulsi Manas mandir, Banaras Hindu University which has an art gallery.

Day 12 :Varanasi- Delhi

Breakfast at the hotel Full day free. Evening transfer to railway station to board overnight sleeper train for Delhi . Overnight on board train

Day 13 : Delhi

Arrive Delhi in the morning and transfer to hotel. Full day free for your independent activities. Do you last minute shopping. Overnight stay at hotel.

Day 14 : Delhi Depart

Intime transfer to airport to connect your flight back home.

Includes :

- 03/04 star twin sharing hotels with daily american breakfast
- All transfers,city tours and intercity travel by non-airconditioned transport
- 2nd AC sleeper class Train tickets Varanas-Delhi
- English speaking guides during city tours
- Elephant ride in Jaipur
- Boatride in Varanasi

Excludes:

- Monument entrance fees during city tours
- Expenses of personal nature like, food, laundry, telephone calls, drinks etc etc.
- All other expenses not mentioned under "includes" heading.

Traditional Healing – Medicine & Culture**(7 DAYS – 6 NIGHTS)**

PLACE TO BE VISITED: HANOI, HA LONG, SAIGON**HIGHLIGHTS**

- Meet the friendly locals and taste delicious food every day at atmospheric restaurants;
- Discover Hanoi's historical and culture highlights;
- Visit the best traditional hospital and meet with the finest traditional doctors;
- Explore limestone islands and emerald green waters of Ha long Bay;
- Discover Saigon's historical and culture highlights, China town included;
- Explore the only traditional medicine museum of Vietnam.

ITINERARY

Day 1: Hanoi (Welcome Drink & Dinner)

Pick up at Noi Bai airport and transfer to your hotel in Hanoi, Vietnam's capital city.
Overnight in Hanoi

Day 2: Hanoi (Breakfast, Lunch, Dinner)

In the morning, visit the Institute of Acupuncture and meet with one of the best specialists of Acupuncture. In the afternoon, visit the capital city and its cultural centers, including the One Pillar Pagoda and the Temple of Literature. Later, enjoy a traditional folk show and an ancient water puppet show. Overnight in Hanoi

Day 3: Hanoi (Breakfast, Lunch, Dinner)

In the morning, visit the National Hospital of Traditional Medicine, the leading hospital in its field for the whole country of Vietnam. It is the largest establishment for treatment, research, and training in traditional medicine. The hospital has a total of 22 departments with two main centers that are divided in 3 main sections including clinical, para-clinical and functional section. You'll visit the various departments and you can meet with some of the best traditional specialists. In the afternoon, enjoy shopping activities in the city center. Overnight in Hanoi.

Day 4: Hanoi – Ha Long Bay (Breakfast, Lunch, Dinner)

In the morning, transfer with guide to Ha long (170km). Upon arrival, get on board a private boat for a stunning cruise in Ha Long Bay (4 hours), a World Heritage site recognized by UNESCO. Visit some magical grottoes while relaxing in the best scenic beauty of Vietnam. Enjoy a traditional lunch with the freshest and finest seafood. After lunch, Board the superb emerald cruise for a one night stay in Ha long Bay. Overnight on Emeraude cruise.

Day 5: Ha Long - Hanoi - Saigon (Breakfast, Dinner)

Transfer from Ha Long to Hanoi Airport for the flight to Saigon with stop at arts and crafts factory. Pick up at Tan Son Nhat airport and transfer to the Hotel. See the Ao Dai dancing show (closed on Tuesday). Overnight in Saigon.

Day 6: Saigon (Breakfast, Lunch, Dinner)

In the morning, visit the newly opened FITO Museum; it is the first and only traditional medicine museum in Vietnam. This attraction has numerous ancient items depicting a complete history of traditional medicine. Some of these objects are more than 3000 years old. The museum has important documents in the pharmaceutical, acupuncture, gynecologic, pediatric, ophthalmologic, and nourishment fields. During your visit, you can see the worshipping rooms and meet with the herbal doctors; you can watch the wide collection of kettles used for cooking medicine, and see a documentary film on Vietnamese traditional medicine. Furthermore, you can shop for souvenirs in the museum or else go to the traditional pharmacy for your own special preparations. In the afternoon, enjoy a classic city tour including Cho Lon (China town), the post office, the cathedral and the presidential palace. Overnight in Saigon

Day 7: Saigon (Breakfast, Dinner)

In the morning, you are free at leisure for shopping activities at Ben Thanh Market. Transfer to the airport for departure in the afternoon/evening.

COCONUTS & BEACHES TOUR

Duration: 06 Nights / 07 Days

Day 01: Arrive Cochin

Greet on arrival at the Cochin International Airport. Transfer to hotel. Afternoon proceed for city tour, visiting the historic city of Fort Cochin -Ancient capital of the Dutch, Portuguese and finally the British. A walking tour of Fort Cochin would be ideal or otherwise an "Auto Rickshaw" can be another choice. Visit will include the old Spice Market at Mattancherry, the antique shop on Jews Street, the Synagogue, Dutch Palace and, the Church of St. Francis where the mortal remains of Vasco Da Gama was buried before it was shifted to Portugal. Return to your hotel for Overnight stay.

Day 02 : Cochin / Periyar

Morning after breakfast, drive to Spice Village at Periyar (185 Kms/5 Hrs drive), which lies in the shade of Cardamom Hills and is a beautiful area of tranquil winding roads, tea gardens, rubber estates and spice plantations. Check-in at the Hotel. Afternoon, visit to the National Park. After that Boat safari in lake Periyar and try to catch a wild elephant. Overnight in Hotel.

Day 03 : Periyar / Kumarakom

After breakfast, visit tea and spice plantations or do a soft trek with escort in the jungle. Afternoon drive to Kumarakom (135 kms / 3 Hrs drive). Check into the hotel for overnight stay .

Day 04 : Kumarakom]

Morning visit Kumarakom Bird Sanctuary -spread across 14 acres, The Kumarakom Bird Sanctuary, an ornithologist's paradise is a favorite haunt of migratory birds like the Siberian stork, egret, darter, heron and teal. A visit to the bird sanctuary, set within the lush acres of wooded land nearby, acquaints you to the variety of migratory birds that flock in thousands, some from the Himalayas, some even from as far as Siberia. Afternoon visit to the marvelous mangrove forests, coconut capopies and pulsating paddy fields sprinkle with enchanting waterways and canals decked with white lilies. Overnight in Hotel.

Day 05 : Kumarakom / Marari Beach

Drive to Marari Beach -a sleepy fishing village located between the port city of Cochin and Alleppey. Check into the hotel. Afternoon cruises on the backwaters nearby, visits to traditional coir-making units etc.

Day 06 : Marari Beach

Full day to explore the beach.

Day 07 : Marari - Cochin

Drive to Cochin (60 Kms / 1½ Hrs) and transfer to airport to connect flight for onward destination. (Hotel Checkout 12:00 Hrs)

Check your progress-2

Answer the following questions.

1. How develop nature based tours?
2. What is eco-tour package?

Check your answer with the one given at the end of the unit

7.4 Summary:

This Unit has given you an idea about the utility of special interest tourism. Now you're familiar to design special interest tour package not only for domestic tourists but also for the international tourists. Special interest tourism is one of the most interesting tourism sectors in India which has a great potential to successfully develop this type of tourism.

It started slow but nowadays more and more tour operators and other tourism stakeholders are showing interest toward it. Investments in this sector are growing and resourceful but unknown locations are coming into existence. Bringing tourists into the yet-to-be discovered Indian cultural landscape, where folk legends and history are combined into mystical scenery has become a primary goal for the economic development of many regions in India. Forests and natural reserves are rapidly becoming tourism products due to the wider interests of tourists and their involvement. The building of environment-friendly resorts and hotels across the world represents the growth of ecotourism markets and the tourist's awareness for the preservation of environment in sustainable ways. The tourism development in India can be described as exceptionally successful. Tourism development is now seen as a realistic chance by the regional and national administration.

Answer to Check Your Progress

Check Your Progress 1

1) See sec. 7.2

2) See sec. 7.2

Check Your Progress 2

1) See sec. 7.3

2) See sub sec. 7.3

7.5 Glossary:

- **Geotourism** - tourism that sustains or enhances the geographical character of the place being visited - its environment, culture, aesthetics, heritage, and the well-being of its residents.
- **Ethnic Tour** - A tour designed for people of the same heritage traveling to their native origin or to a destination with ethnic relevance.
- **Special Interest Tour** - A tour designed to appeal to clients with a special or common interest. Most such tours provide an expert tour leader and usually visit places and/or events of special interest to the participants.

7.6 Review Questions:

- Elaborate the growth and development of special interest tourism in India.
- Identify main special interest types of tourism.
- Suggest 5 days tour itinerary for international tourists who wanted to visit Himalayas.
- List the major tour operators involved in special interest tourism in India.
- What are the unique features of a special interest tour package?

- Illustrate present trends of special interest tourism in India.

7.7 Suggested Readings:

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Unit-8

Tourist' Itineraries

Structure:

8.1 Objective

8.2 Introduction

8.3 Definition of Itinerary.

8.4 Basic Information of Itinerary preparation

8.5 At the time of itinerary preparation thing should be remember

8.7 Basic step follow while planning an itinerary.

8.7 Tourist itineraries base on different tourism aspect of tourist and purpose or choice of customer.

8.8 Tourist Itinerary.

8.8.1 Tour Itinerary for Fairy Queen.

8.8.2 Tour Itinerary for Palace on Wheels

8.8.3 *Kerala Tour Itinerary with tour package*

8.8.4 Tour Package for the Golden Triangle tour 5 Nights /6Days

8.9 Summary / Lets Sum Up

8.10 Glossary

8.11 Check Your Progress

8.12 Clues to Answer

8.13 Reference

8.14 Terminal Question

8.1 OBJECTIVES

After reading this Unit you will be able:

- To Understand importance of itinerary is preparation and organized.
- To Understand term itinerary
- To know what the entire itinerary should include.
- Explain what all information is required while planning an Itinerary.
- To Understand the bases of tourist itinerary
- To understand different kinds of tourist itinerary based choice and type of tourism under which tourist want to involve.

8.2 INTRODUCTION

In this phase learner read about the Tourist Itineraries, which is one of the major functions and day-to-day activities of a travel agency. The travel agency may sell ready-made tour packages or design tailor-made customized tour itineraries for their clients as per their requirement. The unit explains that how detailed thought and careful planning is needed while preparing a tour itinerary. Itinerary planning involves a lot of work. Even though the proposed route may be familiar to the tour professional or the tour packages offered are a repeat of previous years, there are still many small things which need to be reviewed. Some tour operators may add value by including new destinations or offer some new facility or entertainment to make the tour programme more attractive, appealing, and competitive than the others. While planning the tour itinerary, the tour professional should also consider the political situation, in terms of strikes, terrorism, etc. related to the intended destination of visits.

Many tour operators have their own escorted tour programmes. These tours are prepackaged. Few alterations are made every year as per the changing likes and dislikes of the tourists.

A tourist route that includes visits to various historical sites, places of cultural interest, or natural attractions – an tourist itinerary based on for cultural, educational, health, or sports purposes wildlife, religious, adventure purposes. Tour itineraries may be worked out by tourist agencies and organizations or by the tourists themselves.

In terms of their directional orientation, the various types of itineraries include linear, circular, and radial ones. Itineraries are also distinguished in terms of mode of travel – for example, walking, cycling, automotive means, or water transport; in terms of time of tour operation – year-round, seasonal, or one-time itineraries; and in terms of the different arrangements that may be involved for group and individual itineraries.

Tourists may follow organized, or preplanned, tour routes (on the basis of tourist organization travel vouchers), or they may work out their own independent itineraries.

Organized tour routes are specially designed and equipped to offer tourists such services as excursions, tourist centers, and camp sites. Tourists may work out their own itineraries—for example, for a day's holiday, for a trip of several days' duration, or to engage in sports activities. Such itineraries are usually organized and arranged with the assistance of tourist clubs or tourist stations or through the offices of physical education groups. As many as 50 million persons go on independent hikes or trips each year. On sports tour routes, difficult hikes of several days' duration are governed by the rules of sports tourism.

In other countries, both domestic and international tour itineraries are worked out and arranged by special state or public tourist organizations, by the many private tourist firms, and by such agencies as transportation company affiliates and hotel chain subsidiaries.

8.3 DEFINITION OF ITINERARY

The term 'itinerary' may be defined as the linking of all the journey points in a traveller's journey, i.e. from the origin point, and in between stopping points for sightseeing at the destinations and back to the point of origin. Thus, the term itinerary is used to identify the origin, destination, and all the halts in a traveller's journey.

Each particular portion of an itinerary can be termed as a segment. For example, for the Golden Triangle sector Delhi-Agra-Jaipur-Delhi, the itinerary would consist of the following segments:

1. Delhi-Agra
2. Agra-Jaipur
3. Jaipur-Delhi

Depending on the mode of transportation between the journey points, these segments can be termed as air segment and surface segment. An air segment is one, which has air travel as its mode of transport. Similarly, a surface segment is one, which has land travel such as railway or road for its mode of transportation.

In an itinerary, the origin point is the first departure or boarding point whereas the destination point is the point of stopover.

A one-way itinerary is one where the passenger does not return to the point of origin, for example, Mumbai-Dubai.

A circle trip is one where the passenger returns to the point of origin. Example, Mumbai-Dubai-Mumbai.

While planning a tailor-made customized tour itinerary, the travel agent should find out certain minute and vital details about the client's travel. Without these details an itinerary cannot be planned.

8.4. BASIC INFORMATION OF ITINERARY PREPARATION

The following information is required from the client by the travel agent to plan a tour itinerary.

1. Approximate dates or month of travel of the client
2. Total number of people travelling
3. Mode of travel along with the class
4. Class of hotel and type of local transport
5. The budget of the client
6. Any extra services required

1. Approximate Dates or Month of Travel

This information is required because during the tourist season and school vacations, most tourist places are packed to their capacity. Sometimes the hotels are also booked well in advance by the large tour operators. Getting air and train reservations are also difficult during the peak season time. For example, the months of December and January being high season in Goa, tourists may have to stay in their vehicles or at the beaches because of unavailability of rooms. For the summer season, people flock to the Himalayan states of Jammu and Kashmir, Uttarakhand, and Himachal Pradesh to escape from the hot climate in the plains. After getting this basic information, the travel agent can accordingly recommend to his/her clients the places he/she intends to visit. Other alternatives can also be suggested to the client if there is non availability of rooms or transport services.

2. Total Number of People Travelling

This information is useful for booking the hotel and transport arrangements. In the case of a group of 10 or more passengers, the group can avail discount in the tariff. Hotels offer discounts to groups depending on the group sizes. The tour leader is given free accommodation and other services by the tour operator. The other important information needed is whether any children are travelling with the passenger. The hotels charge a substantial amount depending on the age of the child. Children below five years are usually not charged anything by the hotels. Children between five to 12

years of age have to pay certain charges for an extra bed, if it is needed. However, every hotel has its own policy on the tariff of the hotel. If an extra bed has to be provided in a double room, the costing of the tour has to be done on triple occupancy basis

3. Mode of Travel Along With the Class

There are various modes of travel available and the client's preference is of utmost importance. Some tourists might want to save on travel time while some might be high spending luxury tourists and prefer first or business class seats and travel by air. There are tourists who would want to enjoy the scenic beauty of the countryside and travel by rail or road while some tourists are budget conscious and will opt for a second-class train ticket or a semi-deluxe coach.

Sometimes, the tourist may prefer the privacy of a chauffeur driven car for sightseeing at tourist places or he might arrange it on his own. Such details are needed while costing of the tour.

4. Class of Hotel and Type of Local Transport

Tourists have a wide variety of choice of hotels to choose from depending on their budget. The luxury tourists might opt for five star hotels whereas the cost conscious tourists will prefer a standard budget hotel. Knowledge of all the different types of accommodation and local transport available is thus necessary for the tourism professional.

5. The Budget of the Client

This information is needed so as to find out the tour cost of the itinerary. For a high budget tourist, options of five star or four star hotel along with airline transport and a luxury car for sightseeing can be given. A middle class tourist can be given the option of a three star hotel, train journey, and an ordinary car for sightseeing. Whereas a budget conscious tourist can be suggested a two star or one star hotel, train journey, and bus for sightseeing.

6. Any Extra Services

Extra services such as a guide, an escort, and additional facilities such as entertainment will definitely add to the tour cost of the itinerary and so will a visit to additional tourist attractions in the vicinity.

8.5. AT THE TIME OF TOUR ITINERARY PREPARATION THINGS SHOULD BE REMEMBER

After receiving confirmation from your potential client, identifying the destinations to be visited, number of people travelling, budget of the client, and booking the air and ground transport segments, the next job is to plan the tour itinerary. While planning an itinerary, the route has to be established first. The distances in kilometres between the tourist cities and the places of attractions, the approximate time taken for travelling and visiting the sightseeing places should also be considered. The name of the hotel booked for the client along with specification of meals, if any, and the day-to-day activities to be recommended have to be mentioned in the tour itinerary.

1. Route Map and Routing of Itinerary

The tour professional or travel agent should have a clear picture of the exact route to be followed whether it is by air, rail, or road for the client's itinerary.

An atlas, road maps, maps of individual states, cities and countries, come in handy while planning and explaining the itineraries to the clients. Railway and airline route maps and timetables are also available which can be of help to the travel agent. Routing is very important while planning a tour itinerary. For road travel the journey should be scenic. The itinerary should be practical. Backtracking, doubling back, or routing the client in circles should be avoided, unless it is necessary. In case of business tourists, their meeting plans should be considered, as the itinerary has to be planned according to their requirements. Thus, the itinerary should be carefully planned and detailed out as per the client's requirements.

2. Pacing the Itinerary

The tour itinerary plan should be paced as per the client's requirement. The client's age and health should be considered while chalking out the itinerary. Senior citizens or old people cannot travel at a stretch for a long duration. They will prefer a relaxed tour itinerary with less walking. Similar is the case if a family is travelling with small children or for tourists with some physical disability. The assumption that younger people can travel at a faster pace is not always true and thus each and every client has to be considered on an individual basis depending upon their requirement and need to travel.

The tour should be reasonably planned with half day and full day sightseeing, and with some two or three overnight stays.

3. Interests of Tourists

This is one important way to add more value to the tour itinerary. The client's interests or liking can be matched with the corresponding activities and attractions of the tour

itinerary. The tour professional should thus talk to their clients to know their interests. Recreational activities, educational activities, fun, games, entertainment, dance shows, cultural shows, plays, etc. can be added to the basic itinerary as per the interest of the client. Determining and matching the interests of clients requires thorough knowledge about the destination, as well as practice and expertise in planning of itineraries.

4. Details to be considered

Certain minute details are important while planning the tour itinerary. Even when you plan an attractive detailed itinerary and miss out on a small point, the entire tour of the passenger may be a failure. One of the most important things to do is to check whether the sightseeing place or tourist attraction is open on that particular day when your client arrives, for example, the Taj Mahal, Agra is closed on Fridays. Also, all ground arrangements and air travel should be reconfirmed. Similarly, you should inform your clients regarding the check-in formalities at the airport, the amount of baggage to be carried and the kind of clothing, etc. suitable at the destination.

5. Energy Level of Tourists

The energy level of the client and the energy level needed for the tour itinerary should be matched for a successful trip. This can be done by knowing what kind of holiday or travel experience the traveller is exactly looking for. At some tourist attractions, particularly hill stations such as Shimla and Manali, large vehicles are difficult to drive. The tourists might have to walk for some kilometers to reach these attractions. Thus, the tour professional should know how much walking is required for certain tourist attractions. Older people or a family with small children may face difficulties in such situations.

6. Shopping

Many tourist cities are famous for some special things to shop for. Tourists want to carry mementos or souvenirs, purchase gifts for family and friends from the places they have visited. The travel agent should always keep some free time for shopping or leisure in the tour itinerary. For example, Rajasthan is famous for tie and dye fabrics, and kundan jewellery while Aurangabad for Paithani saris and Himroo shawls.

Many tour agents and tour operators' lure tourists by highlighting shopping in their advertisements or brochures. For example, the Dubai festival, Malaysia festival etc.

7. Climate

Climate plays an important role while recommending a travel destination to tourists. Not all tourists are aware of the climatic conditions of tourist places. It is the job of the travel agent to inform the tourists accordingly as to what essential clothing and accessories should be carried for the trip. Tourists should not be recommended to travel

to hilly and snowy areas during the rainy season, as it may be dangerous if there are landslides, flooding, and road blockage. The flights also may sometimes get cancelled or delayed due to bad weather conditions.

Tourists always prefer to escape to places famous for good climatic conditions. In the summer season the hill stations, Himalayas, or the cooler places in the plains are the most sought after destinations.

8.6. BASIC STEP TO BE FOLLOWED WHILE PLANNING AN ITINERARY

When planning any itinerary, the tour professional should always try to follow the following steps:

1. Determine the places the tourist intends to visit and the number of days required at these destinations.
2. Establish the sequence of the tourist destinations the tourist intends to visit.
3. The cities should be linked so as to avoid doubling back and zigzag.
4. The political situation of the city, state or country should also be considered.

The geographical limitations of a particular place and the practicality of the transport options are also important for planning the itinerary.

6. Convenient and quickest mode of transportation should be planned and proper connections should be made for air/sea/rail or road.
7. When planning air itineraries, preference to lowest fares should be considered.
8. Alternative or optional itineraries or suggestions can always be given in case the clients change their mind.
9. The itinerary should be planned as per a format, which can be used always.
10. The initial information and notes taken while discussing with the client should be retained as they are of help while planning the itinerary.

8.7. Tourist Itineraries Based on Defferent Tourism Aspect of Tourist and Purpose of Choice of Customer

A tourist route that includes visits to various historical sites, places of cultural interest, or natural attractions – a tourist itinerary based on choice and type tourism like – cultural tourism, educational, health, or sports purposes wildlife, religious, adventure purposes. Tour itineraries may be worked out by tourist agencies and organizations or by the tourists themselves.

List of tourist itinerary mention below:-

- 1) Tour Itinerary for Fairy Queen.**
- 2) Tour Itinerary for Palace on Wheels.**
- 3) 7 Nights Days tour to Kerala tour itinerary.**
- 4) Tour Package for the Golden Triangle tour 5 Nights /6Days**

8.8. TOURIST ITINERARIES

8.8.1. TOUR ITINERARY FOR FAIRY QUEEN

The Deccan Odyssey is the newest and one of the finest luxury trains of India with all the modern facilities available on board. This super deluxe train has been launched by MTDC in association with the Indian Railways.

Day 1 Saturday	
0830 hrs	Reporting at the Delhi Cantonment railway station
0900 hrs	Fairy Queen departs
1300 hrs	Lunch on Board
1500 hrs	Arrival Alwar Railway Station
1520 hrs	Arrival Sariska by air-conditioned coach
1630 hrs	Arrival Hotel Tiger Den (RTDC)
1930 hrs	Theme dinner/Night Stay at Hotel
Day 2 Sunday	

0630 hrs 0930 hrs 1200 hrs 1245 hrs 1300 hrs 1320 hrs 1600 hrs 1845 hrs	Jeep safari for Sariska National Park Return from Sanctuary and breakfast at Hotel Departure Sariska by air-conditioned coach to Alwar Railway Station Arrival Alwar Railway Station Fairy Queen leaves Alwar Lunch on Board Light Refreshment on Board Fairy Queen arrives at Delhi Cantonment Station.
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Special attractions:

- Cultural programme and theme dinner, night stay at the Hotel Tiger Den.
- Jeep safari for the Sariska National Park.

Tour cost includes:

- all meals.
- pickup, drop and sightseeing by air-conditioned coaches
- jungle Safari in open jeeps (05 tourists in each jeep)

Tour does not include:

- Personal expenses
- Entrance fees during sightseeing
- Any other item not specified

8.8.2 TOUR ITINERARY FOR PALACE ON WHEEL

A royal holiday in historic coaches representing the princely states of colourful Rajasthan. One can board the Palace on Wheels for a week-long luxury cruise through fascinating Rajasthan. The train leaves New Delhi on Wednesday from Safdarjung Railway station.

Day 1 Wednesday

New Delhi Tour begins at 09.30 hrs.

After a day tour of New Delhi's India Gate, Lotus Temple, Qutab Minar, and more sights and lunch at a restaurant the group moves to the station. Reporting Time 16.00 hrs. Dep. 18.30 hrs. Departure from Delhi Safdarjung Railway station.

Day 2 Thursday

Jaipur Arrival 03.00 hrs. Departure 19.30 hrs.

Visit Hawa Mahal or the Palace of Winds, Amber Fort with elephant ride. Lunch at a five star hotel followed by visit to City Palace, Museum and Observatory.

Day 3 Friday

Jaisalmer Arrival 09.00 hrs. Departure 23.45 hrs.

Visit the yellow sandstone fort, Nathmalji-ki-haveli, Patwon-ki-haveli and Salim Singh-ki-haveli. Shop for fine shawls, mirror work and embroidered articles, wooden boxes, trinkets, silver jewellery. After lunch on board enjoy camel ride on the sand dunes of Sam. Dinner and cultural programme at a Five Star hotel.

Day 4 Saturday

Jodhpur Arrival 07.00 hrs. Departure 15.30 hrs.

Visit Mehrangarh Fort, the grand palaces within – Moti Mahal, Sheesh Mahal, Phool Mahal, Sileh Khana, and Daulat Khana. Near the fort complex morjaris lies Jaswant Thada, and a group of royal cenotaphs made of white marble. After lunch at a Palace hotel, return to the Palace on Wheels. Shop for exquisite handicraft articles including the famous breeches, embroidered shoes, metal curios, silverware, paintings and tie and dye fabrics while at Jodhpur.

Day 5 Sunday

Sawai Madhopur Arrival 04.00 hrs. Departure 10.30 hrs.

After breakfast visit Ranthambhor National Park, covering an area of 392 sq. km. and home to more than 300 species of birds, the tiger, hyena, ratel, jackal and fox, etc. Upon return to the Palace on Wheels, departure for Chittaurgarh.

8.8.3. KERALA TOUR ITINEARY WITH TOUR PACKAGE

Let us see with examples as to how an independent tour company, a travel agency, and an individual organizing a tour might determine their costs.

A client Mr. Sharma approaches the executive at the travel desk for a seven nights/eight days tour to Kerala. Mr. Sharma gives all the required information as stated below.

1. Name of passenger	Mr. Suresh Sharma
2. Number of people	2 Adult
3. Date of travel	2 May 2009
4. Mode of travel	BOM - COK, TRV - BOM by air and a non-AC Indica car for sightseeing
5. Hotel	Luxury hotel
6. No of days ---	7 Night / 8 Days

The travel agent after determining the route of the itinerary will first find out the availability of seats on the airlines and then check if the hotels are also available for the same dates. Alternative airlines and hotels can be given as options if unavailable for the required dates. Similarly ground arrangements also have to be arranged for those days. The confirmation of all these bookings should always be in writing from the suppliers to be on the safer side in case of any error.

The travel agent also has to decide on the inclusion of meals if any, entrance fee, portorage, miscellaneous fee, etc.

Costing sheet

Name: Mr. Sharma x 2 **Tour:** Kerala

Day	Date	Place	Hotel	T		Transport		IT
				S	DBL	FOOD	TRSF	S.S.
1	2 May 09	Kochi	Taj Malabar	4500		CP		
2	3 May 09	Munnar	Copper Castle	2800		EP		
3	4 May 09	Munnar	Copper Castle	2800		EP		
4	5 May 09	Thekkady	Spice Village	5800		AP		
5	6 May 09	Kumarakom	Coconut Lagoon	6200		AP		

6	7 May 09	Kovalam	Le Meridian	5200	CP		
7	8 May 09	Kovalam	Le Meridian	5200	CP		
				=32 500 /			
				=16,250 PP			
Transport							
AC Indica: 13,000 + 10% = 14,300/2 = 7150 PP							
Non-AC 12000 + 10% = 13,200/2 = 6600 PP							
AC supplement: 7150 - 6600 = 550 PP							
Airfare:							
BOM - COK: 5200 PP							
TRV - BOM: 6000 PP							
Hotel	16,250						
Food							
Transport	6600						
Agent's							
Mark up	3500						
Miscellaneous	300						
Total	26,650						

Cost to be quoted to passenger = Rs.26,650

Abbreviatio		Abbreviations	
PP	Per person	CP	Continental
EP	European plan	AP	American plan
SGL	Single room	DBL	Double room
TRSF	Transfers	TRPL	Triple
ITNY	Itinerary	SS	Sightseeing
AC	Air-conditioned		

As per the calculation on the given costing sheet, the tariff of the hotel is noted in the column provided for double room. The meals provided in this tariff are also mentioned. The tour professional has to check the luxury and other taxes on room and meals and add it to the room tariff. To find out the per person rate the total of all the hotels is divided by 2. In Mr. Sharma's case, trill total for hotel is Rs 32,500. After dividing it by 2 the cost per person comes to Rs 16,250.

The non-AC Indica car is provided by a local transporter based in Kochi. fill gives a net rate of Rs 13,000 for an air-conditioned, Indica car and Rs 12,000 for a non-air-

conditioned car. The travel agent adds 10 per cent to this rate and divides it by 2 to find the per person cost for vehicle. The AC supplement is also calculated which comes to Rs 550.

The airfare for Mumbai-Kochi and Trivandrum-Mumbai are added. The cost of airfare comes to Rs 11,200 per person. Mark up of Rs 3500 and for welcome drink and chocolates/flowers Rs. 300 can be put under miscellaneous. Thus after totaling the hotel, transport, mark up, and miscellaneous rates the total tour cost comes to Rs 26,650 per person. This tour cost to be quoted to passenger can be rounded up.

Kerala tour itinerary for Mr. Sharma.

Date	Programme
2 May 09 (Saturday)	Departure from Mumbai by 9W 333 at 08:30 hours. On arrival at Kochi, pick up from the airport by a non-AC Indica car. Check in into hotel Taj Malabar. Visit Jewish Synagogue, old fort, Chinese fishing net, Bolghatty palace, Wellington Island. Dinner and overnight stay at Kochi.
3 May 09 (Sunday)	After breakfast departure for Munnar (140 kms-4 hours) on arrival check in into hotel Copper Castle. Evening at leisure. Overnight at Munnar.
4 May 09 (Monday)	Morning local sight seeing of Munnar. Visit-Echo point, Mattupetty dam Devikulam, Indo-Swiss dairy farm, Eravikulam National Park, Rajamalai Overnight at Munnar.
5 May 09 (Tuesday)	Morning departure for Thekkady (110 kms-4 hours). On arrival check in into Hotel Spice Village. After lunch visit spice plantation and tea factory. Evening at Leisure. Dinner and overnight at Thekkady.
6 May 09 (Wednesday)	After breakfast enjoy boat ride in Periyar lake. Visit Periyar wild life sanctuary. Proceed to Kumarakom (160 kms 4-5 hours). On arrival check in into hotel Coconut lagoon. Enjoy backwater cruise at Vembanad lake. Dinner and overnight at Kumarakom.

7 May 09	After breakfast visit bird sanctuary. Departure to Kovalam (5 hours). On arrival check in into hotel Le Meridian. Evening relax at the beach. Dinner and overnight at Kovalam.
8 May 09	After breakfast proceed for Thiruvananthapuram local sightseeing. Visit Padmanabhaswamy temple, Palace, Napier Museum, Art gallery, Handicraft Institute. Overnight at Kovalam.
9 May 09	After breakfast departure for Mumbai by 9W 315 at 12:30 hours.

Tour Cost: Rs. 26,650 per person on twin sharing basis.

Tour cost includes

- Accommodation on twin sharing basis
- All currently applicable taxes
- All transfers and sightseeing by non-AC Indica car
- Parking at the airport
- Breakfast at Kochi and Kovalam.,All meals at Thekkady and Kumarakom

8.8.4. TOUR PACKAGE FOR THE GOLDEN TRIANGLE TOUR 5 NIGHT / 6 DAYS

The Golden Triangle is a luxury tour offered by XYZ travel agent for five nights/ six days to Delhi-Agra-Jaipur. It covers places of historical interest and the world-famous monument of love, the Taj Mahal by moonlight.

Day 1 Mumbai – Delhi Air (2 hrs)- 0805 Hrs 1000 Hrs

Arrival Delhi by 9w 333 0805/1000. Meet and greet by travel agent representative. Transfer to the hotel by a non-AC Tempo Traveller, Welcome drink at the time of check-in. Chocolates and flowers in the room. Afternoon local sight -seeing of Old Delhi. Overnight at the hotel. (Hotel use Delhi Oberoi Maidens) .

Day 2 Delhi 1100 Hrs

Breakfast at the hotel. Half day sightseeing of New Delhi by a non- AC Tempo traveller. Welcome Drink upon arrival. Chocolates and flowers in the room. City tour and visit the magnificent Taj. Overnight at the hotel Agra the Trident.

Day 3 Agra – by Rail 2 hrs 0630 AM Hrs 0830 Hrs AM

Welcome Drink upon arrival. Chocolates and flowers in the room. Enjoy the drive to Fatehpur Sikri. Breakfast at the hotel. Transfer to railway station by a non-AC tempo traveller to board Shatabdi Express to Agra at 0630 hrs. Overnight stay at hotel Jaipur The Trident

Day 4 Agra – Jaipur 232 km 5 hrs - 0800 Hrs 0800 Hrs -0930 Hrs

Arrival Agra at 0830 hrs. Transfer to hotel by a non-AC Tempo traveller. Welcome drink at the time of check-in. Amber Fort with elephant ride to the fort, Sheesh Mahal and city tour of Jaipur including the Hawa Mahal, Jantar Mantar, the museum etc. Shop for semiprecious stones and fabric. Overnight stay at hotel Jaipur The Trident.

Day 5 Jaipur 0800 Hrs 0930 Hrs

Welcome drink at the time of check-in. Chocolates and flowers in the room. Traditional Indian Welcome. Shop for semiprecious stones and fabric. Take back happy memories along with a souvenir gift and photo CD Evening visit TAJ by moonlight (Up to 7.30 p.m.) Overnight stay at hotel .

Day 6 Tour ends Air 3½ hours 0720 Hrs- 1050 Hrs

Breakfast at the hotel. Transfer to Jaipur airport for flight to Mumbai by **CD 7471 0720/1050 hrs.**

Tour cost

- 474 USD per person on twin sharing basis
- 437 USD per person on triple sharing basis
- Rs 17,750 per person on twin sharing basis

Tour cost includes

- Accommodation on twin sharing basis.
- All currently applicable taxes.

- All transfers and sightseeing by a non-AC Tempo Traveller.
- Meal coupons worth Rs 500 per person per day
- Rail fare Delhi-Agra by Shatabdi Express air-conditioned chair car.
- Elephant ride at the Amber Fort, Jaipur
- Parking at airport and railway station
- English speaking guide.

Exclusive highlights of the tour

- Traditional Indian welcome
- Welcome drink upon arrival
- Chocolates and flowers in the room
- Elephant ride at the Amber Fort
- Souvenir gift on departure
- A photo CD upon return in receipt of one tour photograph and feedback letter from client

Tour cost does not include

- Airfare
- Entrances
- Porter age at airport or railway station
- Any personal services such as tips, laundry, etc

Supplement cost

- AC Supplement cost USD 9 per person and for INR Rs 401 per person on twin sharing basis
- Entrance Supplement USD 99 per person and for Rs 373 on twin sharing basis.
- Airfare Supplement for

(a) Bombay-Delhi 9W 333 0805/1000

Adult USD 181 per person and for INR: Rs 5705 per person.

Child USD 91 per child

(b) Jaipur-Bombay CD 7471 0720/1050

Adult USD 161 per person and for INR: Rs 4667 per person,

child USD 81 per child

Note: Entrances at the sightseeing places

Delhi Red Fort, Qutub Minar, Humayun's Tomb, and Jantar Mantar: USD 35 per person and INR Rs 53

Agra Taj Mahal, Sikandra, Agra Fort, Itmad-ud-daulah and Fatehpur Sikri: USD 58 per person and for INR: Rs 85

Jaipur City Palace, Observatory, Museum and Amber Fort: USD 6 and for INR: Rs 235

Note:

- The tempo traveller is available as per the sightseeing places mentioned at Agra and Jaipur and for Delhi it is for one half day and one full day (minimum kilometres 200 avg. per day).
- Agra can be visited for half day sightseeing for four hours in the evening.
- The hotels at all the places are centrally air-conditioned.
- Information on Sonet Lumiere show: It is held at Red Fort. There are 2 shows, i.e. 0700 p.m. to 0800 p.m. in Hindi and 0830 to 0930 p.m. in English.

8.9. Summary:

A tourist route that includes visits to various historical sites, places of cultural interest, or natural attractions— an tourist itinerary based on for cultural, educational, health, or sports purposes wildlife, religious, adventure purposes. Tour itineraries may be worked out by tourist agencies and organizations or by the tourists themselves. Tourist Itinerary planning requires detailed and thoughtful planning, as it is one of the major operations for a travel agent and tour operator handling all kinds of tours. Besides seeing the customer's likes and dislikes the travel agent and tour operator also has to consider certain other external factors of a destination such as the political stability, the climate,

etc. while planning any itinerary. The travel agent and the tour operator should be well versed with all the basic requirements for making an itinerary. The tour professional should have a sound knowledge of the geography of the place, the climatic condition, the best season to visit a particular destination, the duration of stay required at the destination, the distances in kilometers, different mode of transport available, hotels, shopping, and any fairs and festivals, etc. All the information required for planning an itinerary can be gathered from the state tourism offices, guidebooks, periodicals, journals, national and international tourist organizations, brochures of tour operators, colleagues, feedback from clients, Internet, etc.

A travel agency is a retail outlet for the promotion and purchase of different travel-related services. A tour operator is a person who assembles all the different components of travel and sells it as a package tour to and from a destination with complete ground arrangements. package tours may be escorted or unescorted depending on the needs of the customer. Travel agents perform many functions such as providing travel information, planning itineraries, ticketing, reservations, documentation, tour costing, and Forex- and MICE-related services. Their source of income is mainly from commissions received from the various suppliers and service charges from the customer. They are a vital link between suppliers and customers. They offer a wide variety of tours to suit the needs of tourists both for independent and group tours.

8.10 Glossary:

- **A la carte** A separate price for each item on the menu.
- **American plan (AP)** Hotel accommodation, which includes three meals in the room rate.
- **Check-in** A process at the airport, which includes checking documents, issuing a boarding pass and accepting baggage and permitting the passenger to go to the departure lounge. In the hospitality industry it means greeting and registering a guest, verifying the method of payment and handing over room keys.
- **Check-in time** Time at which a passenger should report and register at an airport terminal. In a hotel it is the time at which the room is ready for occupancy.
- **Circle trip** A travel plan with stop over which returns to the point of origin by a different route and does not retrace the route.
- **Continental breakfast** A light breakfast which normally includes beverages such as tea, coffee, cocoa and milk; bread rolls, butter and preserves such as jam/ marmalade.
- **Continental plan (CP)** Hotel accommodation which includes a continental breakfast in the room tariff.
- **Double occupancy** A room rate for two adults occupying the same room.
- **Double room** A room with a double bed, suitable for two adults.
- **European plan (EP)** Hotel accommodation in which no meals are included in the room tariff.

- **Group inclusive tour (GIT)** When a particular number of passengers travel together they pay a subsidized GIT fare.
- **Incentive travel** A specially designed trip arranged for agents or employees of a firm along with their spouses as a reward for outstanding performance
- **Modified American Plan (MAP)** Hotel accommodation in which breakfast and either lunch or dinner are included in the room tariff.
- **Off-season rate** Highly discounted room rates offered during lean season or a period of low occupancy.
- **Package** A combination of travel related services such as air transportation, accommodation, car rental, etc.
- **Plan** A room rate, which is inclusive of meals.
- **Rack rate** the normal published tariff of the hotel room, which is offered to the general public, without any discounts.
- **Room rates** the price of a particular room in the hotel based on its location, size, bedding, amenities, and occupancy.
- **Single** A room rate for one adult staying in the room.

8.11. Check Your Progress:

1). What is tour itinerary? Give the 2 Night/ 3days itinerary Jaipur?

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2). What is the basic information of itinerary preparation?

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3). What are the basic step follow while itinerary is planning?

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4.) What are the points should remember at the time itinerary.

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5). Tourist itineraries bases on different tourist aspect of tourism and purpose or choice of customer Justify?

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8.12 Clues to Answer:

- 1) Refer Sec. 8.3
- 2) Refer Sec. 8.4
- 3) Refer Sec. 8.5
- 4) Refer Sec. 8.6

5) Refer Sec. 8.7

8.13 References

- Roday, Sunetra .Biswal, Archana and Joshi, Vandana 2011 , Tourism Operations and Management , Third Edition , Oxford University Press , New Delhi. PP.296-306.
- Kamra.K.K and Chand Mohinder 2007,Basics of Tourism Theory Operation and Practice , First Edition , Kanishka Publishers , New Delhi , PP179-180.
- Bhatia , A.K 2008, Travel Agency Management Module -6, Kuoni Travel Indian Private Ltd (Kuoni Academy), Mumbai .PP59-60.
- <http://www.encyclopedia.com>

8.14 Terminal Questions

1). Explain itinerary? What is the role of itinerary in the tour package of tourist inbound tourist?

Unit-9

Historical, Cultural and Monumental Tour Packages

Structure

9.1 Objective

9.2 Introduction

9.3 Definition of Historical Tourism.

9.4 Historical Tour Package

9.4.1 Historical tour package of Jodhpur

9.4.2 Golden Tour with Khajuraho.

9.4.3 Singapore Historical Tour Package

9.5 Cultural tourism (Overview & Definition Cultural tourism)

9.5.1 Cultural Tourism tour package of Rajasthan

9.6 Monument Tour Package (Monument Tour package of India)

9.6.1 Monument Tour package of Kerala

9.7 Summary /Lets Sum Up

9.8 Glossary

9.9 Check Your Progress

9.10 Clues to Answer

9.11 Reference

9.12 Terminal Question

9.1 Objectives:

The main objectives of the unit 9 is to through some light on the Historical, cultural & monument tour package is to explore & focus the cultural historical & monument of the destination through tour package. You will understand the following aspects after this unit

- To understand the overview of historical tourism.
- To focus the historical tour package of Jodhpur & Jaisalmer Tour.
- To understand about the Golden Triangle tour with khajuraho.
- To understand the cultural tourism & its overview.
- To understand the focus of cultural tour package of Rajesthan.
- To focus on the monument tour package.
- To get the brief idea about monument of India.
- To explain tour package of kerala.

9.2 Introduction:

After reading Unit 9 you will understand the different types of tour packages like Historical, Cultural and Monument tour package. In this unit learner read the concept of Historical tourism. In the first phase of unit 9 learner read historical tourism. In the historical tourism learner focus overview of Historical tourism destination. With in the historical tour package learner study about Jodhpur & Jaisalmer major attraction tourist.

In the second phase of unit 9 learner focus the overview of cultural tourism and understand various tour packages like – Rajesthan cultural tour package. In this tour package learner get the great idea of Rajasthan cultural heritage and potential destination.

After second phase of the unit we will try to understand Monument based tourism. Under this unit we get good idea about Monument based tour package.

9.3 DEFINITION OF HISTORICAL TOURISM:

Define:

Historical and heritage tourism are almost synonymous and have an overlapping relationship with many other forms of tourism. These include the historical aspects of cultural, art and festival tourism, many aspects of place-specific and ethnic tourism including flows, costume and gastronomy, and those trips associated with museums, art galleries, monuments and archaeological and historical sites. More broadly, historical tourism accounts for a large proportion of urban tourism. Two controversies surrounding this form of tourism are particularly prevalent. First, the heritage consumed in historical tourism is defined and shaped by the contemporary demands for it, unlike history where

the aim is the accurate description of past events. Thus, interpretation rather than the resource itself plays the critical role in the shaping of the product. Therefore, the authenticity of the consumer experience takes precedence over the authenticity, or even the presence, of the resource. The importance of the explanatory 'marking', the interpretation centre and the historical theme park may lead to accusations of staged authenticity or commercialization. Second, the past has many other contemporary uses other than in the tourism industry. This can result in competition between different users of the past. The heritage created by local residents in support of their identity, or by their governments seeking legitimization, may not be the same as that created by the tourism industry, a situation which leads to conflicts between users.

9.4 HISTORICAL TOUR PACKAGE:

03 Nights/ 04 Days **Jodhpur & Jaisalmer Tours:**

Major Tour Attraction - Jodhpur and Jaisalmer travel packages will give you an opportunity to visit the famous attractions of Jodhpur like the Blue City of Mewar, The Crinkled Pages of Jodhpur, the Blue Diamond, Umaid Bhawan Palace - The Palace of Pleasure, the Ramparts of Rathores, Sardar Government Museum, The Lake of Love, Sangeet Natak Academy - An Arena of Rajasthani Art and many other attractions. It's the best opportunity to go with the tour and travel packages of Travel Cha Cha like Jodhpur Tour packages Jodhpur City Tour Package, wildlife tour packages for Jodhpur, Tour Packages for tourist attractions in Jodhpur, Jodhpur travel packages, Jodhpur vacation packages, Jodhpur Tour Rajasthan, Holidays in Jodhpur, Jodhpur Tour Guide etc. You have another option of exploring the tour packages online, even online hotel booking, online car booking and many other travel services.

Tour Itinerary

Day 01 / Arrival Jodhpur

Arrive Jodhpur & transfer to hotel. Jodhpur - the stronghold of the fierce Rathore clan, was founded in 1459 by Prince Jodha. Visit the Mehrangarh Fort, situated on a low sandstone hill. Within the fort, visit Moti Mahal and Phool Mahal. Also visit Jaswant Thada, an imposing marble cenotaph, built in memory of Maharaja Jaswant singh II around 1899 and Umaid Public gardens. Night stay in Jodhpur.

Day 02 / Jodhpur - Jaisalmer (about 290 km)

After breakfast drive to Jaisalmer. Arrive & transfer to hotel. Evening at leisure . Night stay in Jaisalmer.

Day 03 / Jaisalmer

After breakfast, later start to city sightseeing tour of Jaisalmer. In the heart of the Thar, the burnished sandstone is an intricately molded wonderland in place of a barren land, today stands a city of gilded magic. The origins of Jaisalmer go back to the 12th century, when Rawal Jaisal abandoned his old fort at Ludarwa and laid the foundation of a new city. Visit the magnificent fort, the Patwon Ki Haveli (Mansion) and Salim singh Ki Haveli, with their carved balconies and brackets which are supreme examples of the art. Night stay in Jaisalmer.

Day 04 / Jaisalmer - Jodhpur (about 290 km)

After breakfast drive back to Jodhpur & transfer to railway station / airport for onwards journey.

Tour Package Cost

Category	Non A/C Car	A/C Car
Economy Hotels:	Rs. 7,800/-	Rs. 8,800/-
Classic Hotels:	Rs. 10,980/-	Rs.11,980/-

Validity till 31st July 2011

HOTELS: -

City Name	Economy	Classic
Jaisalmer	Priya Hotel / Imperial Hotel / Similar Hotel	Narayani Niwas / Similar Hotel
Jodhpur	Rajputana / Jee Ri Haveli / Similar Hotel	Abhay Days / Similar hotel

Tour Cost @ Rs. 7,800/- per person on twin sharing

Entry Permit/ Tickets & Ferry Tickets: Rs.490.00 Per Person (included in the package). All above are Special Net Rates.

Tour Inclusion:**Cost Includes**

- ▶ 3 Nights' Accommodation as per the itinerary
- ▶ Daily breakfast
- ▶ All applicable Taxes

Cost Excludes

- ▶Any Airfares, Train fares, Guide, Entrance fee to the Monuments.
- ▶Beverages, Tips, Laundry, any meal except breakfast etc.
- ▶Any item not shown in Includes. Hotels Selected.

GOLDEN TRIANGLE TOURS WITH KHAJURAHO

Delhi - Jaipur - Agra - Orchha - Khajuraho - Delhi (07 Nights / 08 Days)**Day 01 / Arrival Delhi**

Arrive Delhi, meet assist at the airport & transfer to hotel. Night stay in Delhi.

Day 02 / Delhi

After a leisurely breakfast sightseeing tour of New Delhi where ornate buildings recall the days when India was the Jewel in the crown of the British Empire. Visit the 11th century Qutab Minar, India Gate and the grand government buildings, the President's House, Red fort, Mahatma Gandhi Memorial, Also visit Laxmi Narayan temple popularly known as Birla Temple. Night stay in Delhi.

Day 03 / Delhi - Jaipur (By train Dep 0610 Hrs Arr 1040 Hrs)

Early morning pick up from hotel & transfer to railway station to board the superfast air conditioned train to Jaipur. Breakfast in the train. Arrive Jaipur and transfer to hotel. Later sightseeing tour of Jaipur covering.

AMBER FORT PALACE - Amber is the classic romantic Rajasthan fort palace. Its construction was started by Man Singh I in 1592, and completed by his descendent Jai Singh I. Its forbidding exterior belies an inner paradise where a beautiful fusion of Mughal and Hindu styles finds its ultimate expression.

CITY PALACE- A delightful blend of Mughal and traditional Rajasthani architecture, the City Palace sprawls over one-seventh of the area in the walled city. It houses the Chandra Mahal, Shri Govind Dev Temple and the City Palace Museum.

JANTAR MANTAR - This is the largest and the best preserved of the five observatories built by Jai Singh II in different parts of the country. This observatory consisting of outsized astronomical instruments is still in use.

HAWA MAHAL - The ornamental facade of this "Palace of Winds" is a prominent landmark in Jaipur. Their five-storey structures of sandstone plastered pink encrusted with fine trelliswork and elaborate balconies. The palace has 953 niches and windows. Built in 1799 by Pratap Singh, the Mahal was a royal grandstand for the palace women. Night stay in Jaipur.

Day 04 / Jaipur-Agra

Morning drive to Agra via Fatehpur sikri, a perfectly preserved red sandstone “ghost town” which was the estranged capital of mughal emperor Akbar, built in 1569 and deserted when its water supply failed. Arrive Agra and transfer to hotel. Night stay in Agra.

Day 05 / Agra

Morning at sunrise visit the magnificent Taj Mahal - one of the Seven Wonders of the World surely the most extravagant expression of love ever created. 20,000 men laboured for over 17 years to build this memorial to Shah Jahan's beloved wife. Also visit the Red fort - the rusty and majestic red- sandstone fort of Agra stands on the banks of the river Yamuna and the construction was started by Emperor Akbar in 1566. At the Diwan-I-Am (hall of public audience), a colonnaded hall of red-sandstone with a throne alcove of inlaid marble at the back, the Emperor heard public petitions. At the Diwan-I-Khas (hall of private audience) where marble pavilions with floral inlays lend an ethereal ambience, the Emperor sat on his gem-studded peacock Throne and met foreign ambassadors and rulers of friendly kingdoms. Evening free to explore the rich handicrafts of Agra. Night stay in Agra.

Day 06 / Agra - Jhansi - Orchha

Morning transfer to railway station to board the train to Jhansi ,Arrive Jhansi & drive to Orchha & transfer to hotel. Later tour of this historical site with magnificent temples and monuments. Some of the palaces were decorated with painted murals which represent the finest flowering of the Bundela School of painting. Night stay in Orchha.

Day 07 / Orchha - Khajuraho

After breakfast drive to Khajuraho , The legendary temples of khajuraho are an incomparable experience. Acknowledged as one of the world’s artistic wonders, these temples dedicated to the Hindu pantheon of Gods are covered in carvings that are a paean to life and love. Built within a short span of a hundred years by the Chandela Rajputs, the 10th century temples lay forgotten until they were discovered in the present century. Khajuraho has achieved fame for the sensual appeal of its erotic sculptures. Arrive Khajuraho & transfer to hotel. Later explore the Western and Eastern temples of khajuraho while your guide explains the intricate meaning and legends behind each describable sculpture. Night stay in Khajuraho.

Day 08 / Khajuraho- Delhi (By flight)-Departure

After a relaxed breakfast transfer to airport to board the flight to Delhi to connect the onward flight.

COST PER PERSON ON TWIN SHARING BASIS = 27999/- (Tenatative cost)**Includes:**

- » 7 Nights accommodation on twin sharing basis as per the itinerary.
- » Daily breakfast.
- » Surface travel by exclusive air conditioned car.
- » All transfers, sightseeing, excursions as per the itinerary.
- » Local English speaking guides.
- » Elephant ride in Jaipur (subject to availability).
- » All taxes, driver allowances, parking etc.

Does not include:

- » Entrance fee to monuments.
- » Any airfare.
- » Tips, beverages, laundry etc.
- » Any item not shown in cost Includes.

Hotels Selected - Classic (4*)

Delhi : The Connaught / Hotel City Park / De Marks

Agra : Clarks Shiraz / Holiday Inn

Jaipur : Hari Mahal Palace/ Wall Street / Hotel Clarks Amer / Ramada Plaza / Country Inn & Suits by Carlson

Orchha : Amar Mahal / Orchha Resort

Khajuraho : Clarks / Hotel Ramada .

SINGAPORE HISTORICAL TOUR PACKAGE

Day 1: Arrive Singapore

Arrive Singapore. You will be met and transferred to your hotel. Check into the hotel. Rest of the day is at leisure. Overnight stay at the hotel.

Day 2 : Singapore

After breakfast, proceed for a city tour of Singapore; an orientation tour that begins with a drive around the Civic District, the Cricket Club and the historic Parliament House, Supreme Court and City Hall. Stop at the Merlion Park for a great view of The Marina Bay and a picture-taking opportunity with The Merlio. The tour continues with a visit to the Thian Hock Keng Temple, one of the oldest Buddhist-Taoist temples on the island, before driving past Chinatown to a local handicraft centre. The final stop is at Little India. Rest of the day at leisure. Overnight stay at the hotel.

Day 3 : Singapore Breakfast at the hotel. Day is at leisure. Overnight stay at the hotel.

Day 4 : Depart Singapore

After breakfast at hotel, you will be transferred to the airport for your flight back home or onward destination.

Inclusion

- 03 nights hotel accommodation in Singapore
- 03 breakfast at the hotel.
- Half day city tour
- Arrival/Departure transfers

Exclusions

- International Airfare with Airport Taxes
- Visa cost
- Medical Insurance
- Any meals not specified above
- Any items of personal nature such as tips, Porterages, laundry, telephone bills, minibar etc
- Anything not mentioned in the "Includes column".

Optional Tour:

Night Safari (Admission + Tram ride only) - Adult SGD 32 / Child SGD 19

Night Safari + Indian Dinner Buffet - Adult SGD 53 / Child SGD 34

Afternoon Sentosa - Adult SGD 58 / Child SGD 54

Important Information

- Minimum 2 pax traveling together
- Rates are per person and based on SGD
- All confirmation subject to availability at the time of booking
- Rates are subject to change without prior notice
- Surcharges applies on Block out dates, Fairs, Exhibition, Weekend (Friday, Saturday & Sunday), National & Public Holidays.

Inclusion

- 03 nights hotel accommodation in Singapore
- 03 breakfast at the hotel.
- Half day city tour
- Arrival/Departure transfers

Exclusions

- International Airfare with Airport Taxes
- Visa cost
- Medical Insurance
- Any meals not specified above
- Any items of personal nature such as tips, Port charges, laundry, telephone bills, minibar etc
- Anything not mentioned in the "Includes column".

Optional Tour:

Night Safari (Admission + Tram ride only) - Adult SGD 32 / Child SGD 19
 Night Safari + Indian Dinner Buffet - Adult SGD 53 / Child SGD 34
 Afternoon Sentosa - Adult SGD 58 / Child SGD 54.

Important Information

- Minimum 2 person traveling together
- Rates are per person and based on SGD
- All confirmation subject to availability at the time of booking
- Rates are subject to change without prior notice
- Surcharges applies on Block out dates, Fairs, Exhibition, Weekend (Friday, Saturday & Sunday), National & Public Holidays.

Price Details

<u>Particulars</u>	<u>Currency</u>	<u>Price</u>
Twin/Double	SGD	422
Triple	SGD	392
Single	SGD	818
Child with Bed	SGD	325
Child without Bed	SGD	108

Hotel Details:

<u>Location</u>	<u>Hotel Name</u>	<u>Hotel Category</u>
Singapore	Albert Court Village	4*

Disclaimer:

*Hotels as mentioned or similar

9.5 CULTURAL TOURISM (OVERVIEW & DEFINITION CULTURAL TOURISM)

Cultural tourism is referred to the kind of tourism, which is concerned with the culture of a specific region or country, particularly in the arts. It basically focuses on the traditional communities that have diverse customs as well as the forms of art and the distinct social practices that distinguish a certain culture from the others. It would include tourism in the urban areas and even the historic and large cities, including facilities like theaters and museums. It also includes this in the rural areas, which showcase the traditions of the indigenous cultural communities like festivals and rituals, as well as their personal values and lifestyle. Generally, these tourists spend more than the standard tourists do, since they usually have a program that would have them traveling to the cultural and historical sites, as well as living with the families for a certain period of time and even some language training. This kind of is actually becoming more popular in Europe.

Another closely related kind is cultural heritage tourism, which is a branch that is oriented towards understanding the heritage of a specific area or region. This is essential because of different reasons. It creates a positive impact economically and socially. It helps in the establishment and reinforcement of identity. It also helps to preserve a country or region's cultural heritage, since this is an instrument, which facilitates understanding and harmony among people. It is able to support the development of culture and can help in the renewal of tourism.

India is a unique country, which is rich with cultural heritage, where one can find diversifies in ethos, customs, traditions language, religion, food cloths and even thought. The land is full of amazing and unique surprises, which truly fascinated the visitors owing to its vast magnificent forts, palaces and havelis. Moreover, apart this here you can view and take part in various festivals which are been celebrated in India with full zeal and sprit by the people of India. As we know that India civilizations is one of the oldest from where we can see the 5000 years of history which is still imbibed in the mind and soul of every citizen, still we are rooted by our moral values and keeping that feeling, we are proudly touched with various regional cultural heritage. Be it incredible temples, churches mosques, people of India are assembling together and expressing their feeling and celebrating their innumerable colorful and vibrant festivals.

Besides its cultural values and architectural uniqueness of monuments, there is still one thing left which we all love to share and taste, yes, the spicy and delicious cuisine foods- in this rich agricultural, where 70% of the population depends on it. Being one of the leading names in agriculture how we cannot be one top, when the concern is all about food. Here in this land you will see get the best of the cuisines and food. So come to India and enjoy the major destinations. Keeping clients demands on top priority, we are offering an exciting range of specially designed India cultural tour packages in which our visitors will avail all the amenities. The services are well organized by our experts who will aid you to travel all the most fascinating and culturally rich cities of India.

9.5.1 CULTURAL TOUR PACKAGE

Cultural Tour Packages

Delhi - Jaipur - Agra - Orchha - Khajuraho - Varanasi - Delhi (12 Nights / 13 Days)

Itinerary details

Day 01 / Arrival Delhi

Arrive Delhi. Meet assist at the airport & transfer to hotel. Night stay in Delhi.

Day 02 / Delhi

After breakfast gear up for your visit of Old & New Delhi.

OLD DELHI - A sightseeing tour of Old Delhi would entail visiting the Raj Ghat - the cremation site of Mahatma Gandhi is one of the most visited sites in Delhi. It consists of a simple square black-marble platform that stands on the spot where Mahatma Gandhi was cremated. Nearby, there are cremation sites of Jawaharlal Nehru - the first Prime Minister of India, Indira Gandhi, Sanjay Gandhi, Rajiv Gandhi and Lal Bahadur Shastri. Jama Masjid - the largest mosque in India.

Red Fort - One of the most spectacular pieces of Mughal Architecture is the Lal Quila or the Red Fort. Built by the Mughal emperor, Shah Jahan between 1638 and 1648, the Red Fort has walls extending up to 2 km. in length with the height varying from 18 mts. on the river side to 33 meter. on the city side.

Chandni Chowk - a place that has a history of about 400 years. More evidences of the ancient times that once existed in old Delhi can be found out by winding through the labyrinthine lanes of Chandni Chowk in a rickshaw. The pleasure associated with the Rickshaw Ride here is ultimate. The rickshaw rides gives the passengers an opportunity to see a different prospective of Chandni Chowk, which is otherwise only regarded as one of the favourite shopping avenues of Delhi.

NEW DELHI - An Extensive sightseeing tour of New Delhi would include a visit to the Humayun's Tomb, the Qutub Minar, a drive along the ceremonial avenue - Rajpath, past the imposing India Gate, Laxmi Narayan Temple also known as Birla Temple, Parliament House, the President's Residence and would end with a drive through the Diplomatic Enclave. The evening is free to be spent at your leisure. Night stay in Delhi.

Day 03 / Delhi - Jaipur (By road approx 270kms/ 05Hrs)

After breakfast drive to Jaipur. Arrive and transfer to hotel, Later city sightseeing tour of Jaipur covering:

CITY PALACE - A delightful blend of Mughal and traditional Rajasthani architecture, the City Palace sprawls over one-seventh of the area in the walled city. It houses the Chandra Mahal, Shri Govind Dev Temple and the City Palace Museum.

JANTAR MANTAR - This is the largest and the best preserved of the five observatories built by Jai Singh II in different parts of the country. This observatory consisting of outsized astronomical instruments is still in use.

HAWA MAHAL - The ornamental facade of this "Palace of Winds" is a prominent landmark in Jaipur. Its five-storey structure of sandstone plastered pink encrusted with fine trelliswork and elaborate balconies. The palace has 953 niches and windows. Built in 1799 by Pratap Singh, the Mahal was a royal grandstand for the palace women. Visit a rug factory and see the ladies at the intricate work or a gem factory and see the gem cutting and polishing process. Night stay in Jaipur.

Day 04 / Jaipur

After a relaxed breakfast proceed for a morning excursion to Amber Fort. Elephant ride ascent to the fort.

AMBER FORT PALACE - Amber is the classic romantic Rajasthani fort palace. Its construction was started by Man Singh I in 1592, and completed by his descendent Jai Singh I. Its forbidding exterior belies an inner paradise where a beautiful fusion of Mughal and Hindu styles finds its ultimate expression. Continue sight-seeing.

JAIGARH FORT - The Western skyline is dominated by the extensive parkotas (Walls), watch-towers and gateways of Jaigarh. It is one of the few military structures of medieval India preserved almost intact containing palaces, gardens, open and covered reservoirs, a well planned cannon foundry, several temples, a tall tower and a giant mounted cannon the Jai Ban the largest in the Country.

LAXMI NARAYAN TEMPLE - Situated in the south of Jaipur, Laxmi Narayan Temple is one of the many such temples built by wealthy Birla family in India, thus it is also known as Birla Mandir. The temple is a great reminder of the secular traditions India has shown over the centuries. The temple has been constructed in white marble and has three domes, each portraying the different approaches to religion. The temple is situated at the foot of

Moti Doongri Fort, converted as a small palace by Ram Singh II for his wife Gayatri Devi. Night stay in Jaipur.

Day 05 / Jaipur - Agra (By road approx 235kms / 05Hrs) enroute visit Fatehpur Sikri

After breakfast drive to the City of Tajmahal - Agra enroute visiting Fatehpur Sikri- a perfectly preserved red sandstone "ghost town" which was the estranged capital of

mughal emperor Akbar, built in 1569 and deserted when its water supply failed. Arrive Agra and transfer to hotel. Night stay in Agra.

Day 06 / Agra

After breakfast visit the magnificent Taj Mahal -one of the seven wonders of the world surely the most extravagant expression of love ever created. 20,000 men labored for over 17 years to build this memorial to Shah Jahan's beloved wife. A ride on Tonga upto Taj is sheer fun and frolic all through. Also visit the Red fort - the rusty and majestic red-sandstone fort of Agra stands on the banks of the river Yamuna and the construction was started by Emperor Akbar in 1566. At the Diwan-I-Am (hall of public audience), a colonnaded hall of red-sandstone with a throne alcove of inlaid marble at the back, the Emperor heard public petitions. At the Diwan-I-Khas (hall of private audience) where marble pavilions with floral inlays lend an ethereal ambience, the Emperor sat on his gem-studded Peacock Throne and met foreign ambassadors and rulers of friendly kingdoms. Evening free to explore the rich handicrafts of Agra. Night stay in Agra.

Day 07 / Agra - Jhansi (By Superfast train Dep. 0815Hrs Arrv. 1045Hrs) Jhansi - Orchha (By road approx 15kms/ 30Minutes)

Morning transfer to railway station to board the train to Jhansi , Arrive Jhansi & drive to Orchha - grandeur has been captured in stone, frozen in time, a rich legacy to the ages. In this medieval city, the hand of time has rested lightly and the palaces and temples built by its Bundela rulers in the 16th and 17th centuries retain much of their pristine perfection & transfer to hotel. Later tour of this historical site with magnificent temples and monuments. Some of the palaces were decorated with painted murals which represent the finest flowering of the Bundela school of painting. Night stay in Orchha.

Day 08 / Orchha - Khajuraho (By road approx 180kms/ 04Hrs)

After breakfast drive to Khajuraho - the legendary temples of khajuraho are an incomparable experience. Acknowledged as one of the world's artistic wonders, these temples dedicated to the Hindu pantheon of Gods are covered in carvings that are a paean to life and love. Built within a short span of a hundred years by the Chandela Rajputs, the 10th century temples lay forgotten until they were discovered in the present century. Khajuraho has achieved fame for the sensual appeal of its erotic sculptures. Arrive Khajuraho and transfer to hotel. Evening at leisure. Night stay in Khajuraho.

Day 09 / Khajuraho

After breakfast explore the Western & Eastern group of temples of khajuraho while your guide explains the intricate meaning and legends behind each describable sculpture. Western Group of Temples in Khajuraho constitutes some of the most splendid and architecturally marvelous specimen of temple architecture in India. The group includes such magnificent temples like Kandariya Mahadeo Temple, Chaunsat Yogini

Temple, Chitragupta Temple, Lakshamana Temple, Matangeswara Temple, and Varaha Temple. Eastern temples - the sculptural embellishment and profundity of architectural designs in Temples of Khajuraho is well ostensible in the Eastern Group of Temples. These temples can be subdivided into two groups, one representing some of the finest Jain temples and another scattered through the neighboring village. The Eastern Group of Temples at Khajuraho includes Parsvanath Temple, Adinath Temple, Ghantai Temple, Hanuman temple, and Brhama Temple. Night stay in Khajuraho.

Day 10/ Khajuraho - Varanasi (By flight)

After breakfast transfer to airport to board the flight for Varanasi- said to be the India's most sacred city situated on the western bank of the holy river Ganga. It is also the oldest living city in the world. As a place for devotion and worship, with hundreds of temples dotting the city , sunrise on the river front as seen from a boat can be a spiritually uplifting sight. It has a fascination uniquely its own, a quality of sublime beauty, a timeless eternal appeal. Varanasi is the city which cannot be described, only experienced. Arrive Varanasi and transfer to hotel. Evening view "Aarti" ceremony on the Ghats. Night stay in Varanasi.

Day 11/ Varanasi

Morning boat cruise at the river Ganges to observe the way of life of pilgrims by the Ghats. Later excursion to Sarnath, 10kms & East of Varanasi, is the place where Buddha chose to deliver his first sermon. The celebrated Mantra, 'Buddham Sharanam Gachhami', owes its origin to Sarnath. On the day before his death Buddha included Sarnath along with Lumbini, Bodh Gaya and Kushinagar as the four places he thought to be sacred to his followers. It makes Sarnath one of the most venerated Buddhist places. Besides Buddhism, Sarnath is also connected with Jainism. There are many Buddhist monuments and edifices in Sarnath. Some of the important Buddhist monuments at Sarnath are the Dhamekha stupa, the Chaukhandi stupa and monasteries and temples of different schools of Buddhism from Japan, China, Thailand, Burma and others. The Indian Buddhist society called Mahabodhi Society maintains a park around the Buddha temple. The Mahabodhi Temple within the park has a tooth relic of the Buddha. There is also a vast expanse of ancient ruins at Sarnath. Several Buddhist structures were raised at Sarnath between the 3rd century BC and the 11th century AD, and today it presents the most expansive ruins amongst places on the Buddhist trail. The Ashoka pillar of Sarnath is the National emblem of India. Also visit the deer park and the museum and later back to Varanasi . Night stay in Varanasi.

Day 12/ Varanasi - Delhi (By flight)

Morning at leisure, Afternoon transfer to airport to connect the flight for Delhi , Arrive Delhi & transfer to hotel. Rest of the day at leisure or last minute shopping etc. Night stay in Delhi.

Day 13 / Delhi - Departure

Transfer to airport in time to board the onward flight.

HOTEL S DETAILS

City Name	Luxury (5* Deluxe)	Royal (5*)	Jewel (3* - 4* & Heritage)
Delhi	The Oberoi	The Metropolitan / Hilton	Hotel Almondz / Hotel Gautam Deluxe
Agra	The Oberoi Amarvilas	Radisson / Wyndham Grand	Howard Park Plaza / Raj Mahal
Jaipur	The Oberoi RajVilas	Marriott / The Lalit	Ramada Plaza / Alsisar Haveli
Orchha	Orchha Resort	Amar Mahal / Orchha Resort	Bundelkhand Riverside
Khajuraho	The Lalit Temple Bay	Radisson	Ramada / Clarks
Varanasi	Surya Uday Haveli	Radisson / Taj Ganges	Mereden Grand / Ideal Towers

Cost Per Person on twin sharing basis

HOTEL CATEGORY	01 Jun 2012 - 30 Sep 2012	
Luxury (5* Deluxe)	USD 4450 2670	
Royal (5*)	USD 2750 1650	
Jewel (3* & 4*)	USD 2350 1410	

Policy Regarding CANCELLATION / NO SHOW / EARLY DEPARTURE
In the event of cancellation of travel arrangements due to any reasons – we must be notified of the same in writing. Cancellation charges will be effective from the time/date we receive your intimation in writing. Cancellation charges would be as follows:

120 days prior to arrival – 5% of the Tour + Actual service cost (like train tickets etc.)

120 - 61 days prior to arrival – 10% of the Tour + Actual service cost

60 - 31 days prior to arrival – 25% of the Tour + Actual service cost

30 - 16 days prior to arrival - 40% of the Tour + Actual service cost

15 - 07 days prior to arrival - 60% of the tour + Actual service cost.

06 days - 72 hours prior to arrival - 75% of the tour + Actual service cost.

Less than 72hours or No Show - No Refund

Please note - Irrespective of above mentioned cancellations slabs - incase of cancellation of tour services after the booking is made with us - a minimum 10% service charges would be applicable.

9.6 Monuments- Tour Packages in India:

Kerala Monuments Tour:

(No. Of Nights: 02 Nts. Kochi+02 Nts. Kumarakom + 01 Nt. Houseboat+02 Nts. Kovalam+01 Nt. Kanyakumari)

Tour Itinerary:

Day 01 : Kochi

Welcome to God's Own Country. Upon arrival our representative will greet you at Kochi Airport/ Railway Station and then transfer to the hotel. Check-in and relax for a while amidst the comforts of your room. Explore the rest of the day at your own leisure by moving around on the local several quaint spots.

Overnight stay at the Hotel/Resort.

Day 02 : Kochi

Enjoy the sumptuous breakfast. Later proceed for sightseeing of Kochi. Kochi is having the best preserved history of colonial times and the ideal way to bring it alive is to take a walk down memory lane. The major tourist attractions are Chinese Fishing Nets, St. Francis Church, Santa Cruz Basilica, Jewish Synagogue, and Mattancherry palace/Dutch Palace. Overnight stay at the Hotel/Resort.

Day 03 : Kochi - Kumarakom (100 kms. - 02½ hrs)

Enjoy the sumptuous breakfast. Later proceed to Kumarakom. Reach & check-in at the hotel and relax for a while amidst the comforts of your room. Kumarakom is one of the few places in the world where the means for transportation is through boats.

Kumarakom is blessed with the Vembanad Lake which has its majestic canals, streams and distributaries along its banks weave an intricate and enchantingly beautiful web.

Explore the rest of the day at your own leisure. Overnight stay at the Hotel/Resort.

Day 04 : Kumarakom

Enjoy the sumptuous breakfast. The major attraction of Kumarakom is the Bird Sanctuary which lies at the edge of the grounds of an old estate where a profusion of all kinds of birds can be observed. Domestic birds such as cuckoo, wild duck, egrets, darters, herons, teal, and water fowl can be seen in abundance here, and the Siberian storks which migrate to this place each year. Explore the rest of the day at your own leisure.

Overnight stay at the Hotel/Resort.

Day-05 : Houseboat:

Enjoy the sumptuous breakfast. Later proceed to the boat Jetty, board the traditionally decorated houseboats and begin the enchanting backwater cruising. The backwaters of Kerala is a unique product of Kerala and is found nowhere else in the world. A glide in a "Kettuvallam" (Houseboat) through the enchanting backwaters is sure to rob your heart. You're in a watery universe, so quiet, even you can hear your own blood pumping around your head. Sparkling greens, emerald backwaters, coir-laden houseboats and magical beauty heals your mind and body as you travel to surreal Kerala.

Overnight stay in the Houseboat.

Day 06: Houseboat – Kovalam (176 kms - 05 hrs.)

Enjoy the sumptuous breakfast. Later proceed to Kovalam. Kovalam beach is known as the "Paradise of the South". This dreamland is an evergreen, serene, pleasant climatic and enticing beach destination. Reach & check-in at the hotel and relax for a while amidst the comforts of your room. Explore on your own to see how the everlasting sea touches the everlasting sky. Kovalam is the place where one can see the golden sand at the day time & silver sand in the night. With high rock promontory and a calm bay of blue waters, this beach paradise creates a unique aquarelle on moonlight nights.

Overnight stay at the Hotel/Resort.

Day-07: Kovalam – Trivandrum – Kovalam

Enjoy the sumptuous breakfast. Later proceed for the sightseeing of Trivandrum. Thiruvananthapuram literally means Ananthapuri, "the city of Ananthan", the Thiru (Great/Lord) Ananthan's Puram (City). Ananthan is the serpent Sesha on whom Padmanabhan or Vishnu reclines. The temple of Anantha, the Sri Padmanabhaswamy temple is the most religious icon of the city. Other sightseeing places are Kuthiramalika Palace Museum, the name Kuthiramalika means 'palace of horses' derived from the frieze of 122 wooden horses on the exterior walls. Veli Tourist Village, which has an excellent waterfront park with a wide range of aqua entertainment facilities like

fishponds, wading pools and landscaped garden. Shangumugham Beach where one can watch the amazing sunset. Overnight stay at the Hotel/Resort.

Day-08: Kovalam - Kanyakumari –(84 kms. - 02 hrs.)

Enjoy the sumptuous breakfast. Later proceed to Kanyakumari, an important pilgrim centre of India. Reach & check-in at the hotel and relax for a while amidst the comforts of your room. Later proceed for the sightseeing of Kanyakumari which is famous for the Amman Temples – a symbol of unity and sanctity – dedicated to the virgin Goddess, Kanya Kumari. To its South – East lies the famous Vivekananda Rock Memorial, a blend of all architectural styles of India. Mahatma Gandhi Memorial resembling central Indian Hindu temples in form, the memorial was so designed that on Mahatma Gandhi's birthday (02nd October), the first rays of the sun fall on the exact place where the ashes of the father of the nation were kept. Thiruvalluvar Statue the memorial statue of Thiruvalluvar is in Kanyakumari. End your day by watching the spectacular sunset there. Overnight stay at the Hotel/Resort.

Day-09: Kanyakumari – Trivandrum (95 kms – 02½ hrs)

Enjoy the sumptuous breakfast. Later pack your baggages with a promise to return once again to this part of the world.... Proceed on time to board your flight/train with sweet memories of your holidays. We wait for your next visit. Service ends.

Package Cost Per Person

Destination	Economy	Standard	Deluxe	Premium
Kochi	Mermaid Hotel (CP) (A/c Executive)	Grand Season (CP) (A/c Deluxe)	Travancore Court (CP) (A/c Deluxe)	Ramada Lake Resort & Spa (CP) (A/c Superior)
Kumarakom	Lakshmi Resorts (CP) (A/c Deluxe)	Paradise Resort (CP) (A/c Cottage)	Eastend Lakesong (CP) (Punnamada)	Coconut Lagoon (MAP) (Heritage Bungalow)
Houseboat	A/c Standard (AP)	A/c Standard (AP)	A/c Deluxe (AP)	A/c Premium (AP)
Kovalam	Sagara Beach Resort (CP) (A/c Garden View)	Isola Di Cocco (CP) (A/c Classic View)	Poovar Island Resort (CP) (A/c Land Cottage)	The Leela Kempinski Kovalam (CP) (A/c)

				Garden View)
Kanyakumari	Sunworld (CP) (A/c Deluxe Non Sea Facing)	Sunworld (CP) (A/c Deluxe Sea Facing)	Sparsa Resort (CP) (A/c Deluxe)	Sparsa Resort (CP) (Suite Room)
01st April to 30th Sep 2012	Rs. 20,499/-	Rs. 23,499/-	Rs. 28,999/-	Rs. 45,999/-
01st Oct 2012 to 31st Mar 2013	Rs. 23,999/-	Rs. 28,999/-	Rs. 32,999/-	Rs. 60,999/-

Meal Plan: CP= Breakfast only, MAP = Breakfast & Dinner only, AP = Breakfast, Lunch & Dinner only

Extra Adult/Child cost (between 05 and 12 yrs)

With Extra bed in the Room - 40% of Per Person Cost.

Without Extra bed - 30% of Per Person Cost.

Note:

- A hike of 25% would be applicable from 15 Dec to 15 Jan.
- X'mas and new year Eve Supplement charges would be charged additional on actual.

Package Cost Includes:

- Well appointed above mentioned/base category room accommodation on twin sharing basis.
- Daily Buffet / Fixed Menu meals as per plan.
- A/c Indica for all surface transfers & sightseeing for the above mentioned places.
- All applicable hotel taxes.

Package Cost Excludes:

- Any meals other than those mentioned above.
- Any Airfare / Train fare.
- Any transportation which is not mentioned in the itinerary (Rs 9.00 per km will be charged for additional use of A/c Indica).
- Entrance fees to Amusement parks & Boating charges.
- Any portage at airports and hotels, tips, insurance, wine, mineral water, telephone charges, and all items of personal nature.
- Any services not specifically mentioned in the inclusions.

- Expenses caused by factors beyond our control like rail and flight delays, roadblocks, vehicle mal-functions, political disturbances etc.
- Service tax extra @ 2.58% of the total bill amount.

Note:

The above package is only an offer and not a confirmation. We shall proceed with your booking only after we receive your confirmation and full payment.

- In case of non-availability of rooms at the hotels mentioned, we shall provide you alternate hotels of similar category.
- Check-in/Check-out time at the hotel is 12.00 hrs.
- Check-in time is 12.00 hrs. & Check-out time is 09.00 hrs at the Houseboat.
- Houseboat will be stationed at one place from 6:00 pm to 7:00 am due to Govt. restrictions
- In A/C Deluxe category Houseboat, A/C will be operational from 9:00 P.M. to 6:00 A.M.
- In A/C Premium category Houseboat, A/C will be operational as per your requirements.
- Booking confirmation is subject to availability.
- The above rates are valid for the mentioned period only.

9.7 Summary

We have understood in the unit 9 about the Historical, Cultural & Monument tour packages. Learners have understood about the Historical tourism destination. In the first phase of this unit learner got wonderful knowledge of Rajasthan tour package

In the second phase of the unit 9 learner will focus on the cultural tourism concept with glories and exotic tour package of Rajasthan which is too knowledgeable in front of learner.

In the third phase is called Monument based tourism activity and tour package under which learner get great idea about the Indian monument & exotic tour package.

9.8 GLOSSARY:

- **Historical tourism:** Historical and heritage tourism are almost synonymous and have an overlapping relationship with many other forms of tourism. These include the historical aspects of cultural, art and festival tourism, many aspects of place-specific and ethnic tourism including flows, costume and gastronomy, and those trips associated with museums, art galleries, monuments and archaeological and historical

sites. More broadly, historical tourism accounts for a large proportion of urban tourism.

- **Cultural Tourism:** Cultural tourism is referred to the kind of tourism, which is concerned with the culture of a specific region or country, particularly in the arts. It basically focuses on the traditional communities that have diverse customs as well as the forms of art and the distinct social practices that distinguish a certain culture from the others.
- **Heritage Tourism:** A type of tourism which covers the cultural heritage of the past .
- **Monuments:** Historical sites such as ancient forts and palaces , memorials , mausoleums, battlefields, and residents of famous personalities ,each of which has a story to tell.
- **Theme park:** A special built tourist attraction based on dominant them and generally a commercial leisure park spread across a large expanse of land .
- **Potential tourist:** A person who is likely to purchase a tourism product or can possible become a tourist is known a potential tourist .

9.9 Check Your Progress

1) What is historical tourism & give examples of historical sites of India?

.....

2) What is culture tourism?

.....

3) What is monument? Give two names of monuments of Rajasthan?

.....

4) Give the two name of historical place of Jodhpur?

.....

5) Give the name of three tourist attraction of Jaisalmer?

.....

9.9 Clues to Answer

1. Refer Sec. 9.3
2. Refer Sec. 9.5
3. Refer Sec. 9.6
4. Refer Sec. 9.4
5. Refer Sec. 9.4

9.10 Reference:

- Roday, Sunetra .Biswal, Archana and Joshi, Vandana 2011 , Tourism Operations and Management , Third Edition , Oxford University Press , New Delhi. PP.46-47.P.67.
- <http://travelchacha.com/rajasthan.htm>
- <http://www.vacationskerala.com/kerala-tour-packages/kerala-monuments-tour.html>
- <http://www.cultureholidays.com/culturetour.htm>
- <http://www.cultureholidays.com/india-nepal-tour.htm>

9.11 Terminal Questions

- 1) What is Historical tourism? Give the 3night /4days tourism itinerary of Rajasthan?
- 2) What is cultural tourism? Explain the cultural heritage of Kerala with suitable examples?

Unit 10

Adventure Sports and Wellness Packages

Structure:

10.1 Objective

10.2 Introduction

10.3 Overview of Adventure Sports tourism

10.4 What is adventure tourism?

10.4.1 Section of adventure tourism

10.5 Adventure sports tour package

10.5.1 River rafting tour package

10.6 Sports Tourism (Overview of Sports Tourism)

10.6.1 Sports Tourism may attract

10.6.2 Promotion of Tourism through

10.6.3 Sports Games

10.7 Wellness Tourism

10.7.1 Definition of Wellness tourism

10.7.2 Wellness tourism activity includes

10.7.3 India wellness tour package (Himalayas Wellness tour)

10.7.4 India wellness tour package (Kerala Ayurveda tour)

10.8 Summary

10.9 Glossary

10.10 Check Your Progress

10.11 Clues to Answer

10.12 Reference

10.13 Terminal Question

10.1 Objectives:

The main objective of the Unit 10, we will learn about Adventure, Sports & wellness Package is focussing adventure sports tour package & wellness tour package.

- To Understand the Overview of adventure tourism & Adventure Sports Tour package.
- To focus the adventure sports activity in river rafting tour package.
- To Understand Adventure sports tour facilities & Amenities in the adventure sports destination.
- To understand the wellness tourism.
- To focus the definition of wellness tourism.
- To understand activity included in wellness tourism.
- To Overview of wellness tourism tour package
- To Focus a Himalayas wellness tour package.
- To Focus Kerala Ayurveda wellness tour package.

10.2 Introduction:

In this Unit 10, learner will understand about adventure sports tour package & wellness tour package. In the first phase of this Unit learner read adventure tourism & Adventure sports like – Aerial adventure Sports, water adventure sports, land adventure sports. After that learner read **river rafting tour package & Marine drive rishikesh** tour package. Besides of this learner find shivpuri **to rishikesh** tour package.

In this tour package learner understood various kinds adventure sports activity of particular destination. Through this river rafting and camping tour package learner understand good idea about the adventure sports as – river rafting / camping / trekking etc.

In the second phase of the unit learner well aware about overview of wellness tourism under this reader get the great idea about definition of wellness tourism.

In this unit we have also read wellness tourism activity like – Spas, Lifestyle health vacation, resorts, herbal treatment, nature tourism, Eco tourism & community tourism.

In the wellness tourism tour package as – Himalayas wellness tour, Kerala Ayurveda tour. So, we can say that it is the learner got completed introduction of the unit.

10.3 OVERVIEW OF ADVENTURE TOURISM

Adventure is generally an outdoors activity of sport, which involves elements of daring and risk. Physical fitness is generally a pre-requisite to participate in adventure sports activity, like sports, adventure has always been an integral part of tourism.

Adventure tourism:

Adventure tourism has greatly increased in popularity in recent decades. As the name suggests, adventure tourism often involves participation in **athletic** activities--such as **rock climbing**, whitewater rafting and mountain climbing--that ordinary tourists might seem too risky or too exhausting. Given the central role that the wilderness plays in adventure tourism, people are usually required to travel to remote locations to part take in it.

10.4. WHAT IS ADVENTURE TOURISM

Adventure tourism:-

Adventure tourism has greatly increased in popularity in recent decades. As the name suggests, adventure tourism often involves participation in **athletic** activities--such as **rock climbing**, whitewater rafting and mountain climbing--that ordinary tourists might seem too risky or too exhausting. Given the central role that the wilderness plays in adventure tourism, people are usually required to travel to remote locations to part take in it.

10.4.1 Section of Adventure Tourism

Adventure tourism can be divided into the following 3 sub sections:

- Aerial Adventure Sports.
- Water Adventure Sports.
- Land Based Sports.

Aerial Adventure sports:

- Parachuting
- Sky diving
- Hand gliding
- Para sailing
- Bungee jumping

Water Adventure Sports:

- White water rafting
- White water kayaking
- White water Canoeing
- Flat Water Adventure
- Water Skiing
- Wind Surfing

Land Based Adventure Sports

- Trekking
- Mountaineering
- Skiing Rock climbing

10.5 Adventure Sports Tour Package:

River Rafting Packages

Listed below are a number of Rafting Tour itineraries (Packages) of Rishikesh. Our travel counselors and outfitters have designed these packages keeping both the budget and your interest factors in mind. The tours are packaged in such a way that there is adventure as well as fun and a great holiday experience. If you have any doubts or questions about these tour packages, you can read this tour packages properly.

TOUR CODE 01 - (1 NIGHT STAY RIVER RAFTING AND CAMPING TOUR PACKAGES)

TOUR-01-A-BRAHMPURI TO RAMJHULA -(1 Night Stay)

Day 01. In the afternoon, arrive in Rishikesh. Go to the camp. On arrival at camp, get served with hot buffet lunch. After Lunch go for a **Jungle Trekking** & explore the area. Enjoy evening tea and play camp activities & games. Enjoy evening bonfire with lite snacks. Have Dinner. Overnight at the camp.

Day 02. Have morning tea. After breakfast, start **River Rafting from Brahmpuri and carry on down to Rishikesh for 12 km.** Hit some of the enjoyable rapids on the Ganga i.e. Initiation, Double Trouble, Hilton and Terminator. One can try **Body Surfing and Cliff Jumping** in this section. In the later part, we float past temples and ashrams and Ghats, enjoying the riverbank life along the Ganga. After that Arrive in Rishikesh.

Package Includes:

- Accommodation in Camp house
- Daily morning breakfast lunch & dinner

Cost : ₹ 1600.00 Per Person Min 5 to 8 Person *Transport Extra

TOUR-02-A-Shivpuri to Ram Jhula - (1 Night Stay):

Day 01. In the afternoon, arrive in Rishikesh. Go to the camp. On arrival at camp, get served with hot buffet lunch. After Lunch go for a **Jungle Trekking** & explore the area. Enjoy evening tea and play camp activities & games. Enjoy evening bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 02. Have the morning tea. After breakfast, start on a **River Rafting from Shivpuri to Rishikesh (16 km)**. Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course, Club house, Initiation, Double Trouble and Hilton. One can try **Body Surfing and Cliff Jumping** also in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga. Arrive in Rishikesh.

Package Includes:-

Accommodation in Camp house

Daily morning breakfast lunch & dinner

Cost : ₹ 1700.00 Per Person Min 5 to 8 Person *Transport Extra.

TOUR-03 -A-MARINE DRIVE TO RISHIKESH - (1 Night Stay)

Day 01. In the afternoon, arrive in Rishikesh. Go to the camp. On arrival at camp, get served with hot buffet lunch. After Lunch go for a **Jungle Trekking** & explore the area. Enjoy evening tea and play camp activities & games. Enjoy evening bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 02. After breakfast, start **Rafting from Marine Drive to Rishikesh (24km)**. Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course & Club house. We hit Initiation, Double Trouble, Hilton and Terminator. One can also try **Body Surfing and Cliff Jumping** in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga. Arrive in Rishikesh. Tour concludes.

Package Includes:

- Accommodation in Camp house
- Daily morning breakfast lunch & dinner.

Cost: ₹ 2050.00 Per Person Min 5 to 8 Person *Transport Extra

TOUR-04 -B-MARINE DRIVE TO RISHIKESH - (1 Night Stay)

Day 01. Arrive in Rishikesh 10:30 am, Go to the camp. On arrival at camp, get served with hot buffet lunch. After lunch go for **Rock Climbing / Rappelling**. After Rock Climbing / Rappelling go for a **Jungle Trekking**. Enjoy evening tea and play camp activities & games. Enjoy evening bonfire with lite snacks. Have Dinner. Overnight at the camp.

Day 02. After breakfast, Later, go on **Rafting from Marine Drive to Rishikesh (24km)**. Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course & Club house. we hit Initiation, Double Trouble and Hilton & Terminator. One can also try **Body Surfing and Cliff Jumping** in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga. Arrive in Rishikesh. Tour terminates.

Package Includes:

Accommodation in Camp house
Daily morning breakfast lunch & dinner

Cost: ₹ 2250.00 Per Person Min 5 to 8 Person *Transport Extra

TOUR -05 A MARINE DRIVE TO RISHIKESH - (1 Night Stay)

Day 01. In the morning, arrive in Rishikesh. Drive to Marine Drive. Later, start **River Rafting from Marine Drive to Shimpuri (8km)**. Have lunch. After Lunch go for a **Jungle Trekking** & explore the area. Enjoy evening tea and play camp activities & games, bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 02. After breakfast, start **River Rafting from Shimpuri to Rishikesh (16km)**. Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course, Club house, Initiation, Double Trouble, and Hilton & Terminator. One can also try **Body Surfing and Cliff Jump** in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga . Arrive in Rishikesh.

Package Includes:

- Accommodation in Camp house
- Daily morning breakfast lunch & dinner

Cost : ₹ 2450.00 Per Person Min 5 to 8 Person *Transport Extra

TOUR-06 - BYASI TO RISHIKESH - (1 Night Stay)

Day 01.

Arrival in office rishikesh go to the camp. On arrival at camp, get served with hot buffet lunch. After lunch go for Byusi. Starts **River Rafting (15kms) Byasi to Shivpuri**. After River Rafting Back to camp. Play camp games enjoy evening tea bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 02.

After breakfast, start **River Rafting from Shivpuri to Rishikesh (16km)**. Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course, Club house, Initiation, Double Trouble, and Hilton & Terminator. One can also try **Body Surfing and Cliff Jump** in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga . Arrive in Rishikesh.

Package Includes :-

- Accommodation in Camp house
- Daily morning breakfast lunch & dinner

Cost : ₹ 3650.00 Per Person Min 5 to 8 Person *Transport Extra

2 NIGHT STAY RIVER RAFTING AND CAMPING TOUR PACKAGES

TOUR-07-SHIVPURI TO RISHIKESH - (2 Night Stay)

Day 01:

Arrive in Rishikesh 10:00AM in my office, go for a **Jungle trek to the Neerghar water fall(trekking 4 Km both side on Hill)**. Later, go to camp. Have Lunch in camp. Post lunch, go for **Rock Climbing / Rappelling** site. Get back to camp and spend some free time to explore the area and play camp activities & games. Enjoy evening bonfire with little snacks. Have dinner. Overnight at the camp.

Day 02:

Have breakfast in the morning. Later, start on **River Rafting from Shivpuri to Rishikesh (16 km)**. Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course, Club house, Initiation, Double Trouble and Hilton. One can try **Body Surfing and Cliff Jumping** also in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga. Rafting session ends. After rafting, get back to camp. Have lunch in camp. Spend some free time

to explore the area and play camp activities & games. Also enjoy evening bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 03. After breakfast, leave the camp.

Package Includes:

- Accommodation in Camp house
- Daily morning breakfast lunch & dinner

Cost : ₹ 3250.00 Per Person Min 5 to 8 Person *Transport Extra

TOUR-08 - A-MARINE DRIVE TO RISHIKESH -(2 Night Stay)

Day 01. Arrive in Rishikesh 10:00 AM in my office, go for a **Jungle trek to the Neerghar water fall (trekking 4 Km both side on Hill)**. Later, go to camp. Have Lunch in camp. Post lunch, go for **Rock Climbing / Rappelling** site. Get back to camp and spend some free time to explore the area and play camp activities & games. Enjoy evening bonfire with light snacks. Have dinner. Overnight at the camp.

Day 02. Have breakfast in the morning. Later, start on **24 Km Rafting from Marine Drive to Ram Jhula** with big volume Ganga white water with "Roller Coaster" and "Golf Course" combined with lots of **Body Surfing & Cliff Jumping**. Rafting session ends .After Rafting, get back to camp. Have lunch in camp. Spend some free time to explore the area and play camp activities & games. Also enjoy evening bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 03. After breakfast, leave the camp. Tour terminates.

Package Includes:

- Accommodation in Camp house
- Daily morning breakfast lunch & dinner

Cost : ₹ 3450.00 Per Person Min 5 to 8 Person *Transport Extra

TOUR-9 -- KAUDIYALA TO MUNIKIRETI - White Water River Rafting, Rafting 34 Km. (02Nights Stay)

Day 01. On your arrival at office, go for Waterfall. After waterfall transfer to camp. Welcome to the base camp. Enjoy evening tea and play camp activities & games, bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 02. Drive to Kaudiyala after breakfast. The day starts **River Rafting (18kms)** with a few small rapids. Go down "Three Blind Mice", THA WALL, Crossfire" and "Body Surfing Rapid" till Shivpuri approx. Post lunch, play camp games. Enjoy campfire dinner. Overnight at the camp.

Day 03. Leave the camp after breakfast. Start **River Rafting from Shivpuri to Rishikesh (Ramjhula) 16km** approx with big volume Ganga white water with "Roller Coaster" and "Golf Course" combined with lots of **Body Surfing and Cliff Jumping**. Continue rafting down to Ramjhula .Tour terminates upon arrival at Rishikesh.

Package Includes:

Accommodation in Camp house
Daily morning breakfast lunch & dinner

Cost: ₹ 4450.00 per Person Min 5 to 8 Person *Transport Extra

3 NIGHT STAY RIVER RAFTING AND CAMPING TOUR PACKAGES

TOUR-11-A-River Rafting/Camping/Trekking /Haridwar - (3 Night/4Days Stay)

Day 01 On arrival in office, have the morning breakfast. After breakfast, go for **Jungle Trek to the Neerghar waterfall (treking 4 Km both side on Hill)** Enjoy stream bath and then transfer to camp. Have lunch. Also enjoy evening bonfire with light snacks. Have dinner. Overnight at the camp.

Day 02 Drive to Marine after breakfast. Start **Rafting from Marine Drive to Shivapuri for 8Kms**. Today, we hit some of the most exciting rapids on the Ganga. Get back to camp for lunch. Post lunch, reach Shivpuri Rock Climbing site and try your hand at **Rock Climbing and Rappelling**. Get back to camp. Spend some free time to explore the area. Enjoy evening snacks and Bonfire Dinner. Overnight at the camp.

Day 03 After breakfast in the morning, leave for Haridwar. Enjoy a full day tour. In the evening, get back to camp. Have dinner. Overnight at the camp.

Day 04 Leave the camp after breakfast in the morning. Start **River Rafting from Shivpuri to Ramjhula Rishikesh for 16 Km**. Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course & Club house. We hit Initiation, Double Trouble, and Hilton. One can also try **Body Surfing and Cliff Jumping** in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga. Arrive in Rishikesh. Tour terminates.

Package Includes: -

Accommodation in Camp house

Daily morning breakfast lunch & dinner

Cost : ₹ 4450.00 Per Person Min 5 to 8 Person *Transport Extra.

3 NIGHT STAY RIVER RAFTING AND CAMPING TOUR PACKAGES

TOUR-12-A-River Rafting/Camping/Trekking/Haridwar- (3 Night Stay)

Day 01. On arrival in office, have the morning breakfast. After breakfast, go for **Jungle Trek to the Neerghar waterfall(trekking 4 Km both side on Hill)** Enjoy stream bath and then transfer to camp. Have lunch. Also enjoy evening bonfire with light snacks. Have dinner. Overnight at the camp.

Day 02. Drive to Marine after breakfast. Start **Rafting from Marine Drive to Shivapuri for 8Kms.** Today, we hit some of the most exciting rapids on the Ganga. Get back to camp for lunch. Post lunch, reach Shivpuri Rock Climbing site and try your hand at **Rock Climbing and Rappelling.** Get back to camp. Spend some free time to explore the area. Enjoy evening snacks and Bonfire Dinner. Overnight at the camp.

Day 03. After breakfast in the morning, leave for Haridwar. Enjoy a full day tour. In the evening, get back to camp. Have dinner. Overnight at the camp.

Day 04. Leave the camp after breakfast in the morning. Start **River Rafting from Shivpuri to Ramjhula Rishikesh for 16 Km.** Today, we hit some of the most exciting rapids on the Ganga i.e. Return to Sender, Roller Coaster, Golf Course & Club house. We hit Initiation, Double Trouble, and Hilton. One can also try **Body Surfing and Cliff Jumping** in this section. In the later part, we float past temples and ashrams and Ghats. Enjoy the riverbank life along the Ganga. Arrive in Rishikesh. Tour terminates.

Package Includes: -

Accommodation in Camp house.

Daily morning breakfast lunch & dinner.

Cost: ₹ 4650.00 Per Person Min 5 to 8 Person *Transport Extra

Tour - 13 -- Only River Rafting Packages - Daily Rafting Services

Packages	Cost
Brahmpuri to NIM Beach for 9 Km Include River Rafting, Body Surfing and Cliff Jumping <i>(Best for Children and School Children, Easy, small waves. No Obstacles)</i>	₹ 350/- Per Person

Brahmpuri to Rishikesh for 12 Km Include River Rafting, Body Surfing and Cliff Jumping (Best for Children and School Children, Easy, small waves. No Obstacles)	₹ 400/- Per Person
Shivpuri to Rishikesh for 16 Km Include River Rafting, Body Surfing and Cliff Jumping	₹ 550/- Per Person
Marine Drive to Rishikesh for 24 Km Include River Rafting, Body Surfing and Cliff Jumping	₹ 750/- Per Person
Kaudiyala to Rishikesh for 34 Km Include River Rafting, Body Surfing and Cliff Jumping	₹ 1500/- Per Person

1 NIGHT STAY RIVER RAFTING AND CAMPING TOUR PACKAGES

TOUR-14-A-BRAHMPURI TO RAMJHULA -(1 Night Stay)

Day 01. In the afternoon, arrive in Rishikesh. Go to the camp. On arrival at camp, get served with hot buffet lunch. After Lunch go for a **Jungle Trekking** & explore the area. Enjoy evening tea and play camp activities & games. Enjoy evening bonfire with light snacks. Have Dinner. Overnight at the camp.

Day 02. Have morning tea. After breakfast, start **River Rafting from Brahmpuri and carry on down to Rishikesh for 12 km**. Hit some of the enjoyable rapids on the Ganga i.e. Initiation, Double Trouble, Hilton and Terminator. One can try **Body Surfing and Cliff Jumping** in this section. In the later part, we float past temples and ashrams and Ghats, enjoying the riverbank life along the Ganga. Arrive in Rishikesh. Tour terminate .

Package Includes:-

Accommodation in Camp house
Daily morning breakfast lunch & dinner

Cost : ₹ 1600.00 Per Person Min 5 to 8 Person *Transport Extra.

10.6 SPORTS TOURISM (OVERVIEW OF SPORTS TOURISM)

Sports Tourism is organized indoor or outdoor tourist activity which they pursue for recreation and physical fitness. It is form of tourism in which a person may travel from the place of their residence to a place where a sporting activity is organized in order to either take part in or watch the sporting events. The sporting events could be local national, regional international.

1. INDOOR AMONG INDOOR ACTIVITIES THE FOLLOWING CAN BE LISTED:

- Table Tennis
- Badminton
- Billiards
- Squash
- Skiing

2. Outdoor - Among outdoor Sports the following can be listed:

1. Golf
2. Tennis
3. Horse Riding
4. Cycling
5. Swimming
6. Boating

10.6.1 Sports Tourism Attracts:

Sports activities may attract:

- Tourists with a high level of entertainment as professionals
- People who have been practicing sports as a regular hobby.
- The spectators (as tourists) who would like to see a competition or performance.

10.6.2 TOURISM PROMOTION

Promotion of Tourism through

- Tour Operators
- Sports Institutes
- Overseas Tourist Offices
- Airlines Clubs
- Sports Operators
- Business Houses
- Multinationals (MNCs)

10.6.3 SPORTS GAMES

- A Form of tourism in which a person may travel from place of his residence to a place where a sporting activity is organized.
- Olympic Games (summer)
- Olympic Games (winter)
- World Cup Football

- World Cup Cricket
- Asian Games
- Regional Games
- National Games

10.7 WELLNESS TOURISM :

Wellness tourism is one of the earliest forms of healing that has been taking place for centuries. In the olden days, those that could afford it would make long distance trips to engage in traditional practices in hopes of improving their wellbeing. Ancient Greeks and Romans used to travel to thermal springs and spiritual temples as they believed it bettered their health.

10.7.1 DEFINITION OF WELLNESS TOURISM

Definition - wellness tourism is the process of a traveller seeking a journey specifically in order to improve or promote their health and wellbeing. The tourist will stay in a particular destination where they will be provided with various health-promoting physical activity, relaxation methods, and nutritious food in a comprehensive package. With the increase in individuals actively seeking out to better their health, there has been a burgeoning growth in the wellness tourism industry. This has led to several holistic centers, spas, wellness retreats, spiritual pilgrimages and other form of healthy therapies setting up shop to bring in foreign, health-seeking people.

10.7.2 WELLNESS TOURISM INCLUDES

- Spas
- Lifestyle Health Vacations
- Resorts
- Herbal Treatments
- Nature tourism
- Eco Tourism
- Community Tourism

10.7.3 WELLNESS TOUR PACKAGE COMPANY

Travelshanti - First focused site for travel towards wellness tourism in India.

Different travel agencies offer various Holiday Packages Leisure Packages, Rejuvenation, Ayurveda, Spa Health, Nature packages and much more in India and various other countries. Contact us for a well planned, stress-free and fun filled holiday.

Wellness tour packages in India bring together the ancient traditions of the country. Whether it is yoga and meditation, or a massage and spa, or all of the above, there are a wide variety of choices.

Kamalan Travels is a expert in the area of wellness tour packages in India. Each of the destinations has been screened and handpicked to ensure the maximum relaxation and results for the wellness of your mind, body and spirit.

10.7.3 INDIA WELLNESS TOUR PACKAGE (HIMALAYAS WELLNESS TOUR)

Ananda Rejuvenation Spa offers a serene and truly unforgettable experience of pure pampering and relaxation in exquisitely beautiful surroundings in the tranquil foothills of the Himalayas.

- **Old Delhi** - Red Fort, Jama Masjid, Raj Ghat
- **New Delhi** - India Gate, Rajpath, Humayun's Tomb, Qutab Minar
- **Himalayan Mountain ranges** - Exquisite scenery
- **Deluxe Ananda Spa** - Spa treatments and use of facilities

Tour Itinerary

Day 1 - Arrival in Delhi:

Upon your arrival at the Delhi Airport, your local English-speaking representative will be waiting to welcome you to India and escort you to your private car and driver for your transfer to your hotel in the city. The balance of this first day is at your leisure. Overnight is at Delhi.

Day 2 - Delhi - City Tour:

After Breakfast, We'll embark on a full day sightseeing tour of Delhi, taking in the impressive Red Fort, Jama Masjid - India's oldest and largest mosque, Raj Ghat - the site of Gandhi's cremation and more. Overnight is at New Delhi (B)

Day 3 - Delhi to Agra Rishikesh:

Morning transfer to Delhi railway station for the train to Haridwar. Travel comfortably in the air-conditioned 1st class wagon of the Dehradun Shatabdi Express to Haridwar. Onward private transfer to Ananda Spa in the foothills of the Himalayas. Overnight is at Ananda

Day 4 - 9 In Ananda Spa:

Ananda spa Situated 260km away from Delhi, set amongst the 100 acres of virgin forest, 3000 feet above the sea level and soaring over the calming counters of the Ganges, nestles South Asia's first resort and spa. Once the residence of the Maharaja of Tehri Garhwal, the palace and precincts now invite the leisure, lifestyle and business traveler. A legendary fount of religion and spirituality, Narendra Nagar, inspired the creation of the sanctuary for the Maharaja. The Palace itself was built at various stages for different reasons of hospitality. In 1910 an annex was added to commemorate the arrival of the British viceroy, who often visited and this new annexe served to house his entourage. The annex which currently hosts the Billiard Room, the Tea Lounge, the Library, the Vice regal Suite and other facilities, boasts of having hosted some of the most extravagant occasions for both royalty and nobility, who were frequent visitors here. Orchestras played in the ballroom, political dignitaries came up for a breath of cool air and to gaze at the stars. Spiritual heads like Ma Anandamayi and Swami Sivananda lent the palace an aura of peace, tranquility and learning when they blessed it with their presence. They had disciples who flocked from near and far to hear their preaching. Experience the lifestyle of royalty. Wander through the palatial sweep of gardens, tarry at the Tea Lounge and holistically relax your body, mind and soul with a full range of spa treatments and extensive selection of therapies. Overnight - Ananda Spa .

Day 10 - Rishikesh Delhi:

Relaxed and rejuvenated you depart taking the Shatabdi Express west bound to Delhi. Your holiday concludes upon your arrival to Delhi, onward departure transfer to the airport or hotel.

Hotels:

Delhi - Hotel The Oberoi 5* (or similar)

Rishikesh - Ananda Spa & Resort 5* deluxe (Palace View Room)

Transfers

- Private transfers in luxury car from and to Delhi Airport
- All Transfers and sightseeing by Chauffeured Luxury Air Conditioned Car.

Spa Package inclusions

- Abhyanga treatment
- Shirodhra treatment
- Ayurvedic and Wellness Consultation
- For Him: Himalayan Honey and Sandalwood Facial
- For Her: Himalayan Honey and Rose Facial
- Ancient Indian Body Mask treatment
- Ancient Indian Honey and Sandalwood Scrub
- Aromatherapy Massage using a Blend of Spiritually Calming Indian Essential Oils
- 3 personalised Yoga sessions and 3 Personalised Pranayama and Meditation session – per room
- Introductory Spa & Fitness Orientation Sessions with Initial Spa Consultation
- Daily use of the Hydrotherapy Facilities: Indoor & Outdoor Jacuzzi, Steam, Sauna, Chill Plunge Pool, Heated Lap Pool
- Opportunity to participate in scheduled Spa Lifestyle and Wellness Activities: Yoga, Pranayama, Meditation, Fitness, Cooking demonstrations, Lectures and Workshops/ Excursions
- Daily use of the Nutritional, Wellness & Lifestyle Library

Meals

- Breakfast daily at hotel
- Morning Wake Up Signature tea & fresh fruits bowl (replenished daily) at Ananda Spa
- 6 Lunches and 6 Dinners at Ananda

Services

- Assistance from our India Escorted Tour's office in Delhi and local representative offices throughout India
- 9 Nights accommodation on twin sharing
- English speaking guide for scheduled sightseeing
- Entrance fees for all included sights
- Return Train journey by 1st AC on Dehradun Shatabdi Express (Delhi - Haridwar)
- Local emergency contact number daily.

Does not include:

- International Airfare & Visa
- Travel Insurance (highly recommended)
- Any new tax imposed by the Government
- Any airport taxes

- Any expenditure of personal nature such as porterage, tips, drinks, telephone charges, laundry, Camera/video camera fee at the monuments & places of visit etc.

Package Cost:

Average land cost for this program

Prices are per person based on double occupancy.

Based on Palace view rooms at Ananda

USD 3500 per person

Based on Valley View Rooms at Ananda

USD 3750 per person

Based on Deluxe Suite at Ananda

USD 4350 per person.

EXCHANGE RATE CALCULATOR

This program can be priced for any number of people. Cost based on minimum 2 person travelling together. Cost may vary depending on dates chosen & any weekend, holiday and trade fair date surcharges.

10.8 Summary:

After reading Unit 10 - we have strong idea about adventure tourism & learners have also read various forms of adventure sports activity under which comes adventure sports activity like – Parachuting, sky diving , Hang gliding , parasailing , white water rafting .

We have understood regarding the river rafting tour package this tour package and cost is depend upon the no person those involve the adventure tourism tour package .

In the second part of the unit, the wellness tourism is dicussed which is very emerging trend for India as well as globally. Learner also read about wellness tourism destination & about wellness tourism activity for wellness tourist.

Under the wellness tour package comes - (Himalyas wellness tour, Kerala Ayurveda tour through this tour package learner got the idea Ayurvedic therapies & enjoying the Kerala exotic attraction. After going through this Unit learner got good knowledge about the adventure & Wellness tour Concept which is very useful for tourism learner point of view.

10.9 Glossary:

- **Adventure Tourism:** Adventure is generally an outdoors activity of sport, which involves elements of daring and risk. Physical fitness is generally a pre-requisite to participate in adventure sports activity, like sports, adventure has always been an integral part of tourism.
- **Wellness Tourism:** Wellness tourism is the process of a traveller seeking a journey specifically in order to improve or promote their health and wellbeing. The tourist will stay in a particular destination where they will be provided with various health-promoting physical activity, relaxation methods, and nutritious food in a comprehensive package.
- **Whitewater rafting:** Whitewater rafting is all about paddling a small or large raft on river rapids. The raft can be manned by one or many adventure seekers. With forward and reverse strokes, they manoeuvre the raft over the rapids.
- **Hang gliding** - is an air sport in which a pilot flies a light and unmotorized foot-launchable aircraft called a **hang glider**. Most modern hang gliders are made of an aluminum alloy or composite-framed fabric wing.
- **Parasailing:** Parasailing consists of a parachute-like parasail, attached to a 300m long tow rope which is pulled along by a speeding form of transport. When the speed rises to beyond stalling speed, the parachute rises, taking the pilot up in the air.
- **Whitewater kayaking** is the sport of paddling a kayak on a moving body of water, typically a whitewater river. Whitewater kayaking can range from simple, carefree gently moving water, to demanding, dangerous whitewater.
- **Windsurfing:** A windsurfer stands on a fiberglass board attached to a rig that is made up of a sail, mast, boom and mast base. With training, he controls the craft in challenging conditions created by the wind and the water and executes various. For most windsurfers, the freedom of the sport is one of its greatest attractions.

10.10 Check Your Progress

1) What is Adventure tourism & give examples of adventure sports of India?

.....

2) What is Wellness tourism?

.....

3) Give three name of adventure sports destination with suitable example?

.....

4) Give three name of wellness tourism destination with suitable example?

.....

5) Give the 2Nights /3days river rafting tour itinerary of Rishikesh?

.....

10.11 CLUE TO ANSWER

- 1) Refer Sec. 10.4
- 2) Refer Sec. 10.7.1
- 3) Refer Sec. 10.2 & 10.5
- 4) Refer Sec. 10.7.3 & 10.7.4
- 5) Refer Sec. 10.5

10.12 REFERENCES

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10.13 TERMINAL QUESTIONS

- 1) Briefly explain Adventure tourism? Give the 3night /4days tourism itinerary of Rishikesh?
- 2) Explain Wellness tourism? Give the 4night /5days tourism itinerary of Kerala?

Unit-11

Corporate and Mice Packages

Structure:

11.1 Objective

11.2 Introduction

11.3 Overview of Corporate tourism

11.3.1 Corporate tour package of Manali destination.

11.3.2. Corporate tour package of shimla destination

11.3.3 Corporate tour package of Goa destination

11.3.4 Corporate tour package of Agra

11.3.5 Corporate tour package of Mussoorie.

11.4 MICE Tourism Overview

11.4.1 Understanding term “MICE”

11.4.2. Major MICE tourism destination in India

11.4.3. MICE tourism tour package

11.5 Summary

11.6 Glossary

11.7 Check Your Progress

11.8 Clues to Answer

11.9 Reference

11.10 Terminal Question

11.1 Objectives:

In Unit 11 we will read about the Corporate & MICE tour package tour packages. Our main objective of the unit to explore the full knowledge of corporate and MICE tourism.

- To Understand the term corporate tourism
- To understand about the corporate tour destination.
- To provide the major information about the corporate hotel
- To understand about the corporate tour package like – Manali, shimla, Goa, Agra, Mussorie, Rishikesh etc.
- To Understand about the facilities amenities provided a in the corporate tour package.
- To understand the meaning of MICE tourism.
- To understand about major MICE tourism destination in India.
- To study about MICE tourism in India.
- To understand about the MICE tour package of Taskent.

11.2 Introduction:

In this Unit 11, We will study about the Corporate and MICE tour package. learner will get an idea abot the concept of corporate tourism. The presnt unit also focuses on what kind of tourism destination want corporate client it may be for business meeting purpose or any conference arrangement.

In the first phase of this unit, the learner will understand about what is corporate tourism? Who are the potential corporates & what is the major requirement of corporate client? In this unit we will also read about the corporate client requirement for groups of company, what kind of hotel location require for corporate? And we will also discuss about various things should to be keep in our mind at the time of designed the corporate tour package what kind of theme of the corporate tour package.

11.3 Overview of Corporate Tourism:

Corporate tourism consists of tourism business raise from companies and business house .travel agent fulfill the tourism requirement of companies like– conference arrangement, business tour, incentive tour and sell all the tourism component like– hotel, airlines ticket, local transportation ground arrange of particular destination, travel insurance. All this component travel agent sells to corporate companies on the basis of corporate rate which is discounted rate for corporate employees. For the corporate client travel agent develop the corporate tour package as per the requirement of event and number of person travel agent and tour operator provide the best amenities on reasonable rate mostly for the corporate the group. for example, corporate company like – Airtel Vodafone Genpect outsourcing call center, star TV etc.

In the tourism industry we have lots of private player those who deal with corporate tourism company like – Thomas cooks, cooks & king, Kuoni world travel, make my trip .com, yatra .com, Ish travel, Riya Travel etc.

11.3.1 Corporate Tour Package- Manali:

Destination:

Manali Corporate Package

Manali is one of the most famous hill stations in Kullu district of Himachal Pradesh. Situated just 580 km from New Delhi. Temperature may vary from 27°C & minimum temperature 0°C. The Snow-covered peaks of Himalaya's present beautiful scenario before the tourists. It is one of the most famous tourist destinations for corporate group, Family tour, Student group etc.

Corporate Hotel Manali Inn (Conference Package for Manali):

It is 4 star facilities Hotel. In this hotel they have facilities like Centrally Heated ,Decorated and furnished to provide every possible comfort, Multi Channel Television ,Laundry Service on call , Telephone in every room with STD / ISD facility on request , Bath facilities shampoo, talc, moisturizer and shower cap ,Coffee / Tea Maker with Complimentary Tea / Coffee bags and Sugar, creamer sachets in every room , Video Parlour is equipped with Car race, Shooting Game, Dart Machine, Pool Table and Air Hockey ,Dry & Wet Health Club, Big conference hall etc.

Places to Visit:

1. Hindimba Temple
2. Manu Temple
3. Vashisth Village
4. Tibetan monasteries
5. Solang Valley
6. Rohtang Pass (according to whether condition)

How To Reach:

Airport: Nearest airport Bhuntar at Kullu. Just 49 km from Manali.

Train: Nearest railway station is Jogindarnagar. Just 150km from Manali.

Road: 580kms far away from Delhi and 280 km from state capital Shimla.

Cost per person per night on triple sharing basis: -1300/-

Cost per person per night on Dbl sharing basis: -1500/-

Package Include: -

- 1 night/ 2 days accommodation in Manali Inn, Manali.
- Welcome drink on arrival.
- Daily breakfast, Lunch & dinner.
- Free uses of conference hall with basic facilities
- All taxes.

Transport: -As per your requirement on Extra cost.

Note: - Rates are valid for minimum guarantee of 25 person.

Extra Cost: -

- Child from 0-5 year is complementary (sharing with same bed).
- Child from 5- 12 year will charge 50% of package cost.
- Extra breakfast @ Rs 300/- per person, Lunch/ dinner @ Rs 550/-
- Cocktail snacks 1veg + 1 nonveg @ Rs 250/-, 2 Veg + 2 Non veg @ Rs 350/-
- Telephone calls, laundry charges, personal expenses, Soda soft drink charges will extra on actual basis.
- LCD Projector @ Rs 4200/-, D.J, Mike & sound system charges will extra.

11.3.2 Corporate Tour Package of Shimla Destination:

Shimla is one of the most famous hill stations nearby Delhi. It is capital of Himachal Pradesh & just situated 360 km from New Delhi. Temperature may vary from 4 °C (39 °F) to 20 °C (68 °F). Most of the people visit to Shimla to enjoy sightseeing of the mall, Christ Church, Jakhu hill, Shimla State Museum etc. It is one of the most favourite tourist destinations for corporate group, Family tour etc.

Shilon Resort, Shimla:

Shilon Resort is just 24km from bustling Shimla Mall Road; a very exclusive luxury experience awaits visitors. Set in 40 acres of landscaped gardens, apples and cherry orchards, SHILON RESORT is located at a height of 7200 ft above sea level. The resort comprises of 44 deluxe cottages and 3 duplex cottages. Each cottage is equipped to provide satellite TV, Channel music, private balcony/garden directly overlooking the valley, same day laundry service, hot water geysers and tea/coffee maker. In this resort they have big conference hall with capacity of more than 150 people.

Group Tour Package near Shimla

Cost per person per night on triple sharing basis: -Rs 1350/-

Cost per person per night on Dbl sharing basis: - Rs 1550/-

Package Include: -

- 1 Night/ 2 Days accommodation in Shilon Resort in Shimla.
- Welcome drink on arrival.
- Daily breakfast, Lunch & dinner.
- DJ facility is available in night for 2 hrs

Transport: -As per your requirement on Extra cost.

Note: Rates are valid for minimum guarantee of 25 pax.

Extra Cost: -

- Child from 0-5 year is complementary (sharing with same bed).
- Child from 5- 12 year will charge 50% of package cost.
- Extra breakfast @ Rs 200/- per person, Lunch/dinner @ Rs 450/-
- Cocktail snacks 1veg + 1 Non veg @ Rs 200/-, 2 Veg + 2 Non veg @ Rs 300/-
- Telephone calls, laundry charges, personal expenses, Soda soft drink charges, Conference Hall Charges will extra on actual basis.
- LCD Projector @ Rs 4200/-, Mike & sound system charges will extra.

11.3.3 CORPORATE TOUR PACKAGE OF GOA DESTINATION

Goa is one of the hottest destinations for both Inbound & Domestic tourist. Temperature may vary from 35°C & minimum temperature 18°C. Apart from this people may visit many fort, temples & Churches. It is one of the most favourite tourist destination places for corporate group, Family tour, Student group etc.

Places to Visit

- ** Calangute (Called Queen of Beaches)
- ** Baga beach
- ** Anjuna beach
- ** Sinquerim beach
- ** Betalbatim beach
- ** Colva beach
- ** Fort Aguada
- ** Mangeshi Temple

How To Reach

Airport: Nearest airport at Tivim. Just 29km from Panaji

Train: Goa is well connected by Railway. Major railway station are Margao and Vasco-da-gama.

Road: 600km far away from Mumbai.

Whispering Palms Beach Resort

It is 4 star facility resorts. There are 106 rooms in this Resort. Situated on Candolim Beach. Situated just from 18 km from Panaji city. In this resort they have facilities like Air Conditioning, Mini Bar, WI-Fi internet access in all Rooms, Ayurveda Massage, Swimming Pool, Many Recreational activities, conference hall, etc.

Conference Package for Goa

Cost per person per night on triple sharing basis:-2200/-

Cost per person per night on Dbl sharing basis:-2500/-

Cost per person per night on Single sharing basis:-3800/-

Package Include: -

- 1 night/ 2 days accommodation in Whispering Palm Beach Resort, Goa.
- Welcome drink on arrival.
- Daily breakfast, Lunch & dinner.
- Pickup & drop from airport / Railway station (Thivim).
- All taxes.

Transport: -As per your requirement on Extra cost.

Note: - Rates are valid for minimum guarantee of 25 people-.

Extra Cost: -

- Child from 0-5 year is complementary (sharing with same bed).
- Child from 5- 12 year will charge 50% of package cost.
- Extra breakfast @ Rs 300/- per person, Lunch/ dinner @ Rs 550/-
- Cocktail snacks 1veg + 1 Non-Vegetarian @ Rs 250/-, 2 Veg + 2 Non-Veg @ Rs 350/-
- Telephone calls, laundry charges, personal expenses, Soda soft drink charges will extra on actual basis.
- LCD Projector @ Rs 4200/-, D.J, Conference Hall, Mike & sound system charges will extra.

11.3.4 CORPORATE TOUR PACKAGE OF AGRA DESTINATION

Agra most famous tourist destination for both Inbound & Domestic types of tourist. It is located on 200 km far away from Delhi. Most of the tourists visit to see world famous Taj Mahal (also called symbol of love, seven wonders of world) built by Shah Jahan on memory of his beloved wife Mumtaz Mahal. Reroute you can also cover Mathura to see

Mathura and Darshan of Shree Krishna Janmabhumi and Banke Bihari temple & Iskon temple etc. Agra is popular place for Corporate group, Family group etc.

Places To Visit

- ** Taj Mahal
- ** Mumtaz Mahal
- ** Moti masjid
- ** Agra fort (Red fort)
- ** Jama Masjid

How To Reach

Airport: Nearest airport at Khedia. Just 6km from Agra.

Train: Nearest railway station is Agra.

Road: 200km far away from Delhi.

Hotel Pushp Villa

There are 51 rooms in Hotel Pushp Villa. It is Just 5 minutes drives from The Taj Mahal. In this hotel they have facility like Rooms with running hot and cold water, Room with phone, A/C public areas, Revolving restaurant, Car Parking, Beauty Salon, Concierge services, Dry cleaning pickup/laundry, foreign currency exchange, Florist, High speed internet access, Handicap Chair, Meeting rooms, The Cafe' Room service etc.

Group Tour package: Hotel Pushp Villa, Agra

Cost per person on triple sharing basis: -Rs 1500/-

Cost per person on Dbl sharing basis: - Rs 1600/-

Cost per person on Single sharing basis: - Rs 2400/-

Package Include: -

- 1 Night/ 2 Days accommodation in hotel Pushp Villa in Agra.
- Welcome drink on arrival.
- Daily breakfast, Lunch & dinner.
- All Taxes.

Transport:-As per your requirement on Extra cost.

Note: - Rates are valid for minimum guarantee of 25 people.

Extra Cost: -

- Child from 0-5 year is complementary (sharing with same bed).

- Child from 5- 12 year will charge 50% of package cost.
- Extra breakfast @ Rs 275/- per person, Lunch/ dinner @ Rs 550/-
- Cocktail snacks 1veg + 1 nonveg @ Rs 250/-, 2 Veg + 2 Nonveg @ Rs 350/-
- Telephone calls, laundry charges, personal expenses, Soda soft drink charges will extra on actual basis.
LCD Projector @ Rs 4200/-, DJ, Mike & sound system charges will extra.

11.3.5 CORPORATE TOUR PACKAGE OF MUSSORIE DESTINATION

Mussoorie has been called the 'queen of hills' for its stupendous beauty. It is nearest hill station from New Delhi. Situated just 280 km from New Delhi & 32 km from State capital Dehradun. It is one of the most favourite tourist destination place for Corporate group, Family group, Student group etc.

- **Places To Visit:**

- ** Gun hill
- ** Mussoorie Lake
- ** Kemptoy water fall
- ** St. Mary Church
- ** Lal Bahadur Shastri National Academy of Administration

- **How To Reach:**

Airport: Nearest airport at Jolly Grant. Just 50km from Dehradun

Train: Nearest railway station is Dehradun. Just 36km from Dehradun.

Road: 280km far away from Delhi.

Surbee Resort:

There are 44 rooms in Surbee Resort. It is situated on Kemptoy Fall Road. In this hotel they have facility like GYM, Pool Table, Table Tennis, Rock Garden, Roller Skating, Checkers Cafe, Indoor Games, Doctor On Call, Badminton Court, Direct Dial Telephone, Video Game Parlour, Huge Parking Space, Laundry & Dry Cleaning, Multi Cuisine Pushp Restaurant etc.

Group Tour package: Surbee Resort, Mussoorie

Cost per person on triple sharing basis:-Rs 1400/-

Cost per person on Dbl sharing basis: - Rs 1500/-

Package Include: -

- 1 Night/ 2 days accommodation in Surbee Resort in Mussoorie.
- Welcome drink on arrival.
- Daily breakfast, Lunch & dinner.

- All Taxes.

Transport: -As per your requirement on Extra cost.

Note: - Rates are valid for minimum guarantee of 25 people.

Extra Cost: -

- Child from 0-5 year is complementary (sharing with same bed).
- Child from 5- 12 year will charge 50% of package cost.
- Extra breakfast @ Rs 200/- per person, Lunch/dinner @ Rs 450/-
- Cocktail snacks 1veg + 1 Non-Veg @ Rs 200/-, 2 Veg + 2 Non veg @ Rs 300/-
- Telephone calls, laundry charges, personal expenses, Soda soft drink charges will extra on actual basis.
- LCD Projector @ Rs 4200/-, Conference Hall, DJ, Mike & sound system charges will extra

11.4 Mice Tourism Overview:

MICE- The new form of business tourism is the fastest growing section of the international tourism market. It caters to various forms of business meetings, international conferences and conventions, events and exhibitions and is slowly but steadily capturing every big hotelier's attention. Being a hot favorite tourist destination, India is also very much into the business. After the hot-spots like Hong Kong, Malaysia and Dubai, India is fast gaining its pace in the competition to become an ideal MICE destination. With the advanced technology and facilities, warm hospitality, personalized services coupled with immense natural beauty and rich cultural heritage, the goal seems to be not very far. MICE tourism is the new buzzword in the international tourist market and relates to various business groups and individual travelers.

The importance of the MICE industry lies in the fact that it converts the annual business meetings and conferences into a glamorous and enjoyable event for the delegates and attendants. Be it a meeting to bring people together either from within one company or from a broader spectrum or an international conference of 100 delegates or product launch party or exhibition, MICE tourism finds itself being inevitable in all the occasions. To grow the business tourism in India, the country boasts of some world-class convention centres. The Ashok, New Delhi; Hyderabad International Convention Centre, Hyderabad; Le Meridien Cochin for runner in the Indian MICE tourism facilitating both domestic and international level of business meetings and conferences.

11.4.1 Understanding Term “Mice”

MICE Tourism Definition:

MICE= Meetings, Incentives, Conferences, and Exhibitions.
Acronym MICE, if expanded, give a general idea about the term:

M = Meetings (To manage all arrangements; which is required in normal general Meetings)

I = Incentive (To organize incentive tour for your corporate)

C = Conferences (To organize meetings of wide level called conference and manage all arrangements for larger groups)

E= Exhibitions (To organize exhibitions at global level on various exhibition grounds)

Sometimes, ‘C’ and ‘E’ are referred to as conventions and events respectively.

In corporate world, meetings, conferences and exhibitions are organized at exotic tourist destination to encourage the employees and perk up their efficiency. Realizing the benefits to business with MICE, this trend has gained popularity in the industry.

MICE = Meetings, Incentives, Conferences, and Exhibitions

The acronym MICE is applied inconsistently with the “E” sometimes referring to Events and the “C” sometimes referring to Conventions. MICE is used to refer to a particular type of tourism in which large groups planned usually well in advance are brought together for some particular purpose.

Most components of MICE are well understood, perhaps with the exception of Incentives. Incentive tourism is usually undertaken as a type of employee reward by an company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, Incentive tourism is usually conducted purely for entertainment, rather than professional or educational purposes.

MICE tourism usually consists of a well-planned agenda centered around a particular theme, such as a hobby, a profession, or an educational topic.

MICE tourism is a specialized area with its own trade shows (IMEX) and practices. MICE events are normally bid on by specialized “convention” bureaus located in particular countries and cities and established for the purpose of bidding on MICE activities. This process of marketing and bidding is normally conducted well in advance of the actual

event, often several years. MICE tourism is known for its flawless planning and demanding clientele.

11.4.2. Major Mice Tourism Destination of in India:

Major MICE Destinations in India:

Hyderabad
Delhi
Cochin
Noida
Chennai
Agra

MICE Tourism – a term that has gained momentum worldwide in recent times has an equal share of popularity in India as well. Let us explore **what is MICE tourism**.

11.4.3 Mice Tourism Tour Package (3night / 4days Group Tour Package of Tashkent (Mice Tour Package)

DAY 1 DELHI – TASHKENT

Arrival 14:05 in the morning to Tashkent from Delhi

Immigration and Customs will take about 2 hours

16:00 transfer to your hotel and check in

1.5-liter bottle of water will be given to each person from Bus

1:00-19:00 city tour in Tashkent

Visit Independence Square, Square of Amir Temur, Monument of Courage, Lal Bahadur Shastri Street and use Famous Tashkent Subway (Metro)

19:00-20:30 free time at city centre

20:30 transfer for dinner at RAGU Indian restaurant

20:30-22:00 Diner at RAGU, the menu is:

- Seekh Kebab
- Chicken Tikka
- Tandoori Chicken

- Reshmi Kebab
- Lamb Chop
- Sause
- Zeera Rice
- Salad
- Raita
- Naan & Roti
- Hot Pipping Souse
- 22:00 Returning to the Hotel

OPTIONAL – continue the evening at night club (just behind of the hotel-SKY CLUB or the DIPLOMAT club about 300 meters away)
Overnight at the hotel.

Day-02 TASHKENT

07:00-09:00 Breakfast at hotel's restaurant.

09:00-13:00 Visiting National Arts centre and Chorsu National Market

13:30-15:00 Lunch at RAJ KAPUR Indian restaurant (inside of the hotel)

- Raita Salad
- Fresh green Salad
- Chicken curry
- Mutter paneer
- White rice
- Vegetable kormas
- Aloo Gobi
- Paratha
- Savory/Pickle
- Almond Barfi
- M.Water
- Masala Tea

1.5-liter bottle of water will be given to each person from Bus

15:00-18:00 shopping at TZUM supermarket and CHORSU Mall

18:00-20:00 free time at Independence square

21:00 Dinner at BAHOR restaurant, Famous of it's SPECIAL Dance Shows (European, local, Belly dance)

- 1st meal – SOUP (VEG or NON-VEG)
- 2nd meal – MAIN DISH (VEG or NON-VEG)
- 4 types of Salads
- Rice
- Tea
- Water
- Dessert (ice cream or fruits)

Overnight at the hotel.

OPTIONAL – continue the evening at night club (just behind of the hotel-Sky Club or The Diplomat club about 300 meters away)

Day 03 TASHKENT – CHARVAK – TASHKENT (COACH 250km RT)

Breakfast at the hotel from 07.30 hrs to 08.00 hrs

08.30 hrs drive to Chingam hills. Approx 2 & half hours drive

1.5-liter bottle of water will be given to each person from Bus

Chair lift to reach on top for (30 min) BELDERSAY MOUNTAIN

30 minutes to walk around and enjoy the view

Chair lift for reach down for (30 min)

Approx 45 min time on top of the mountain for photos & relax.

Lunch at Charvak Oromgohi Resort with local food, the menu is:

- 1st meal – SOUP (VEG or NON-VEG)
- 2nd meal – MAIN DISH (VEG or NON-VEG)
- 4 types of Salads
- Rice
- Tea
- Water
- Outdoor excursion

Departure from the resort at 17.00 hrs

Return back to hotel approx by 19.30 hrs.

20:30 transfer to SKY Club (Night Club) for Gala dinner

- Mixed Pakora
- Vegetable Bullets
- Chicken Tikka
- Mutton Tikka
- Kashmiri Rogan Ghosht
- Dal Makhani
- Vesan Curry
- Plain Rice
- Fresh Indian Salad
- Salad Raita
- Tandoori Roti
- Pappadum, Chutney
- Marinated Vegetables

23:00 returning to the hotel, overnight at hotel

OPTIONAL – continue the evening at night club (just behind of the hotel-SKY CLUB or the DIPLOMAT club about 300 meters away)

Day 04 TASHKENT - Delhi COACH FLIGHT

Breakfast at the hotel.

Morning relax & unwind

1.5-liter bottle of water will be given to each person from Bus

Check out at 12.00 hrs

12.30 hrs drive to RAGU Indian restaurant for Lunch

Lunch from 13.00 hrs to 14.00 hrs at RAGU

- Spicy Pototo Wedges
- Chicken Tikka Haryali
- Chicken Jal Frezi
- Dal Fry
- Aloo Jeera
- Dal Makhani
- Plain Rice
- Aloo Raita
- Fresh Indian Salad
- Pappadum, Chutney
- Marinated Vegetables

- Tandoori Roti
- Ice Cream

Drop at Chorsu Mall for last min shopping

Pick up back at 17.30 hrs

Snacks with tea / coffee & juices at RAGU Indian restaurant

- Mixed Pakora
- Vegetable Samosa
- Vegetable Bullets
- Chicken Tikka
- Seekh Kebab
- Mutton Tikka
- Indian Masala Tea
- Coffee

Group to reach airport by Depart from Tashkent.

11.5 Summary:

After reading unit 11, we have understood about the corporate & MICE tour packages. After this unit learner got good idea about corporate sector and understand about the term corporate tourism. We have also understood about the corporate tourism client requirement regarding destination with various facilities for corporate tourism.

Now, after completing this unit, we can say that learner have great idea of both the combination of study like – Corporate and MICE tour package.

11.6 GLOSSARY

- **Corporate sector** - It consist of companies, business houses.
- **Exhibition or trade fair** - It is the display and sale of products or services to an invited audience or to the general public, with an aim of creating awareness and promoting products. They are of importance to the tourism industry because buyers , sellers, and exhibitions travel long distance to visit them.
- **Meetings** - In the context of tourism it may be defined as an organize event, which brings people together to discuss a topic of common interest which may last for a few hours or few days and which utilize service of the tourism industry
- **Convention** - An assembly of people meetings formally to discuss common issues and formulate policies. Conventions are normally annual events and attended by large number of people.

- **Convention centre** - A Venue for hosting large conventions; located centrally in pleasant surrounding, accessible to airports with ample parking facility .
- **Corporate tourism** - corporate tourism consists of tourism business raise from companies and business house .travel agent fulfill the tourism requirement of companies like - conference arrangement, business tour, incentive tour and sell all the tourism component like - hotel, airlines ticket, local transportation ground arrange of particular destination,
- **MICE** = Meetings, Incentives, Conferences, and Exhibitions.
M = Meetings (To manage all arrangements; which is required in normal general Meetings)

I = Incentive (To organize incentive tour for your corporate)

C = Conferences (To organize meetings of wide level called conference and manage all arrangements for larger groups)

E= Exhibitions (To organize exhibitions at global level on various exhibition grounds)

11.6 Check Your Progress

- 1) What is corporate tourism & give name of corporate tourism handling company in India?

.....

- 2) What is corporate sector ? Give the name of two corporate sector companies?

.....

- 3) What is the full form of MICE? Give two MICE destination in India ?

.....

- 4) What do mean by meeting? Give suitable examples of meeting?

.....

- 5) Explain Incentive & Give the suitable example of incentive in tourism industry?

.....

11.7 Clue to Answer:

- 1) Refer Sec. 11.3
- 2) Refer Sec. 11.3
- 3) Refer Sec. 11.4.1

4) Refer Sec. 11.4.1

5) Refer Sec. 11.4.1

11.8 Reference:

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- http://www.corporate-tours.com/?page_id=2631
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11.9 Terminal Question:

- 1) What is role of corporate tourism in Indian tourism industry?
- 2) Give the five name of tourism corporate company in Indian?
- 3) Explain MICE tourism? Why India promotes MICE tourism?

Unit 12

Special Interest Tour Packages

Structure:

12.1 Objective

12.2 Introduction

12.3 Understanding of special interest tourism

12.4 Forms of special Interest tourism

12.5 Concept of Beach & Island Tourism

12.6 What is beach tourism?

12.6.1 What is Island Tourism?

12.6.2 Overview of adventure tourism

12.6.3 Responsibility of operator for adventure tourism.

12.6.4 Understanding sports tourism

12.7. Understanding Wildlife Tourism.

12.7.1. Special Interest Art & Architecture tour option "A"

12.7.2. Special Interest Yoga & Meditation tours

12.7.3. Special Interest tour of Garhwal Himalayas.

12.7.4. Special Interest tour of Bhramputra river cruise.

12.7.5. Special Interest tour of Kerala Backwater cruise.

12.7.6. Special Interest tour package of North Indian.

12.8. Summary

12.9. Glossary

12.10. Check Your Progress

12.11. Clues to Answer

12.12. Reference

12.13. Terminal Question

12.1 Objectives:

After reading learner this Unit 12, we will understand about the Special Interest Tour Package and learner should be able to understand:-

- To Understand special interest tourism
- To understand the importance of special interest tourism in tourism industry.
- To understand the different forms of special Interest of tourism.
- To understand the adventure tourism is part of special interest tourism.
- To understand the responsibility of tour operator for adventure tourism.
- To understand the special interest tour package of Garhwal Himalayas.
- To understand the interest tour package of Kerala backwater.

12.2 Introduction

In the Unit 12, we will understand about the Special Interest tour package. The learner will understand about the various forms of special interest of tourism activities. In this unit learner will understand about the concept in the tourism Industry & why tour operator use this kind tourism activity in the customer itinerary.

After reading this Unit learner will get a sufficient idea to understand the special interest tourism destination & also understand the various special interest activities – like Bharamputra river cruise, Kerala backwater tour package. Through this tour package learner will understand what kind of service use in this package & what kind of destination and attraction. In this type of tour package requirement depend upon no person & no night of demand activity.

12.3 Understanding Special Interest Tourism:

Special interest tourism has evolved from a search for new avenues, which are likely to attract and add value to conventional tourism. The tourism industry has felt the need to expand the destination experience beyond pleasure tourism and give the tourists a completely unique experience in a area, which is of special interest to the tourist.

Special interest tourism can be defined as people travelling to a particular destination with the purpose of fulfilling a particular interest. Which can be pursued only at that destination?

Special interest tourist offer many alternative forms. It is developed keeping tourist preference in mind. cover diverse markets segments and equally diverse tourist product from historical, culinary, archeological, and other interests such as golf, fishing, etc. Special interest tourism could be visiting Mughal architecture, gardens of India, textile centre of India, gourmet tours to learn about various kinds of foods in India, rail tours – travel by different types of railways systems, especially steam locomotives, Darjeeling

toy train, Place on wheels, Deccan Odyssey, etc. The interest also includes visiting tribal areas, wildlife safari, elephant safari, horse safari, walking safari, cycling safari, jeep safari, camping safari, etc.

12.4 Forms of Special Interest Tourism:

Special interest tourism also includes sports tourism such as golf tours, polo, car racing, cricket, football, and hockey matches. Some tour operators sell package tours to coincide with sports events such as the football World Cup, the Olympic games, and the Commonwealth games.

- **Niche Tourism**, i.e. special interest tourism, is a concept growing popular in the Western circuit for last 15 years. It is currently gaining momentum in India too!
- **Niche Tourism** - Physical activity or sports-oriented niche tourism includes adventure tourism such as the mountaineering and hiking (tramping), the backpacker tourism, the sport travel for golf and scuba diving or see a sports event and extreme tourism for people interested in risky activities. There are many types of niche tourism. Some of them are given below.
- **The Learning**-oriented niche tourism includes audio tourism and audio walking tours. The bookstore tourism involves the travelers visiting independent bookstores. The Creative tourism includes attending cultural festivals, events, and workshops.

12.5 Concept of Island Tourism

The beach and island tourism have a part of niche tourism. Beach Tourism and island Tourism are two major segment of holiday tourism and are interlinked in some ways. Both have water-based recreation born. The majority of international holiday tourists visit different countries having a coast.

According to the UN World Trade Organization (UNWTO) statistics, more than 60% of tourist's arrivals are in areas where there are beaches as well as island resorts.

Beach tourism utilizes the aesthetic and environmental values of the beach. It also combines water and land resources usage. Water usage compromises swimming, surfing, sailing and other water sports. To develop a beach into a beach resort. Most of these are applicable in the case of an island as well.

- a) The beach and offshore water conditions must be of sufficiently high quality to allow people the full use of these resources for sunbathing, swimming and other forms of water recreation.
- b) The beach must be of sufficient size to accommodate a large number of people without congestion and crowding.
- c) The beach must be of sufficient sand, usually attractive in colour, pleasant to touch and generally clean from rocks, corals.

- d) The Water should be clean, warm and free from any strong backflow to offer safe water sport activities – basically swimming and bathing.
- e) The resort should have scenic beauty with an emphasis on nature and more natural character.
- f) The overall environment should express a sense of uniqueness and character that the destination particularly leisure and tourism activities.
- g) The beach resort should also be preferably connected by direct and scenic roads connecting to the airport, population centre and other places of tourist interest.
- h) The beach resort should have sufficient connectivity and must have an airport nearby to bring in Charter traffic directly to the resort.
- i) They should have drinking water supply, electricity, drainage systems and effective communication system.
- j) The resort site must be adequate size for future development.

12.6.1 What Is Island Tourism:

Tourist have always found island appeal to tourists who may relate to the feeling of remoteness or seclusion one can get on island. Island appeal to tourist who may relate to the feeling of remoteness that one can get on an island. Island tourist help to relieve the pressure off the mainland, to some extent, as the scope for major industrial activities are limited islands. The Heritage tourism involves visiting places to know about the heritage and culture of those places.

12.6.2 Overview of Adventure:

Adventure tourism has greatly increased in popularity in recent decades. As the name suggests, adventure tourism often involves participation in athletic activities--such as rock climbing, whitewater rafting and mountain climbing--that ordinary tourists might seem too risky or too exhausting. Given the central role that the wilderness plays in adventure tourism, people are usually required to travel to remote locations to partake in it.

Adventure Tourism:

Adventure tourism is a type of niche tourism involving exploration or travel to remote area where the traveler should expect the unexpected.

- Generally an outdoor activity or sport
- Involves traveling into remote, inaccessible and possible hostile areas.
- It may include elements of daring.
- Physical fitness is generally a pre condition to participate in adventure sports activities.

Type of Adventure Tourism:

- Land Based Sports
- Water based sports
- Aero Based Sports

Aerial/Aero Adventure sports:

- Parachuting
- Sky diving
- Hand gliding
- Para sailing
- Bungee jumping
- Hot Ballooning
- Sky diving

Water Adventure Sports:

- White water rafting
- White water kayaking
- White water Canoeing
- Flat Water Adventure
- Water Skiing
- Wind Surfing
- River Rafting
- Wind surfing
- Yachting

Land Based Adventure Sports:

- Trekking
- Mountaineering
- Skiing Rock climbing
- Mountain biking
- Ski Slopes or Landscape Trekking.

12.6.3 Responsibility of Tour Operator for Adventure Tourism:

- Provision of Professional competent guides who are familiar with the local people and other customs.
- Provision of reliable transportation facilities up to the destination for tourists and equipment whether motorized, animal transport or men to carry equipment and personal effects.

- Provision of clear, hygienic accommodation with a regard for sanitation, which can withstand natural weather hazard.
- Ensure that enough care is taken for disposal of waste materials and avoidance of littering camp areas.
- Minimizing environmental damage by carrying provisions which are biodegradable and can be disposed off easily by burning.
- Ensure availability of enough trained manpower for safety and minimizing hazards to the tourists
- Provision of sufficient backup of manpower, equipment, communication, etc. to ensure relocation of a member who has strayed away from the group

12.6.4 Understanding Sports Tourism

Sports Tourism is organized indoor or outdoor tourist activity which they pursue for recreation and physical fitness. It is form of tourism in which a person may travel from the place of their residence to a place where a sporting activity is organized in order to either take part in or watch the sporting events. The sporting events could be local national, regional international.

1. Indoor Activities:

- Table Tennis
- Badminton
- Billiards
- Squash
- Skiing

2. Outdoor – Among outdoor Sports the following can be listed:

- Golf
- Tennis
- Horse Riding
- Cycling
- Swimming
- Boating

Sports activities may attract:

- Tourists with a high level of entertainment as professionals
- People who have been practicing sports as a regular hobby.
- The spectators (as tourists) who would like to see a competition or performance.

Promotion of Tourism through:

- Tour Operators
- Sports Institutes
- Overseas Tourist Offices
- Airlines Clubs
- Sports Operators
- Business Houses
- Multinationals (MNCs)

Sports Game:

- A Form of tourism in which a person may travel from place of his residence to a place where a sporting activity is organized.
- Olympic Games (summer)
- Olympic Games (winter)
- World Cup Football
- World Cup Cricket
- Asian Games
- Regional Games
- National Games

12.7 Understanding Wildlife Tourism:

- Wildlife tourism can be an eco and animal friendly tourism in both captive and wild environments. It has experienced a dramatic and rapid growth in recent years world wide. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat. Wildlife tourism is also a multi-million-dollar industry offering customized tour packages and safaris.
- India has a rich forest cover which has some beautiful and exotic species of wildlife – some of which that are even endangered and very rare.
- Some of the famous cultural tourism of India wildlife tourist attractions are Bandhavgarh National Park, Corbett National Park, Pench National Park, Ranthambore National Park, Kanha National Park, Bandipur Wildlife Park, Gir Wildlife Park, Dudhwa Wildlife Park, Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Panna Wildlife Park, Sunderbans Wildlife Park, Bharatpur Bird Sanctuary etc.

12.7.1. Special Interest Art & Architectures Tour:

Special Interest Art & Architecture Tour – Option “A”**Duration: 13 Nights / 14 Days**

Destinations Covered: Bangalore - Srirangapatnam - Mysore - Kabini - Hasan - Hospet - Badami - Bijapur - Gulbarga - Bidar and Hyderabad

Day 01: Arrive Bangalore

Arrive Bangalore. Meet/ Assist and transfer to the hotel.

Day 02: Bangalore

Morning sightseeing tour of Bangalore visiting Vidhan Souda, Nandi Temple and Viswesvariah Memorial Museum. Afternoon is at leisure.

Day 03: Bangalore/Mysore via Srirangapatnam

Drive to Mysore enroute visiting Srirangapatnam – the palace of Tipu Sultan. Afternoon tour of Mysore Palace, Zoological Garden and Mysore Art & Crafts Center.

Day 04: Mysore/Kabini

Drive to Kabini National Park. Afternoon drive to the park for game viewing.

Day 05: Kabini/Hasan

Early morning again drive to the park and boat. Then drive to Hasan. Afternoon visit the ancient temples of Belur and Halebidu.

Day 06: Hasan/Hospet

Drive to Hospet – the base for visiting Hampi ruins.

Day 07: Hampi

Today you would spend the whole day looking at the various world heritage sites of Hampi ruins of Vijaynagar Dynasty.

Day 08: Hospet/Badami

Drive from Hospet to Badami enroute visiting the world heritage sites of Aihole & Pattadakal. Afternoon visit the Badami Caves.

Day 09: Badami/Bijapur

Drive to Bijapur. Afternoon sightseeing tour of Gol Gumbaz and Jama Masjid.

Day 10: Bijapur/Gulbarga

Drive to Gulbarga. Afternoon visit the Gulbarga Fort.

Day 11: Gulbarga/Bidar

Morning drive to Bidar. Afternoon visit the Bidar Fort as well as Bidriware – a distinct and exquisite craft of this district.

Day 12: Bidar/Hyderabad

Drive to Hyderabad. Rest of the day at leisure.

Day 13: Hyderabad

Morning city sightseeing tour of Hyderabad visiting Char Minar and Salar Jung Museum. Afternoon visit Golconda Fort.

Day 14: Depart Hyderabad

Transfer to the international airport in time for your flight to the next destination.

Package Cost – 33999/- Per Person on Twin Sharing

Cost does not include Domestic and International airfares.

Includes: -

- Breakfast on all days.
- All transfers to or from hotels, city tours, excursions, drives by an air-conditioned transport.
- Jeep safari at Kabini Wildlife Park

Excludes: -

- Any lunch, dinner, snacks, mineral water etc. unless mentioned in the itinerary.
- Entrance fee to any monuments or camera fee.
- Portage, laundry, telephone calls, table drinks or any other expenses of personal nature.

12.7.2. Special Interest Yoga & Meditation Tour

YOGA & MEDITATION TOURS

Duration: One to Three weeks

Destination: Health and Ayurveda Centre, Goa

- Provides one to three weeks of rejuvenation therapy and other packages for 7 to 14 days.
- A typical day at the Centre (subject to change)
 - 7.00 am – Wake up call
 - 7.30 am to 9.00 am – Pranayama, Yoga & Meditation
 - 9.00 am to 10.00 am – Breakfast
 - 10.00 am – Visit to the doctor (optional)
 - 10.30 am to 1.00 pm – Ayurvedic therapies for 2 and half hours
 - 1.30 pm to 2.30 pm – Lunch
 - 2.30 pm – Rest Time
 - 7.30 pm – Dinner

PACKAGE COST - 26999/- PER PERSON FOR SEVEN DAYS

Cost does not include Domestic and International airfares.

Includes:

- All meals as prescribed by the Doctor.
- Return transfers from Goa airport.
- Therapy as prescribed by the Doctor.

Excludes:

- Any sightseeing or excursion during your stay.
- Entrance fee to any monuments or camera fee.
- Portage, laundry telephone calls, table drinks or any other expenses of personal nature.

12.7.3 Special Interest Tour of Garwal Himalayas:

Garwal Himalays:**Duration :** 3 to 5 nights**Destination:** Ananda in Himalayas

Located in the Garhwal Himalayas, Ananda in Himalayas is India's only lifestyle Spa, health and healing centre. It is voted as the Best Overseas Spa Retreat with a score rating of 98.62 and the World's Number 1 Space at the Conde Nast Traveller Readers Spa Awards – 2005 & 2006. Packages available for 3 to 5 nights.

Package Cost - 24999/- Per Person for Five Days**Cost does not include Domestic and International Airfares.****Includes:**

- All meals as prescribed by the Doctor.
- Return transfers from Delhi airport.
- Therapy as prescribed by the Doctor.

Excludes:

- Any sightseeing or excursion during your stay.
- Entrance fee to any monuments or camera fee.
- Portage, laundry, telephone calls, table drinks or any other expenses of personal.

12.7.4 Special Interest Tour of Bhramputra River Cruise Garwal Himalayas

The Brahmaputra cruises feature visits and attractions such as wildlife viewing (both by jeep and on elephant back), village walks, visits to tea gardens, exploring country towns in cycle rickshaws, barbecues on deserted river islands, dance performances, and visits to craft workshops.

Cruises on the Hugli include sightseeing of temples, towns and villages, whether by bus, cycle rickshaw or on foot.

For the season covering October 2010 to April 2011, a combination of 7-night, 10-night and 4-night cruises are offered, named for the Assam Despatch service, the daily mail-cum-passenger service that once plied from Calcutta up the Brahmaputra to Dibrugarh. Cruises can be combined to give 14-night durations.

Tour Package Cost - 28777/- Per Person

Cost Includes:

- 7 nights/ 8 days stay on the cruise and lodges.
- All meals while on the tour.
- Return transfers from Guwahati airport to the cruise.
- Present applicable taxes.

12.7.5 Special Interest Tour of Kerala Back Water:

Kerala backwater tour is one of the most preferred tour packages for Kerala tours and travel. Perhaps the most suitable way to explore the beauty of breathtaking backwaters is Kerala boat house which takes you to the totally different world where you will find serene and sheer ambiance for your holidays. At backwater destinations in Kerala, house boats are available on hire and its cost depends on facilities available on them. From traditional house boats to modern luxury packed houseboats are available on hire. Surely Kerala houseboats tour will be an experience of lifetime.

Tour Package Cost - 12777/- Per Person**Cost Includes:**

- 2 nights/ 3 days stay on the Deluxe Air-conditioned Houseboat;
- All meals while on board the houseboat;
- Return transfers from Cochin (Kochi) airport by Luxury air-conditioned car;
- Present applicable taxes

12.7.6 Special Interest Tour Package of North India:

Textile & Lifestyle Tour - North India

Duration: 14 Nights / 15 Days

Destinations Covered: Delhi - Lucknow - Varanasi - Agra - Fatehpur Sikri - Jaipur - Sanganer - Udaipur - Ahmadabad and Mumbai.

Day 01: Arrive/Delhi by International flight.

Today you will arrive at Delhi International airport. Meet/ Assist on arrival and transfer to hotel.

Day 02: Delhi

Morning sightseeing tour of New Delhi visiting India Gate – 42 meters high, built as a memorial to the Indian Soldiers killed in World War-I, Parliament House, President House, Humayun's Tomb & Qutub Minar. Afternoon free.

Day 03: Delhi

Morning sightseeing tour of Old Delhi visiting Raj Ghat – Mahatma Gandhi cremation site, the Red Fort & Jama Masjid. Afternoon free to relax.

Day 04: Delhi/Lucknow by train

Today you would enjoy a train ride on board Shatabdi express to Lucknow. Afternoon visit the weaving center of “Chicken Kari” – the famous textile of Lucknow embroidery mostly local design using white thread upon very fine cotton. Also visit the self-employed women’s center famous for its hand embroidery.

Day 05: Lucknow/Varanasi by coach.

Drive to Varanasi. Afternoon walk through the bazaar of Varanasi a heaven for the rich merchant wholesale markets for brocade and banarasi Sari.

Day 06: Varanasi/Agra by Overnight Train

Arise early morning for boat ride on river Ganga to witness the ritual bath at Ghats. After breakfast, visit the Buddhist city of Sarnath 32 kms from Varanasi Visiting the main Temple and the Archeological Museum. Afternoon visit the brocade center where you can see the weavers at work, weaving pure gold and silver thread knit silk textiles. After finishing the tour you will be transferred to Mughal Sarai train station to board the overnight train to Agra (Tundla). Overnight on the Train.

Day 07: Arrive/Agra (Tundla) at 06:55hrs.

Today you will arrive at Tundla train station. Meet/ Assist on arrival and transfer to hotel in Agra. Afternoon tour of Taj Mahal and Agra Fort.

Day 08: Agra/Jaipur via Fatehpur Sikri

Drive to Jaipur via Fatehpur Sikri. Afternoon free.

Day 09: Jaipur

Morning tour of Jaipur including City Palace Museum, Jantar Mantar and Hawa Mahal. You will also get a chance to shop as Jaipur is known as a shopper’s paradise famous for jewellery, handicraft, carpet, Blue pottery and textiles. Afternoon visit Sanganer where we will see the villages at work, fascination art of Tie & Dye, Bandhani Block Printing with wooden blocks and the art of hand made papers.

Day 10: Jaipur/Udaipur by flight

Take a short flight to Udaipur. Meet/ Assist on arrival and transfer to hotel. Afternoon city tour of Udaipur including City Palace Museum, Jagdish Temple and Sahelion Ki Bari gardens.

Day 11: Udaipur

Half Day excursion to Nathdwara know for its pigment printing textiles depicting Lord Krishna. Afternoon boat cruise on lake pichola.

Day 12: Udaipur/Ahmedabad

Drive to Ahmedabad and check in at hotel.

Day 13: Ahmedabad

Morning city tour of Ahmedabad including Shrayas Folk Museum. Afternoon visit the National Institute of Design & Calico Museum.

Day 14: Ahmedabad/Mumbai by flight.

Take a short flight to Mumbai. Afternoon city tour of Mumbai visiting Gateway of India, Marine Drive, Crawford Market, Hanging Gardens and Gandhi Museum.

Day 15: Depart/Mumbai by International Flight.

Transfer to airport in time for your international flight to the next destination.

TOUR PACKAGE COST --38999/- PER PERSON*** Includes: -**

- Breakfast on all days.
- All transfers to or from hotels, city tours, excursions, drives by an air-conditioned transport.
- Train fare as per the itinerary.
- Elephant ride at Jaipur, boat ride at Varansi and Udaipur.
- Cycle rickshaw ride at Lucknow.

*** Excludes: -**

- Any lunch, dinner, snacks, mineral water etc. unless mentioned in the itinerary.
- Entrance fee to any monuments or camera fee. Porterage, laundry,
- Mentioned in the itinerary.
- Entrance fee to any monuments or camera fee.
- Portage, laundry, telephone calls, table drinks or any other expenses of personal nature.

12.8 Summary:

After going through Unit 12, we have understood about the Special interest tour package, the learner has got the idea about special interest of tourism & special interest of tour package. We have understood about the core area of special interest of tourism as well as about the special interest tourism activity, destination & various forms of tourism exercise.

In this unit we have read about the concept of adventure tourism, Island tourism, beach tourism, wildlife tourism. After that we focus on Kerala backwater tour package. In the end of this unit, we have learnt about various forms special interest tour package like – Bharamputra river cruise tour package, art & architecture special interest of tour package, Yoga meditation tour package, Textile & lifestyle tour package, North India tour package.

12.9 Glossary:

- **Resorts-** Generally located in hill station or on beaches which provides built in recreation and sports facilities along with food and accommodation
- **Sauna-** A steam bath available at spas and health centers.
- **Scuba-** A self contained underwater breathing apparatus.
- **Snorkelling** It means to swim just below the surface of the water with a breathing apparatus called a snorkel which is held in the mouth and is fitted with a long tube which projects above the surface of water.

- **Beach Tourism** Beach tourism utilizes the aesthetic and environmental values of the beach. It also combines water and land resources usage. Water usage compromises swimming, surfing, sailing and other water sports.
- **Adventure tourism:** Adventure tourism has greatly increased in popularity in recent decades. As the name suggests, adventure tourism often involves participation in **athletic** activities--such as **rock climbing**, whitewater rafting and mountain climbing--that ordinary tourists might seem too risky or too exhausting.
- **Sports Tourism:** Sports Tourism is organized indoor or outdoor tourist activity which they pursue for recreation and physical fitness. It is form of tourism in which a person may travel from the place of their residence to a place where a sporting activity is organized in order to either take part in or watch the sporting events. The sporting events could be local national, regional international.

12.10 Check Your Progress:

1) What is Special interest tourism? Give three name of special interest tourism?

.....

2) What is beach tourism? Give the name of two beaches Goa.

.....

3) Explain wildlife tourism. Give suitable example of wildlife tourism?

.....

4) What do mean by Island tourism? Give suitable examples of island tourism?

.....

5) Give the name of three place of special interest tourism in Kerala?

.....

12.11 Clue to Answer:

- 1) Refer Sec. 12.3
- 2) Refer Sec. 12.6
- 3) Refer Sec. 12.7
- 4) Refer Sec. 12.6.1
- 5) Refer Sec. 12.7.5

12.12 References:

- Roday, Sunetra. Biswal, Archana and Joshi, Vandana 2011, Tourism Operations and Management, Third Edition, Oxford University Press, New Delhi. PP.61-62.
- <http://www.indiantourservices.com/river-cruises/cruise-board-msvrinda.html>
- <http://www.indiantourservices.com/yoga-meditation-ayurveda/goa.html>

12.13 Terminal Question:

- 1) What is role of Special interest tourism in Indian tourism industry?
- 2) Give the five names of places that promote special interest tourism in India?
- 3) Kerala is most demanded destination of special interest tourist justify?

Unit 13

Various Components of Tour Package and Costing

Structure:

13.0 Objectives

13.1 Introduction

13.2 What is cost?

13.3 Tour Cost

13.3.1 Research and Development costs

13.3.2 Travel Cost

13.3.3 Accommodation cost

13.3.4 Transfer cost

13.3.5 Food and beverage cost

13.3.6 Sightseeing and activity cost

13.3.7 Marketing cost

13.3.8 Administrative cost

13.3.9 Miscellaneous costs

13.4 Types of costs

13.4.1 Direct costs

13.4.2 Indirect costs

13.4.3 Fixed costs

13.4.4 Variable costs

13.5 Summary

13.0 Objectives

After reading this unit, you will be able to:

- Discuss the importance of tour costing.
- Explain the meaning and definition of cost.
- Describe different components of tour cost.
- Differentiate direct and indirect cost in tour operation.
- Differentiate fixed and variable costs.

13.1 Introduction:

Welcome to the study of tourism and hospitality industry and its allied services. It is the leading industry, which creates maximum revenue and jobs worldwide. Travel Agents and the tour operators play a dominant role in this industry. This unit will give you an idea about the tour operation business. The tour costing aspects, the elements and components in this area are discussed. This unit will help you to understand the costing concept, different types of costs, cost and its components etc.

One of the most important considerations for many clients when selecting a tour is the tour's price. There are many factors that will affect a tour's price and are generally listed in the tour brochure and its supplements. As a travel professional, you must be able to interpret and explain all the relevant information concerning the price of a tour to your client. The components of the tour cost are crucial to the profitability of tour operating company. This unit details various factors, which have direct and indirect impacts in tour costing.

13.2 What is Cost?

Cost is the sum of total expenses. It is the amount of expenditure incurred on or attributable to a given thing to ascertain the cost of a given object. For business purpose, cost is a general term for a known amount of value purposefully released or to be released in the acquisition or creation of economic resources either tangible or intangible. Normally it is measured in terms of a monetary sacrifice involved. There is nothing to prevent its measurement in other terms or the adjustment of monetary sacrifices to common units of purchasing power. Conceptually, cost excludes distribution of capital and income as well as certain unexpected value releases.

To qualify as 'cost', the value release must be for the purpose of furthering a managerial objective. There are two aspects for this concept. First, the value release that is necessary for the acquisition or creation of economic resources to carry out a managerial objective is called costs. Second, the amount released will depend upon the use to be made by management of the computed costs. Thus the cost of acquiring or creating economic

resources for a managerial objective should include only that value release that is necessary to carry out the specific objective.

The concept of cost has been defined, as “cost is a measurement, in monetary terms, of the amount of resources used for some purposes. It is the forgoing, incurred or potentially to be incurred in the realization of the objectives of management which may be manufacturing a product or rendering a service. Costing is the process of analyzing the costs and benefits of different options to determine;

- What approach should be taken to a particular conflict?
- What solution or resolution should be chosen once various options are considered?

Thus, costing happens early on in the process as parties decide whether they should respond at all, and if so, how, and later on once settlement possibilities have been identified.

13.3 Tour Cost:

Tour cost means the total cost incurred or attributed to a tour product or service. It is the sum total of costs incurred to create or formulate a tour package. Since tour is an assembled product, its costing involves bulk purchase. Therefore, the cost of the tour packages is determined according to the client requirement or company strategy. As the quality of the product /service and the price of that product go side by side, hence in travel trade the cost unit is a package tour because a company sells a large number of packages. The identification of cost unit will help costing manager to separate the cost into smaller sub-divisions attributable to tourism industry. A tour package is a combination of various tourism services/ goods like transport, accommodation and other facilities en route and at the destination. However, in reality, it has only two basic components;

- (a) Travel services
- (b) Ground services.

Travel agency prepares a package, keeping in view the preference of target market, which is based on different factors like modes of travel, client choice, income, age group country and region. After the identification of target market the travel agency liaisons with service/ goods providers and enters into a contract with them. The costing and pricing of tour packages depend to a large extent on the ability of travel agent / tour operator as to how effectively he is able to negotiate with the travel principals. Thus, negotiation is also an important function of travel agency. The cost of tour is calculated on the basis of what he has negotiated with the producers. Some extra cost is added to the unforeseen / further contingencies. Thus, costing is done by adding each element of cost i.e. transport, accommodation, sightseeing, guiding, administrative and fixed expenses. For fixing the price of a tour package, one has to add some percentage of profit margins to the cost

(which is based on organization objective, pricing policy and competitiveness of the product).

All travel business operations involve risks. In many cases these risks are transferred to an insurer. However, in others, though not transferred, they are measured and allowed for an element of cost. The value releases, which are occasioned by the transfer of risk of an insurer, or by an uninsured risk, which lends them selves to measurement, are called costs. The value releases occasioned by unforeseen, or highly uncertain risks are not called costs but should be considered in evaluating the risk of the operation. If incurred, they are of course, considered as losses in determining the net profit. The cost of a tour package includes.

13.3.1 Research and Development Cost:

It is the cost incurred when planning a tour package. It includes the cost of the tour planner, manager and staff of the company who are involved in tour planning. The main activities in the research and planning phase are:

- Study the economic factors influencing the future development of package tours.
- Identification of likely selection of destinations.
- Make an in-depth comparison of alternative destinations.

These phases require an in-depth research work and hence this requires a good amount of money. The tour planner, marketing researchers etc have to work rigorously for the tour planning activities. The main activities in the tour development are:

A. **Destination research:** The decision to develop and formulate a new package is a multi stage process that involves various steps. Normally, the idea for a new product comes either from the tour executive within the company due to review of the questionnaire completed by the previous tour members or because of the political, social and economic developments in a particular area. When a tour planner sees that a large number of clients are interested in taking a trip to particular destinations, naturally, those destinations become the nucleus of a new tour concept. Moreover the forecasting of future development is affected by changing circumstances in the market. Some of these circumstances are

- Change in tourist patterns
- Transportation cost
- Accommodation and other cost
- Exchange rate prevailing
- Inflationary conditions
- Competitive environment
- Extent and support from airlines serving the routes
- Support from national / regional tourist office of the destination.

- Political stability of the country.
- Attribute to and state's control over mass tourism within the country.
- The relation between the host and tourist generating countries

This analysis will help to decide to limit the choice to two or three potential destinations and produce a realistic appraisal of the potential of these destinations.

B. Market research: Since tour package is a complete tourism product, obviously, before formulating this product, market research should be done and the data to be analyzed and assessed in a systematic manner. Market research provides us the answer to the following questions.

- What is the size of tourism market?
- Who are the existing clients?
- Who will be the potential buyers?
- Who are the competitors' -the area and strategy?
- What price will the customer accept?
- What facilities are available and required?
- What are the constraints? (License, permission, taxes, finance, restrictions, taxes etc)
- Once we know the basic components of package tour, distribution channels, market conditions, constraints etc., we can develop marketing strategy. It also enables the smooth functioning of the tour company and also offers a clear picture of the tour programme.

Planning stage also includes the cost of Familiarization Tour (FAM) and any other costs incurred to develop a new or old package tour. Generally, a tour planner works on several tour packages. The allocation of cost is based on two methods

- Long term
- Short term

Both the methods are important. Long-term cost deals with the tour planning and development and the second deals with initial tour development. So for determining research and development costs, the tour management must project this cost at first. Secondly, the company should divide the tour into a minimum of 10 or 12 tours. This figure is added to the total cost of the package sold.

13.3.2. Travel Cost:

This cost includes the cost of travel in different modes like air, road, rail, land etc. In other words, it is the total cost incurred for travel from a point of origin to a point of destination through any modes of travel. A commercial air ticket sold on a regular scheduled flight is a simple pricing procedure. Prices quoted include all the applicable charges. Tour operators have to worry about airport transfers too. Pricing charter flights is little more

complicated. Frequently, modes of transport are combined or used sequentially to achieve the objectives of the tour. For example, there are fly/drive tours that use a combination of aeroplanes and rental cars. Some tours offer fly/cruise packages, wherein the travelers fly to a port of embarkation and then board a cruise ship for most of the tour.

Other commonly identified types of tours feature the name of the dominant mode of transport. For example, a rail tour uses train as the mode of transportation. Perhaps the most widely recognized form of touring is motor coach tour, which as the name implies, utilizes buses or motor coaches to move the participants from destination to destination and to visit sightseeing attractions along the way. Most motor coaches have 46 to 48 seats.

13.3.3 Accommodation Cost

Virtually all package tours that are longer than a single day include some type of accommodation. Accommodations range from a simple tent to luxurious hotels and resorts and as such can be tailored to fit to any tour member's budget. Typically participants choose accommodation from different price ranges. It is the price paid to acquire a stay in any accommodation unit. The accommodation costs depend on the negotiation between the hotel management and the tour manager/ planner, and other elements of hotel products like, food, beverage and amenities etc. Once the cost is finalized, it is added to the total cost of the package tours. Hotels, motels resorts, tribal huts, homestays etc provide accommodation facilities for the guests and tariffs vary considerably depending upon the type, standards, services, facilities, location etc.

13.3.4 Transfer cost

Transfers are any mode of transport that shuttles participants from their point of arrival, frequently an airport, to their first accommodation, typically a hotel. It is incurred for transferring the client from the airport to the hotel or vice versa. The cost is according to the contract with transport companies on mileage or duration basis. Virtually any type of transfer is possible, such as a shuttle bus between a railway station and a cruise ship. The transfer is an important component in the tour cost when the destinations are distant from one another.

13.3.5. Food and beverage cost

Lodging meal plans are also important among the tour cost components. Wide ranges of meal plans are available on package tours. The level and type of plan is one of the factors that significantly affect the cost of a tour.

With **American plan**, tour participants receive all three daily meals as part of their tour package. The American Plan (AP) is common in cruise packages that visit more remote or isolated destinations. Tour participants, under the **Modified American Pan (MAP)**, receive breakfast and one other main meal, usually dinner. Dinner can be either the mid-

day meal or the evening meal depending on the country and tour. The room plus a continental breakfast is called a **Continental Plan (CP)**. With this type of plan, tour participants receive a daily light breakfast such as bread, jams, fruits, cereal, coffee and tea. Continental plans vary from country to country, however, in certain countries; a more extensive menu is available and may include meats, cheeses and even boiled eggs. **European plan** does not include any meals and present a significant saving to the tour operator. Under this type of plan, tour participants are required to pay for all of their own meals. Lodging properties that use meal plan pricing quote prices per person, not per room. In **Bermuda Plan (BP)**, tour participants receive a full cooked breakfast, but no other meals are provided.

It is important to note that one way of saving money is by reducing or eliminating meals that are included as part of the tour. The type of meal is also an important consideration in tour cost. For example, a tour operator who offers five lunches and five dinners as part of the package is offering more than an operator who offers ten breakfasts. Similarly, a tour operator who allows participants' unlimited menu choices at a destination is more than one who restricts the participants to a selection of three main dishes or a set menu. It is important to pay attention to these details when costing the food and beverage component.

13.3.6. Sightseeing and Activity Cost:

This constitutes a major portion of the tour cost which makes the clients satisfactory or unsatisfactory. Usually, this cost is calculated per person. Generally, a package tour includes sightseeing as an important component. For Example, a 2 Nights and 3 days package to Sri Lanka will definitely include a half-day or full day sightseeing as a compulsory part of the package. This component takes a major fraction of the package cost and again varies with the mode of transportation used. The destination vendors offer these activities less expensively to a group.

13.3.7. Marketing Cost:

In this world of globalization, no organization can withstand without marketing. Proper marketing should be done for the success of any product. Tourism products are not different from this. Package tours and ancillary products have to be marketed properly, which constitutes a major fraction of the company's budget. The marketing budget of the company should be allocated in such a way that it reaches the audience more deeply and effectively. Promotional activities include advertisement, sales promotion activities, public relation, telemarketing, direct marketing etc. All marketing effort should be based on AIDA principle, i.e., it should create attraction, generate interest, arouse desire and initiate action. For this, cost should not be a constraint.

13.3.8 Administrative Cost:

The administrative department plays a vital role in a tour company, which handles all the background paper work and office functions including:

- ✓ Looking after telephones, faxes, telexes, personal; computers etc.
- ✓ Handling the post
- ✓ Dispatching documents to clients.
- ✓ Sending paper print outs (tickets, rooming lists, etc) to the concerned departments.
- ✓ Looking after office maintenance, cleaning etc.
- ✓ Staffing the reception and switchboard.

Handling of the above administrative functions requires a good fraction of cost. Administrative cost is the expenditure incurred by the tour company in formulating the policy and strategy for directing the organization and controlling the operations. Administrative costs and incidentals include things like brochure printing, postage, charge for telephone charges, baggage, nametags, flight bags, etc. In the era of competition and revolutionary developments in information technology, the potential clients have to be contacted and served. So mobile phones to the executives, Internet, events and cultural galas for the industry people like travel agents, travel executives, travel writers etc are indispensable. These costs are incurred in general and financial management of travel business such as office expenses, salary to staff, audit, insurance/legal expenses etc are also important. These are fixed costs and the allocation of these expenses to a particular tour or service may be too much as there are many tours/ services that a company can offer at a particular time. Usually, it occupies 15-20 % of the cost of sale.

13.3.9 Miscellaneous Costs:

The miscellaneous costs vary from organization to organization. These costs include portage at airports, tips at airports, hotels etc, entrance fees, insurance premiums, literature and other materials, and gifts given to tour members at the beginning and end of a tour, welcome drink, welcoming event/ reception etc. These costs are determined by adding up the per person cost of each item. However the percentage of each cost to total tour cost is different for a new tour company as compared to an old tour company. In case of a new tour/ travel company, that has not developed its reputation; the miscellaneous expenses figure should be between 10 to 15 percent of the total tour cost. In case of an established tour company, this figure should be one to two percent of the total cost.

Check your progress:

Answer the following questions.

1. What do you mean by administrative costs?

2. What is transfer?
3. Describe different types of food plans?
- 4 What do you mean by destination development?
- 5 What are the different components of a tour cost?

Check your answer with the one given at the end of the unit

13.4 Types of Costs:

The tour cost can be classified into two categories depending upon how it affects total cost structure of a tour.

13.4.1 Direct and Indirect costs

13.4.1.1 Direct costs: Direct costs are those, which are incurred and conveniently identified with a particular package tour such as accommodation costs, travel costs, food and beverage costs, sightseeing costs etc. These costs are readily traceable to a specific tour. For example, the cost of a guest's food and accommodation will directly reflect in his tour cost. The price differs when he undertakes his travel by car, flight, motor coach etc. Suppose a guest opts for Modified American Plan during his stay in a five star hotel, the total package cost will be less compared to the package cost of a guest who opts for American plan.

13.4.1.2 Indirect tour costs: There are many costs involved in making and marketing tours that are not so readily identifiable as the direct tours costs. Indirect tour costs are those costs which are incurred for the benefit of a number of tours that are offered by a travel company during a year or a particular period but cannot be conveniently identified with particular tour costs such as marketing costs, tour planner's costs, financial and legal costs, administrative expenses, FAM tour costs, medical expenses, insurances and so forth. The total tour package will be based on a fraction of all these indirect costs but are not able to easily identify with a particular tour.

13.4.2 Fixed and Variable costs

13.4.2.1 Fixed costs: The total tour costs are further divided into two parts i.e., fixed and variable costs. Fixed costs are those, which are incurred even when one is selling or not selling any tour package. Maintaining a motor coach would add to fixed cost since some expenses are incurred whether or not one or all seats are occupied. When a tourist/ client or a group of people go on a tour, one has to incur some expenses such as FAM tour, cost of a tour bus, research and development expenditures, marketing expenses, tour manager's and tour planner's salary etc. These are all included in fixed costs. These costs

are constant in total amount, but fluctuate per person/ per package as the level changes. Fixed cost is also known as period cost because it is dependent on time rather than on output. The management of a tour company can control these costs. Fixed costs are those costs that remain stable regardless of how many tours are sold or how much revenue enters the business.

Rent, interest on mortgage, insurance and costs associated with minimal staffing levels (including the owner's draw or salary) are the primary fixed costs of a tour operator. If a tour operator is unable to pay fixed costs, the door must close.

13.4.2.2 Variable costs: In contrast to fixed tour costs, some tour costs tend to vary in direct proportion to the level of sales or number of tour participants. Costs, which are incurred only if a passenger actually uses the service, are variable costs. Tour variable costs are those, which vary with the number of tourists participating in the tour. Examples of tour variable costs include admissions to attractions, hotel rooms, and meals. For example, food and beverage costs, the cost of the gifts, brochures, tourist taxes, entrance fees, room costs etc. play an important role in making a tour costly or cheap. The cost is also known as product cost because it is based on product rather than on time.

Air transport would be a variable cost. This service would not be paid for unless the seat was occupied, except when certain fares are used which cannot be refunded to the passenger, e.g., for group travel when the minimum group size is specified. Or when a tourist /client or a group of people go on a tour, one has to bear some expenses such as 'FAM tour, cost of a tour bus, research and development expenditure, marketing expenses, tour manager's and tour planner's salary etc. These are all included in fixed costs. These fixed tour costs are constant in total amount but fluctuate per person /per package as the level changes.

The tour itself represents a variable cost to the tour operator's business because if zero people are signed an agreement with the company for a tour, the operator cancels the tour.. These costs represent the tour operators' variable labor costs. Because some of the total labor cost is fixed and some variable, labor is called semi-variable cost.

Fixed tour costs, as described in the transportation pricing section, are those costs that remain the same regardless of whether one or 40 people take the tour. The tour itself represents a variable cost to the tour operator's business because if zero people are signed up for a tour, the operator cancels the tour. A tour operator's primary variable costs are tours themselves and a certain component of the labor expenses. A tour operator must have a certain level of staff just to keep the doors open. These costs represent the tour operator's **fixed labor costs**. When sales increase from zero to moderate to heavy, more staff will need to be hired. These costs represent the tour operator's variable **labor costs**. Because some of the total labor cost is fixed and some variable, labor is called a **semi-variable cost**. **Fixed costs** are those costs that remain stable regardless of how many tours are sold or how much revenue enters the business. The costs for each tour must be isolated

with regards to how they vary with single, double, triple, and quad occupancy, per person element costs, and fixed costs. These costs should be placed on a pricing sheet. When the element costs plus those costs that vary based on occupancy are compiled, these totals represent the cost of the sale to the tour operator. The total revenue for the tour minus the cost of the sale equals the **contribution margin**. The contribution margin represents the amount left over from the tour after paying the element suppliers, which is available to pay rent, salaries, administrative and general expenses, interest, and insurance. The tour operator must decide exactly how much to charge the customer so that enough contribution margin is left to cover budgeted and anticipated expenses. The formula for determining how much the tour operator should charge in order to cover these expenses is as follows:

Tour revenue- total costs of sale= contribution margin

Contribution margin - allocations (Labor costs, administrative expenses,

Marketing/ reservation, expenses, Repairs/ maintenance, Occupation costs:

Rent, insurance, interest on mortgage, taxes, others) = net income

Check Your Progress-II:

Answer the following questions.

1. What do you mean by fixed cost?
2. Differentiate direct and indirect cost?
3. Describe variable cost.
4. Explain contribution margin.

Check your answer with the one given at the end of the unit

13.5 Summary:

The price of a package tour varies depending on whether the customer is traveling in single or in groups, staying in single, double, triple or quad occupancy, type plan and meal, sightseeing costs, research and development costs, mode of transfer, sightseeing and activity costs, marketing mix chosen, administrative costs etc. The costing is again varies with the amount of direct cost, indirect cost, fixed cost and variable cost. The management of a tour company needs to know the cost of the products or services in tour packages. If the management is not sure of the costs, how can the management be sure that the company's price structure is right? The travel companies need to understand

‘what is cost’ for control purpose and for decision making. It is wise to prepare the tour budget before the costing and pricing of a tour. It will help the tour planner in reviewing the cost structure of the competitors and it will also provide a framework and guideline for ascertainment, determination and cost control. The tour budget should be customer oriented and the total tour cost must be perceived by the clients to be reasonable. The projected cost of a tour will help the tour planners to determine and adopt effective pricing strategies.

Answers to Check your progress:

1. 1) See sec no.13.3.8
2) See sec no 13.3.4
3) See sec no 13.3.1
4) See sec no. 13.3
- II. 1) See sub- sec no 13.4.2.1
2) See sec no 13.4.1
3) See sec no 13.4.2

13.6 Glossary:

- Fixed cost - Costs, which are, incurred when one is selling or not selling any tour package.
- Variable cost - Tour costs tend to vary in direct proportion to the level of sales or number of tour participants.
- American plan- Tour participants receive all three daily meals as part of their tour package.
- Bermuda plan- Tour participants receive a full cooked breakfast, but no other meals are provided.
- Modified American plan - Tour participants; receive breakfast and one other main meal, usually dinner.
- European plan- Tour participants are required to pay for all of their own meals.
- Continental plan- The room plus a continental breakfast
- Direct costs- Costs, which are incurred and conveniently identified with a particular package tour.
- Indirect cost- costs which are incurred for the benefit of a number of tours that are offered by a travel company during a year but cannot be conveniently identified.
- Transfer - Transfers are any mode of transport that shuttles participants from their point of arrival to their first accommodation.

Review Questions

- Define cost.
- What are the components of a tour cost?
- What are the different types of food plan?
- Differentiate fixed and variable cost in tour operation business.
- How do you identify direct and indirect cost in tour costing?
- What do you mean by transfer cost of a tour package?
- How the food and beverage cost affect tour cost.
- What is AIDA principle?
- Explain contribution margin.

Suggested Readings:

- Bhatia, A.K, (2002), *Tourism Development, Principles and Practices*, Sterling Publishers.
- Mohinder Chand, (2000), *Travel Agency Management*, Anmol Publicationa Pvt. Ltd.
- Jagmohan Negi, (2001), *Travel Agency and Tour operation*, Kanishka Publishers and Distributors.

Unit-14

Negotiating and Contracting with Suppliers

Structure:

14.0 Objectives

14.1 Introduction

14.2 Factors affecting the tour cost

14.3 Cost sheet

14.3.1 Significance of tour cost sheet

14.4 Costing a tour package

14.4.1 Ground operator quotation

14.4.2 Tour wholesale quotation

14.5 Costing the elements of a tour package

14.5.1 Transportation

14.5.1.1 Airfare

14.5.1.2 Motor coach pricing

14.5.2 Lodging

14.5.2.1 Lodging Meal Plans

14.5.2.2 Restaurants

14.5.3 Sightseeing and Guide Service

14.6 Summary

14.0 Objectives:

After reading this unit, you will be able to:

- Discuss the factors affecting tour costing.
- Explain the costing of a tour package.
- Describe the meaning and significance of tour cost
- Prepare cost sheet for tour packages.
- Explain different elements of tour costing.
- Describe procedure for cost determination.

14.1 Introduction:

Perhaps the single most important element in developing a group tour is proper costing. Here is where many novices make serious mistakes. If you are not very careful in costing a tour, you may so overprice it that it is unmarketable. It is just easy to err in the other direction and cost a tour so that you barely break even or you may lose money. There are many snares in costing. These include such items as portage (how many pieces of luggage), airport taxes, and tips for guides, currency fluctuations, and so forth, it is essential to study and fully understand all aspects of tour costing.

14.2 Factors Affecting the Tour Cost:

Determination of accurate tour cost is the main task of the tour planner/ tour-costing manager. The cost should be designed in such a way that it must generate an adequate profit for survival. Before costing a tour, the tour-costing manager considers the following factors, which have a profound impact on company's profitability position.

- Seasonality
- Exchange rate movements
- Competitor's price strategy
- Increase in other costs
- Impact of liberalization and globalization
- Promotional pricing
- Market segmentation pricing
- Increase in fuel and other costs

It is true that the cost management of a travel company when wielded wisely acts as a crucial bridge between strategic and operational efficiency that can channel the working of entire organization towards the unified aim of achieving competitive advantage. Every strategic choice that a travel company makes, viz, costing a tour package, introduction of new products/ services to new products and so on, must be validated by its cost implications. Thus, while costing a product, the tour company should concentrate on the

four pivots namely- cost consciousness, cost measurement, cost responsibility and cost improvement.

14.3 Cost Sheet:

Tour cost sheet is a statement designed to show the total costs along with the break up of tour costs. The information incorporated in tour cost sheets are collected /derived from the confidential tariff. The confidential tariff is prepared after negotiating the rates quoted by the suppliers like hotels, airlines, railways and others. The handling agency/ destination company also prepares a confidential tariff. There is no fixed form for the preparation of a confidential tariff and tour cost sheet. But in order to make the cost sheet more useful, it is usually prepared in a systematic form like transportation, hotel, transfer etc

14.3.1 Significance of Tour Cost Sheet:

Cost sheet will reduce the chances of errors or omissions in the calculations and the tour operator will have a clear picture of the profits made on the arrangements. The advantages of cost sheet are;

- It discloses the total tour costs and the cost per passenger.
- It enables the tour company to keep a close watch and control over costs.
- It helps in fixing up the selling price more accurately.
- It helps the tour company to submit quotations.

Name of Tour-----									No. of Pax-----				
Tour Code-----									Period-----				
Rate of Exchange-----													
Sect o r	Transportation								Hotels				
	Transfer sightseeing								Sin gle	Dou ble	Meal plan	Ex-tra	Other Ser- vices
	Car Coach Car Coach												
	A	No	A	No	A	No	A	No					
	C	n	C	n	C	n	C	n					
	AC		A		AC		A						
Total tour cost													

14.4 Costing the Tour Package:

In a group tour, it is especially important to estimate realistically the number of tour members. Do not be overly enthusiastic and get carried away so that you misjudge anticipated tour membership. Such exuberance is likely to cause serious problems later.

For example, if you assume that you will be able to sell forty bookings and you end up with twenty bookings, you will not have any leeway if the price was quoted on the basis of forty. You will have to operate the tour at break even or at a loss, cancel the tour completely, or go back to the tour members to collect more money. You should always put a clause in the terms and conditions statement to the effect that the price is based on a specified number of participants and if the number drops below that, the price will be increased. Even with forewarning, clients are often irritated, to be asked for more money, so it is far better to base the price on conservative tour membership in the first place.

If you base the tour price on a membership of 25 and end up with 40 bookings, the tour operator or the reception agents will bill the agency at lower per person cost. The additional money earned can be absorbed by the agency as a higher profit margin, or it can be used to pay for an unpublished extra, such as cocktail party, a special dinner, or an additional sightseeing tour. Or it can be refunded to the clients. Here is a tour operator, who's per person land cost of a 21 days tour of Europe;

Basis 15 participants	-----\$1555
Basis 25participants	-----\$1495
Basis 35 participants	-----\$1395
Basis 40 participants	-----\$1295

The per person cost varies because many of the tour components have fixed prices that must be divided equally among whatever number of tour members there are. For example, the cost of a motor coach is the same whether 25 or forty passengers use it. If the net cost is \$3500 for a motor coach and driver and 40 passengers use it, the per person cost jumps to \$140. Other tour components that don't vary in cost in relation to number of participants are sightseeing and transfer motor coaches and the cost of the tour escort.

14.4.1 Ground operator quotation:

Here the pricing formula becomes more complicated and requires accuracy and knowledge on the part of the person costing the tour. Even a small omission, such as overlooking the cost of a city sightseeing tour or transfer, can throw the final price off. Tours are costed by using the ground operators' confidential tariff and by getting written confirmation from each ground operator involved in the itinerary. Many confidential

tariffs local currency, so it is important to use current exchange rates on anything quote in a foreign currency.

14.4.2 Tour wholesaler quotation:

The price the tour wholesaler quotes will be complete per person price based on the terms and conditioned statement attached to the itinerary. The only thing the travel agent must add is the mark-up to cover its expenses and profit. A typical tour price would include;

- Hotels
- Meals
- Transfers
- Sightseeing
- Baggage handling
- Entrance fees, theatre tickets, and so forth
- Tips and taxes
- Transportation (motor coach and driver, rail tickets, ferry tickets,)
- Local guides
- Services of a tour manager

Suppose a group of tourists from Australia ask you to prepare a tour itinerary between Delhi- Agra- Srinagar - Delhi. Suggest them a tour price? The name of your company is Rose Tours Ltd.

Date/ Day	Sector	Flight	Local Time	Activities
01	Delhi	AI 401	0630	Arrival at Delhi Airport. Transfer to the hotel. Afternoon city tour. Overnight at hotel.
02	Delhi	-----		Full day sightseeing by A.C Coach
03	Agra	IC301	0630	Flight to Agra, Transfer to Hotel Taj, Agra. Afternoon city tour. Overnight at hotel.
04	Fatehpur Sikri	----		Excursion to Fatehpur Sikri in the afternoon, transfer to the airport to leave for Delhi. Overnight at hotel.
05	Delhi	IC 500	0600	Transfer to airport to leave for Srinagar. Arrive at Srinagar and transfer to houseboat. Afternoon

				excursion to city, overnight stay at hotel.
06	Srinagar	-----		City sightseeing, overnight at hotel.
07	Delhi	IC 408	0730	Transfer to airport to leave for Delhi. Arrival at Delhi airport and leave for New Zealand.

Suggested tour itinerary: Once the itinerary is finalized, the next step is to negotiate with suppliers at each destination to start costing and pricing of a tour package;

- Identify the tour components
- Identify the cost of each tour component
- Segregate total cost into fixed and variable costs.
- Find out fixed and variable costs per passenger.
- Calculate break-even point in total and per passenger.
- Add fixed costs and variable costs.
- Multiplying the total cost by budgeted percentage of profit, one will get the total sales price.

The variable or product cost of the Delhi-Agra-Srinagar- Delhi tour is \$1342 per pax. But to find out total cost of this tour, one needs to add the fixed cost. In this tour, the fixed cost is the marketing cost, tour planner's cost, tour manager's salary etc. It means one has to add the administrative costs and the marketing costs to find out the cost of package sold. Suppose after allocation of fixed cost to each tour, the cost of the portion Delhi-Agra – Srinagar-Delhi is \$250 per pax, then total cost of package sold will be:

Variable cost + fixed cost i.e. = \$1342 + \$ 250 = \$ 1592

14.5 COSTING THE ELEMENTS OF A TOUR PACKAGE

14.5.1 Transportation

14.5.1.1 Airfare: Commercial air tickets sold on a regularly scheduled flight are a simple pricing procedure. Prices quoted include all applicable taxes, so all the tour operator has to worry about is airport transfers. A tour operator also owning a travel agency license would receive a commission, usually 9 to 11 percent, depending on annual gross volume, on the gross (or unreduced) price of a ticket. Sometimes the operator has a choice between the commission on the gross rate or a mark-up applied to a net rate. If a discounted net rate (also known as net non commissionable) has been given to the tour operator, a small mark-up can be applied. Discounted net rates are often given for 20 tickets or more. Whether or not the tour operator marks up the ticket, the client should not have to pay more for the ticket by purchasing through the tour operator than by purchasing the ticket to travel individually. Because the margin on air tickets is small, and because many tour

operators sell air tours to clients throughout the nation, it is common for tour packages to be sold without airfare, allowing the clients who are located throughout the nation, to work through a local travel agent for the lowest airfare. The client arranges with a travel agent to arrive at the departure point of the tour at the appropriate time. Airfares are also unpredictable, and many require advance payment; therefore, many operators choose to limit their involvement with scheduled flights and allow travel agency experts to handle this component of their tours.

Pricing charter flights is a little more complicated. Again travel agents often handle charter flights. Airplanes used for charter purpose range anywhere from five seats to several hundred. The number of people for which the charter is being reserved is therefore critical. Typical motor coach groups of 35 to 40 are normally better served by scheduled flights; however, if there are multiple groups of 35 to 40 individuals, the price could be drastically reduced by chartering a flight. The greatest risk in chartering flights is in the number of customers and how certain the tour operator is that the group(s) will materialize. In the case of pre-formed groups numbering in the hundreds of people, chartering almost always provides a cost savings. The tour operator from 15 to 25 %, depending on the comparable cost of flying individually, can mark up charter flights.

14.5.1.2 Motor coach pricing: Most motor coaches have 46 to 48 seats, although the Euro styling concepts popular in the 1980s and 1990s are removing some of the seats in order to add amenities. Many tour operators are also motor coach owners, and therefore price their motor coaches based on driver, maintenance of coach and garage, mortgage, licenses, and other operating costs. Most recent net non-commissionable prices of motor coaches to tour operators have ranged from \$450 per day to \$600 per day. The number of people, who will be on the tour of course, divides this cost. The price should be somewhat higher for a motor coach company selling directly to a preformed group, because of the higher annual volume a tour operator can bring to a motor coach company, allowing for volume discounts. Also, motor coach operators are expected to protect tour operator rates by giving them deeper discounts than they give end users.

A tour operator needs to translate the daily fee for a motor coach into a price per person. This translation is the difficult part, because the number of people on tour is not known at the time of the reservation. Exhibit 8.1 shows that the daily cost of the motor coach is strongly influenced by the number of clients on board.

Because the cost of the motor coach is so drastically affected by how many passengers are on board, tour operators set parameters when pricing tours. When dealing with a tour designed for pre-formed groups, tour operators often set a minimum limit of 30, 35, or 40 passengers, depending on their needs. The minimum number required on the tour is called the break point. Setting a minimum number of 30 on a tour is called breaking the tour at 30. The group leader is informed that if their numbers fall below the required minimum, the tour will have to be reprised or canceled. This method of pricing puts a little bit of pressure on the group leader to make sure that the group meets the required

minimum. For individual tours, the task is more complicated. Individual tours are often priced for fewer people, such as 15 to 25. Obviously, this raises the price, which is one reason why preformed groups tend to get lower prices than individual tour passengers. By breaking the tour at lower numbers, the tour operator limits risk but raises the price each customer must pay. If the break point is reached, the tour operator makes the minimum acceptable profit margin on the tour that he/she is willing to take. If more customers take the tour, there is an additional profit per tour called breakage. If fewer people reserve for the tour, the operator has to make a very critical decision. Does he/she cancel the tour, or run the tour, potentially at a loss? Some operators will run the tour as loss leader so as not to disrupt a series are running heavy load factors. A heavy load factor assumes two things to be true: that the tour is running over the breakage figures (it is profitable) and that the tour is fairly full. Some may offer a special, or try to sell a "light" tour to small groups, or offer it at a reduced rate to "preferred customers" who wait for last-minute travel bargains.

Motor coach Costs (Daily Basis)

Based on Number of Participants

And a \$ 500 Daily Charge

Number of Participants	Cost per participant	
	One-day tour	Eight-day tour
15	\$33.33	\$266.67
20	25.00	
200.00		
25	20.00	
160.00		
30	16.67	
133.33		
35	14.29	
114.29		
40	12.50	
100.00		

Some operators offer guaranteed departures in their brochures and must run the tour regardless of the load factor. Some are forced to cancel the departure, by attempting to move those with reservations to departures with other dates or other destinations.

There is no more critical element that affects tour profitability than fixed tour costs. All fixed tour costs the same amount regardless of how many people take the tour. All fixed tour costs must be “broken” by the minimum number of people on the tour. The total cost of that element is divided by the minimum number of people (break point) on the tour as determined by the tour operator. The relationship between break point and load factors cannot be overestimated. Examples of tour fixed costs include transportation charges and fees. They cost the same for 1 or 40 passengers.

14.5.2 Lodging:

Hotels, motels, and most lodging establishments utilize similar pricing methods when working with the public and with the tour operator. Many lodging establishments utilize European plan pricing. Which is based on a price per room that excludes meals, baggage handling, tax, and so on? All charges but the room itself is an additional charge. The rack rate is the price charged to someone who walks in to the establishment without the benefit of any discounts; it is the highest price for a room. Tour operators should receive a discounted or wholesale rate, in the form of a net no commissionable rate. The price for rooms at the same property may vary by season, location of room size of room, number and type of beds per room, or by the number of occupants in each room. Tour operators typically prefer to deal with hotels whose prices are flat with respect to the number of occupants. Occupancy terms include single (for one occupant) double or twin (for two occupants), triple for three occupants and quad or quadruple (for four occupants). An example of a flat rate or fixed rate is \$50 double. This flat rating structure is often combined with a **run - of - the** -house arrangement, which allows the hotelier to decide which room within the price structure is assigned to each guest on a best available basis. Tour operators usually prefer a fixed rate because they realize a savings on doubles and triples when the rate is flat. A spread rate allows the hotel to charge different rates depending on which rooms are assigned to the guests. Examples of different rate structures would be for location, room size, size and number of beds, and so on.

An example of a spread rate is.

\$50/60 single \$60/70 double

A hotel quoting a tour operator a rate of \$50/60/70/80 is starting with \$50 rate for one person, and adding \$10 per person. Another method of stating the same rate in writing would be “ \$50/+ 10pp.” If a spread rate were used, the contract might state;

\$50/60/70/80 single

\$60/70/80/90 double

The more “spread” the rates, the more difficult they become for the tour operator to work with. Tour operators need to be able to anticipate their expenses exactly, and therefore they hesitate to work with hotels that will not guarantee a rate before a tour checks in.

Almost all hotel rate quotes are pretax quotes, or not including tax. If tax is included in a hotel quote, the term “tax, incl,” or “inclusive of tax” should follow the quote. The hospitality industry does not utilize terminology consistently; therefore it is always best to ask.

It is important to understand the difference between the room rate and a package rate. To quote a price of \$50 per double room and quote of \$50 pp double occupancy mean two completely different things.

Understanding Hotel Rate Quotes

Room Rates versus package Rates

Note the difference between a double room and double occupancy (package rate) quote: A quote of \$50 for a double room means:

\$50 for the room divided by two people = \$25.00 per person

\$50 per person double occupancy = \$50 per person or \$100 per room

Calculating Room Charges

For a quote: \$50/50/50/50, assume a 10% tax rate

Single occupancy \$50/one person x 110% =\$55.00

(Or \$50 +10% of 50) = \$55.00 per person

Double occupancy \$50/two people = \$25 x 110% =\$27.50 per person

Triple occupancy \$50/ three people = \$16.67 x 110% = \$18.33 per

Person

Quad occupancy \$50/ four people = \$12.50 x 110% = \$13.75 per

Person

For a quote: \$50/60/70/80, assume a 10% tax rate

Single occupancy \$50/one person x 110% =\$55.00

(Or \$50 +10% of 50) = \$55.00 per person

Double occupancy \$60/two people = \$30 x 110% = \$33.00 per person

Triple occupancy \$70/ three people = \$23.33 x 110% = \$25.67 per

Person

Quad. occupancy \$80/four people = \$20 x 110% = \$22.00 per Person

14.5.2.1 Lodging Meal Plans: Some lodging properties utilize meal plans in their pricing structures like AP, MAP, CP, BP, EP etc. Lodging properties that use meal plan pricing are package rates and quote prices per person, not per room. Room prices that factor in meal plans can deceive the tour operator. Because tour operators are accustomed to pricing elements separately, hoteliers should be asked to cooperate and do the same. Some hotels, particularly resorts, hesitate to price rooms separately. Some tour operators choose not to work with such hotels.

14.5.2.1.1 Restaurants: Restaurant pricing is usually priced on a per person basis, except in the case of hotels that deal with great numbers of convention clients. Most banquet coordinators or salespeople will be willing to work out a price per person for the menu desired. The biggest problem with banquet and restaurant pricing is in the price of the entrees. Tour members want to be able to choose among several entrees. Some want to order off a regular menu. If the entrée prices vary drastically and the tour demands that clients get to choose between at least two entrees, the tour operator will be forced to pay wildly fluctuating prices based upon each client's choice of entrees. Tour operators should consider this problem when planning menus and attempt to minimize fluctuating prices. Choosing entrees with the same or similar prices help the situation but sometimes result in unimaginative choices. Salespeople can be negotiated with to control these fluctuations. Sometimes weighted average prices can be negotiated. Restaurant prices should always be quoted inclusive of tax and tip. Because sales tax varies by state or even by country, and the restaurant can charge whatever gratuity they deem fair. The tour operator must be certain to determine what taxes apply and the amount of taxes. Some restaurants do charge more than the standard 15 percent, so that amount should also be confirmed. Normally, at least one complimentary meal is granted per motor coach; sometimes an additional is given to the driver.

14.5.3 Attractions:

Attraction prices are normally quoted on a per person basis. The exception to this rule is in the case of a transportation charter, such as a boat or plane. It is wise to determine if the price is inclusive of tax. At least one complimentary is usually granted per 20 to 25 pax (people) or per motor coach. Some drivers do not participate in the attractions, so if a complimentary is given to the driver, it can be used toward a paying passenger.

14.5.4 Sightseeing and Guide Service

While there is seldom a charge for sightseeing, certain charges must be anticipated. Many cities require a motor coach to be licensed to drive through or to park. Other cities charge parking fees. In some areas, a small admission fee for the motor coach only may be charged.

Guide service is very complicated to price. If a guide is on the company daily guide service would be charged at the rate that is paid to the guide plus an amount equal to the benefits (also known as payroll burden) paid to the guide. Benefits can range between 20 and 40 percent of basic wage and includes taxes matched payroll, by the employer an allocation for worker's compensation, insurance for life and health purposes, and the operator provides. Some tour operators utilize tour directors/escorts on an independent contractor basis. An independent contractor does not pay taxes at the time of receiving payment. Neither does the employer pay benefits. However, for these reasons independent contractor rates are usually more expensive because the independent escort has to provide medical insurance and income taxes out of pocket. The total amount is divided by the break point (minimum number of people expected to be on the tour). Tour operators that utilize step – on or daily guide service from receptive operators or guide service companies, do not have to pay taxes and other benefits and will be charged a variety of hourly, half – day and daily rates. The guide service company becomes an independent contractor of the tour operators. A half – day rate is usually for 4 hours or less, and a daily rate is for 5 to 8 hours. Daily rates vary anywhere from \$50 daily to \$300 + daily. These rates must also be “broken” by the number of the people on the tour.

The operator provides lodging, meals, and admission to attractions for the tour directors/escort, and is usually required to provide admission to attractions for a step-on guide. Meals are usually negotiable. Lodging is not needed for a step-on guide. In addition, depending on the practices of each individual tour operator tipping by tour members may or may not be allowed. If a tour operator prices a tour inclusive of gratuities, a gratuity should be budgeted.

Check your progress-I:

Answer the following questions.

1. What are the factors affecting the tour cost?
2. What do you mean by cost sheet?
3. How the costs of accommodation affect the package cost?
- 4 Explain the influence of transportation modes on a package cost?

Check your answer with the one given at the end of the unit.

14.6 Summary:

The cost of a package tour is affected by many factors. Usually, the cost is determined in a structured manner by using a cost sheet, which helps to avoid confusion and complication. There are many elements in a package. All these have direct impact on the cost of the tour. The cost of the package is often lower than the combined cost of the same services if purchased separately. Some tour operators offer tour based fares, special group airfares, from selected origin points. However, the cost varies with the type of transportation, accommodation, transfer, meal plan, sightseeing options etc.

Answers to Check your progress

- 1 1) See sec no.14.2
- 2) See sec no 14.3
- 3) See sec no 14.5.2
- 4) See sec no. 14.5.1

14.7 Glossary:

- Cost sheet - Tour cost sheet is a statement designed to show the total costs along with the break up of tour costs.
- Tour wholesaler- Tour operator who combines the different components together & sells it as a package to the clients at a reduced all-inclusive price.
- Double occupancy – Two people in one room.
- Triple occupancy – Three people in a room.
- Quad occupancy – Four people in a room.

14.8 Review Questions:

1. What are the factors affecting the tour cost?
2. Describe cost sheet and prepare cost sheet for an itinerary.
3. How will you cost a tour package?
4. Write a note on costing accommodation.
5. Explain the influence of transportation modes on a package cost?

14.9 Suggested Readings:

- Mohinder Chand, (2000), *Travel Agency Management*, Anmol Publicationa Pvt. Ltd.
- Jagmohan Negi, (2001), *Travel Agency and Tour operation*, Kanishka Publishers and Distributors.
- Betsy Fay, (1999), *Essentials of Tour Management*, Prentice- Hall.

Unit 15

Cost Evaluation: Method and Calculation of Tour Price

Structure:

15.0 Objectives

15.1 Introduction

15.2 Factors affecting the tour pricing

15.2.1 Cost Factor

15.2.2 Demand Factor.

15.2.3 Competition factor

15.3 Influences in pricing the package tours

15.4 Pricing the package tour

15.5 Profit Margin

15.6 Summary

15.0 Objectives:

After reading this unit, you will be able to:

- Discuss factors affecting the pricing
- Explain the various influences in pricing in tourism industry.
- Differentiate mass market pricing and specialist tour pricing.
- What do you mean by mark-up of a package?
- Differentiate fixed and variable cost.

5.1 Introduction:

The price of travel products is known by many names. In case of an airline, an airline ticket has a fare, a hotel room has a rate, a rental car has a mileage charge and travel insurance has a premium. A key requirement for success in a tour operator's programme is to get the price right. Price must be right for the market, right compared with the price of competitors' package tours, and right by comparison with the price of other tours offered by the company. Pricing is a very complicated and very subjective process. The less subjective, the more sophisticated the process becomes. Sophisticated pricing is a necessary component of every successful business. Pricing each tour is a different experience.

15.2 Factors Affecting the Tour Pricing:

The price of travel product is based on three factors;

1. Cost Factor
2. Demand Factor.
3. Competition factor

15.2.1 Cost factor:

Every product sold by a vendor has a quantifiable cost. To produce profit, the price paid by the customer must be greater than the seller's cost. For example, for an airline to earn profits, the total revenues from ticket sales must be greater than the total cost of flight operations. Similarly, a hotel to earn profits the total revenues from a hotel to earn profits, the total revenues from room sales must be greater than the total operating cost.

In practical situation we find that neither every flight nor every hotel is fully occupied every day. The price of travel products must be high enough to compensate for products that are not sold. If the price is too high, customers should be discouraged from buying. On the other hand, if the price is too low, the vender sacrifices profit that it might otherwise have realized.

15.2.2 Demand factor

The quality of a product that customers are willing to purchase at particular price is known as its demand. When the price of a product declines, the demand increase prices, without causing demand to recede.

15.2.3 Competition factor:

Competition frees vendors to reduce price in order to attract customers. For example, airlines often engage in so called` fare wars` in which each carrier seeks to under- cut the fares of other carries. At times, the fares are so low that flight actually operates at a loss. Similarly, hotels car rental companies and other travel venders raise and lower price in response to competition.

15.3 Influences in Pricing Package Tours:

- The perishable nature of the product, which is unable to be stored until a future occasion, leads to various forms of last minute tactical pricing.
- The high price elasticity of demand exhibited by holiday and leisure markets places emphasis on setting prices at the right levels.
- The volatility of the market due to short run fluctuations in international costs exchange rates, oil prices, and political events require sophisticated foreword planning.
- Many companies are reliant on high volumes to break even and will forgo profit in order to create acceptable to load factor or occupancy levels.
- Cost control is an important part of pricing policy; many tourism enterprises have high fixed costs and price near to breakeven positions. This can take them vulnerable to financial collapse or takeover if costs are not controlled. Some regions and countries have price controls for airline travel and hotel accommodation.
- Seasonal demand leads to peak and low season periods, which require demand management pricing to cope with short run capacity problems.
- Price is associated with the psychological aspects of both quality and status. It is therefore always important to gauge the way prices or the different target segments will perceive their change.
- Cash flow is high due to much of the payment for tourism products being made in advance consumption. Many tourism companies make a profit on the investment of this money.

15.4 Pricing the Package Tour:

Specialist operators who offer a unique product may have more flexibility and freedom to determine their prices based on cost plus a mark-up that is sufficient to cover overheads and provide a satisfactory level of profit. The mass operators, however, must take greater account of their competitors' prices, since demand for package tours is, as we have seen,

extremely price-elastic, especially for programmes offered in the shoulder season or off-season. In the past in UK, there has been a tendency to follow the prices determined by the market leader, and economies of scale have been important in terms of reducing cost.

15.4.1 Mass – market tour pricing

This first example is based on time – series charter travel and a two – week holiday to a destination such as Spain.

	£
Fight costs, based on 25 departures (back to back) on Boeing 737	
148- seat aircraft at £14 750 per flight	3,68, 750
Plus one empty leg each way at beginning and end of the season	14 750
Total flight costs	383 500
Cost per flight	15 340
Cost per at 90% occupancy (133 seats), i.e. £ 15 340 ÷ 133	115.34
Net hotel cost per person, 14 nights half –board	225.80
Resort agent's handling fees and Transfers, per person	7.00
Gratuities, portorage	1.00
Total cost per person	349.14
Add mark – up of approx 30% on cost price to cover agency commission, marketing costs (Including brochure, ticket wallet. Etc.), Head office administrative costs and profit	104.74

Selling price	454.00
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A small element of cost arises from VAT imposed on the relevant portion of the ground arrangements. Airport taxes (to include any security or other levies) would be added on a per- passenger basis. Many companies would add a further small fee; say £15, in order to build in a no- surcharge guarantee.

In estimating the seat cost for aircraft, operators must not only calculate the load factor in which this cost is to be based but must also aim to achieve this load factor on average throughout the series of tours they will be operating. This must depend on their estimates of the market demand for each destination and the current supply of aircraft seats available to their competitors. Since high- season demand will frequently exceed the supply of seats to these destinations, there is scope to increase the above price, and hence profits, for the high season months of the year, even if this results in the company being uncompetitive with other leading operators. However, as operators increasingly over – estimate forecasted demand, this is becoming a more risky procedure. In the off-season, meanwhile, supply is likely to exceed the demand for available packages, and the company may set its prices so low that only the variable costs are covered and a small contribution is made to the fixed costs (marketing, administration, etc.), in order to fill seats.

Each tour operator must carefully consider what proportion of its overheads is to be allocated to each tour and destination. As long as these expenses are recovered in full during the term of operation, the allocation of these costs can be made on the basis of market forces, and need not necessarily be apportioned equally to each programme and destination. In practice, most operators now recover overhead costs by determining a per capita contribution, based on anticipated head office costs for the year and the total number of passengers the company expects to carry. Under this system, of course, each tour carries the same burden of office costs regardless of destination or price. However, there is a case for a more marketing – oriented approach to pricing, based on consideration of market prices and the company's long – term objectives. In entering a new market, for instance, it may be that the principal objective is to penetrate and obtain a targeted share of that market in the first year of operating, and this may be achieved by reducing / or by reducing the per capita contribution to corporate costs. Indeed, to some destinations the operator may introduce loss leader pricing policies, subsidizing the cost of this policy from other more profitable routes in order to get a footing in the market to the new destination.

15.4.2 Specialist tour pricing:

This second example is of a specialist long- haul operator, which uses the services of scheduled carriers to Hong Kong, with group inclusive tour basing fare.

Flight cost, based on net group	
air fares, per person	510
Net hotel cost per person, 7 nights,	
Twin room (HK\$550 per room, HK\$12=£1)	160
Transfers (£3 each way)	
Sub – total	<u>676</u>
Add agent's commission	<u>76</u>
Total cost per person	752
Selling prices 'Lead price' (offered on 2-3	
Off-season flights)	760
Shoulder season price	790
High season price (summer, Christmas	
and Easter holiday periods)	890

It will be noted that in the case of this specialist operator, prices reflect market demand at different periods of the year, and there is no equal distribution of office overheads; profits and most overheads are recoverable in the peak – season prices charged to the market. This is a common policy among the smaller specialist' operators who may use less sophisticated pricing techniques to arrive at target profits. Many specialists who operate in a climate where there is no exact competition for their product, could be expected to charge a price which would give them an overall gross profit of 25 per cent or more, while many mass market operators and some specialists, will be forced by market conditions to settle for much lower margins.

In developing a pricing strategy for package tours, operators must take into account a number of other variables in addition to those shown above. Earlier, the point was made that price had to be right compared with all competing products on the market; for

example, when setting a price for departure from a regional airport, the operator will look at how much more the client will be willing to pay to avoid a long trip to a major airport. Similarly, if a flight is to leave at two o'clock in the morning, the price must be sufficiently attractive compared with others leaving during the day to make people willing to suffer this inconvenience. What special reductions are to be offered to children, or for group bookings? As seat and other costs will be unaffected, whatever reductions the company makes for these bookings will have to be recovered in profits achieved through sales to other customers.

15.4.3 Bottom-up Pricing:

Compiling the Costs, Resulting in a Price per Person: The total revenue for the tour minus the cost of the sale equals the **contribution margin**. The contribution margin represents the amount left over from the tour after paying rent, salaries, administrative and general expenses, interest, and insurance. The tour operator must decide exactly how much to charge the customer so that enough contribution margin is left to cover budgeted and anticipated expenses. The formula for determining how much the tour operator should charge in order to cover these expenses is as follows:

Tour revenue- total costs of sale= contribution margin

Contribution margin - allocations (Labor costs, Administrative expenses,

Marketing / reservation, expenses, Repairs/ maintenance, Occupation costs:

Rent insurance, interest on mortgage, taxes, others) = net income

15.5 Profit Margin (Mark-Up):

Inexperienced tour operators often are confused about how much to mark up a net quotation for a tour. It is important to remember that there are many costs (often hidden) in operating a group tour. These include the brochure cost, postage, advertising, and promotional expenses, salaries of staff assigned to process the group, telephone costs, to mention some. You must add an enough mark-up to adequately cover all the costs and still have something left over for profit. The tour must also be priced competitively with other tours on the market, and if you are bidding against other travel agents, you may lose the business if you overprice your offering. A 15% mark-up is adequate in many cases, but in others, it may be too high for competitive pricing. Sometimes a 20% mark-up will be necessary to cover expenses and earn a fair margin of profit.

If you are in a bidding position, it always helps, if you know the price quoted by the competition; you can then price your tour accordingly. But in most cases you will not know what the other bids are. You must try to come up with a price that is not out of line with other bids yet still provides adequate earning for your agency. If you sell yourself

and your agency effectively, you may get the business even though your bid is higher than the competitors'. On the other hand, if you have to meet a competitor's price to get the business, you may have to settle for perhaps 12% mark-up instead of 15%. The loss of two or three percentage points is not hard to live with if it guarantees you to get the business and you can handle profitably.

15.5.1 Free trip costing:

Since neither the airline nor the ground operators provide a free trip for the leader, these costs must be built in to the tour price. In the costing form, the leader's trip shown under "tour costs" as \$28.44 per person for the air portion of the tour and \$19.63 person for the land. This is based on 25 tour members. If the travel agent were assured of a larger tour membership, these figures would be proportionately lower.

15.5.2 Administrative costs:

The cost of administering and promoting the tour must always be included. If they are not, the incidentals can quickly eat in to the profit margin. Administrative costs and incidentals include things like brochure printing, postage, charge for telephone charges, baggage and nametags, flight bags, etc.

Adding the mark up:

The airline pays the travel agency a commission of 10% of the air fare," to cover profit on the land tour, the agency must add a mark up to the net cost-and arrive at the total selling price of the tour.

There are two ways to calculate the mark up; mark up on (percentage of) costs, or mark up on (percentage) retail, also called gross. The easiest way to calculate the mark up on retail (gross) is to divide the net (cost) price by a percentage, which is 100% minus the percentage of mark up required.

In the case of a London Parris Fling, The agency wants to earn 15% of the selling (gross) price for the land tour, so the manager uses the following calculation; net land cost of \$503.32 divided by 0.85 equals \$592.14

Net land cost per person \$503.32

15% of gross (commission) +88.82

Retail selling price per person \$592.14

If the agency wanted to be more competitive and settle for 190 % commission, the manager would divide by 0.90 to arrive at the selling price. For 13% commission, the deviser would be 0.87, for 20 %, it would be 0.80: and so on.

The total selling price per person is, of course, calculated by adding together the air fare and the gross cost of the land potion.

Air	\$ 711.11
Land	+592.14

Total selling price	\$ 1303.25

The total earnings per person of the agency are calculated by adding together the commission on the air ticket and the mark up on the land tour.

Air commission	\$71.11
Land mark up	+88.82

Total profit	\$159.93

If this tour departs with its minimum number of 25 members, the agency's earning would be \$ 3998.25.

In some countries and/or according to individual company policy, the mark-up calculation might slightly different, e.g.;

A) Agents will apply their mark-up on the net land arrangements amount and on the total air fare (including the regular commission)

Surface arrangements, net	SEK 29065
Air Fare (including commission)	SEK16820
Agent's mark-up (15%0	SEK6883

b) Agents will add their mark-up on the net land arrangements amount only and then add the air fare which already includes a 9% commission.

Surface arrangements, net	SEK 29065
---------------------------	-----------

Agent's mark-up 15%	SEK 4360
Sub total	SEK 33425
Air fare	SEK 16820
Total tour price	SEK 50245

One-Day Tour Pricing Example

Day and time	Itinerary	Rate(\$)
7:30 AM	Departure	
8:00 AM	Breakfast, \$6.50 +8%	
	tax + 15% gratuity	8.08
10.00AM	Major attraction	7.50
12:30 PM	Lunch, \$12.00 inclusive	12.00
2.00 PM	Shopping	N/C
5:00 PM	Return	
	Total variable costs	27.58
	Fixed costs:	
	Motor coach (\$550 per day	
	/30- passenger minimum	18.33
	Daily guide service \$60	
	Per day/30 plus 2 meals:	
	Use comps plus	
	Payroll burden: 30% = \$78/	
	30 min. pax.	2.60
	Subtotal	48.51

Mark - up (18%)	8.73
Total (rounded)	\$58.00

Mortgage, insurance and costs associated with minimal staffing levels (including the owner's draw or salary) are the primary fixed costs of a tour operator. So there are fixed and variable costs associated with each tour; however, the tour itself is a variable expense, because it can be canceled, resulting in no cost. There is little a tour operator can do to avoid paying rent, interest, insurance, and so on, so these are considered to be fixed costs of doing business. If a tour operator is unable to pay fixed costs, the doors must close.

15.5.3 Allocating the Mark-Up:

There are several angles with which to look at the issue of marking up each tour, but the end result is that \$89,135 additional revenue must be generated from this year's tours.

Method 1: \$739,135 revenue must be generated by 28800 customers, resulting in an average expenditure per customer of \$263.98. Using this method, you would charge each customer \$263.98, or \$264.00. This method would work exceptionally well for tour 4 (cost of \$128.00), resulting in a contribution margin of \$136.00. However, due to competitive reasons, very few clients would buy it with such a significant price increase and poor competitive pricing. The method works miserably for tour 5 because it results in a negative contribution margin of \$81.00, or an \$81.00 loss. It simply does not make any sense to price all of the tours the same, for competitive, marketing, and common-sense reasons. An average target expenditure of \$264.00, however, is a good reference point from which to start.

Method 2: 112 tours must generate a contribution margin each of \$1811.47 (\$202,885/112 tours). Divided by 25 average passengers per tour; we find that the contribution margin per passenger should be \$72.46 (1811/25 pax). The result of this method would be:

Tour 1: cost of \$210.00 pp plus \$72.46 pp = \$282.46 or \$283.00

Tour 2: cost of \$202.00 pp plus \$72.46 pp = \$274.46 or \$275.00

Tour 3: cost of \$199.00 pp plus \$72.46 pp = \$271.46 or \$271.00

Tour 4: cost of \$128.00 pp plus \$72.46 pp = \$200.46 or \$201.00

Tour 5: cost of \$345.00 pp plus \$72.46 pp = \$417.46 or \$418.00

Utilizing this method, the least expensive tours to the tour operator are also the least expensive tours to the client, and vice versa. However, closer inspection might reveal

to the operator that tour 4, for instance, might sell more rapidly at a price of \$199.00 instead of \$201.00. If the operator makes this decision, yet still requires a net income of \$10,000, where does the \$2.00 per person go? Logic states that the charge would go to tour 5 and be sold for \$420.00 per person double instead of \$418.00.

Method 3: Understanding the two methods previously discussed, we utilize a more elaborate and sophisticated method of pricing where we mark up the less expensive tours less and the more expensive tours more. We can devise a percentage guideline for a mark-up by taking the total cost of sales projected for the year, the required contribution margin and divide to get the average **percent of cost mark-up**.

$$\$202,885 / (536,250 + 202,885) = 33.4\%$$

The results of this method would be:

Tour 1: cost of \$210.00 pp plus \$70.14 (33.4%) pp = \$ 280.14 or \$ 280 .00

Tour 2: cost of \$202.00 pp plus \$67.47 pp = \$269.47 or \$269.00

Tour 3: cost of \$199.00 pp plus \$66.47 pp = \$265.47 or \$265.00

Tour 4: cost of \$128.00 pp plus \$42.75 pp = \$170.75 or \$171.00

Tour 5: cost of \$345.00 pp plus \$115.23 pp = \$460.23 or \$460.00

Utilizing this method, the relative price/value relationship of the tour is not disturbed.

Check your progress

Answer the following questions.

1. Which are the factors affecting the tour pricing?
2. Describe the influences in pricing in tourism industry.
3. Differentiate mass market tour pricing and specialist tour pricing.
4. Explain the mark- up allocation procedures.
5. Find out the most feasible method of allocating the mark-up.

Check your answer with the one given at the end of this unit.

15.6 Summary:

Pricing is affected by a number of factors. Pricing methods may be different according to the type of the tour. Pricing each tour is a different experience, and perhaps each of these methods might work in a given circumstance. The most important pricing skill is the ability to look at each financial situation from many different angles, to have the mathematical skills to “massage” figures until they work. Learning to utilize each of these methods will help the tour operator understand more about the business.

Answers to Check your progress:

- 1) See sec no.15.2
- 2) See sec no 15.3
- 3) See sec no 15.4
- 4) See sec no 15.5

15.7 Glossary:

- **Mark up** - The percentage of income earned by the tour operators on each tour.
- **Contribution margin** - The total revenue for the tour - the cost of the sale.

15.8 Review questions

1. Which are the factors affecting the tour pricing? .
2. Describe the influences in pricing in tourism industry.
3. Differentiate mass market tour pricing and specialist tour pricing.
4. What is mark- up?
- 5 Find out the most feasible method of allocating the mark-up
- 6 What is bottom line pricing?

15.8 Suggested Readings:

- Mohinder Chand, (2000), *Travel Agency Management*, Anmol Publicationa Pvt. Ltd,
- Jagmohan Negi, (2001), *Travel Agency and Tour operation*, Kanishka Publishers and Distributors.
- Pat Yale, (1995), *The business of Tour Operations*, British Library Cataloguing in Publication Data.

Unit 16

Pricing Of Tour Packages on Fit and Git Basis

Structure:**16.0 Objectives****16.1 Introduction****16.2 Outbound and inbound tourism****16.2.1 Inbound tourism****16.2.2 Outbound tourism****16.3 Selected outbound tour packages****16.3.1.1 SOTC - Exciting Europe****16.3.1.2 SOTC - Australia****16.3.2.1 TCI Holidays - All Inclusive Singapore****16.3.2.2 Pride and Prejudice' Country Tour****16.3.2.3 ITH Holidays - Sizzling Sri Lanka****16.3.2.4 ITH Holidays - Best of South Africa****16.4 Pricing approaches for tour packages****16.4.1 Cost based Approach****16.4.2 Break-even analysis and target profit pricing****16.4.3 Value based pricing****16.4.4 Competition based pricing****16.5 Product pricing strategies****16.5.1 New product pricing strategies****16.5.1.1 Prestige pricing****16.5.1.2 Market skimming pricing****16.5.1.3 Market penetration pricing****16.5.2. Existing product pricing strategies****16.5.2.1 Product bundle pricing****16.5.2.2 Volume discounts****16.5.2.3 Discounts based on the time of purchase****16.5.2.4 Discriminatory pricing**

16.5.2.5 Last minute pricing

16.5.2.6 Psychological pricing

16.5.2.7 Promotional pricing

16.6 Financial and Non Financial Incentives

16.7 Summary

16.0 Objectives:

After reading this unit, you will be able to:

- Discuss the importance of tour packages.
- Identify the difference between outbound and inbound packages.
- List out the various financial and non financial incentives to travel trade.
- Describe various pricing strategies for tourism industry.
- Differentiate outbound and inbound tour packages.

16.1 Introduction:

This unit will enable you to have a thorough knowledge of different types of tour operations, viz, inbound and outbound. There are many companies, which are specializing in these types of packages and sometimes in both. Hospitality giants like, SOTC, Thomas Cook India Pvt. Ltd, ITH, TCI etc having very different and attractive packages of these types. This unit will familiarize you with different outbound packages of these companies. These itineraries will give you an outlook of different outbound packages and outbound markets. Pricing approaches and strategies are also very important in hospitality industry, as our product is invisible. So the description about various pricing approaches and strategies will help you to have a distinctive knowledge of pricing.

16.2 Inbound and Outbound Tourism

16.2.1 Inbound tourism:

Most of the companies are in private sector and their main objective is to earn profit. In spite of this, they play a key role in the promotion and development of international tourism. In India, the established travel companies handle major portions of the foreign tourists and other visitors make their own independent arrangements. The major tourist generating regions are U.K, France, Germany, Italy, Middle East, U.S, Japan etc. The travel companies who arrange travel related services and packages for the incoming tourists are known as inbound tour operators. The National Committee on Tourism (NCT) 1988 emphasized the role and importance of travel companies in Marketing India as an all-season destination abroad. The National Action Plan (NAP) 1992 also demonstrated the role of travel agencies in the promotion and growth of international tourism. Our present tourism policy has recognized that tourism private sector should play a positive role in promoting tourism on a sustained and long-term basis. The Indian travel agencies have a good reputation abroad and are well known for their efficiency and hospitality.

16.2.2 Outbound tourism:

It is the type of tourism where tourists go and enjoy the tourist destinations overseas with the assistance of the travel companies. Since the deregulation of the Civil Aviation field and the growth of globalized markets and trading, the outbound tourism has been increasing rapidly. The major outbound tourist destinations are Singapore, Malaysia, U.K, Australia, Thailand, Europe and U.S. Generally, an outbound package includes transportation, accommodation, sightseeing, tour escort, Indian meals, transfers etc. This type of tourism will create sound international relationship between the travel originating country and travel destination country. The travel companies, which are in the forefront in outbound, are SITA, Thomas Cook, SOTC, Travel Corporation of India (TCI), ITH etc.

16.3 Selected Outbound Tour Packages:

16.3.1 SOTC Packages

16.3.1.1 Exciting Europe (4 nights & 5 Days)

Exciting Optionals:

Full day visit to Interlaken and Bern. Orientation tour of Zurich and Rhine Falls at Schaffhausen. Mount Titlis with lunch and Lucerne.

Day-1 Arrive into Zurich:

Welcome to Zurich – the financial capital of Switzerland. On arrival, you will be met by our Tour Manager outside the customs area. We begin our ‘Scenic Swiss’ Tour as we board our coach and proceed to the hotel. Enjoy an Indian veg / non-veg Dinner. Overnight at hotel.

Day-2 Optional: Interlaken and Bern:

After a continental breakfast, the day is free to enjoy this Swiss town on your own, or, take this opportunity to visit Interlaken and Bern. Spend time in Interlaken, nestled between lakes and splendid mountains. Interlaken is one of Switzerland's best known health and pleasure resorts. There's time to relax at the many cafes or shop for souvenirs, Swiss watches etc. We then proceed to Bern, a World Heritage city and the capital of Switzerland. See the famous bears of Bern at the Bear pits, the Clock Tower, the Parliament Buildings, the Art Museum, Cathedral and Gothic

Fountains. Stroll along the shopping arcades on one of Europe's longest shopping promenades. Enjoy Indian veg / non-veg dinner. Overnight at Hotel in Switzerland.

Day-3 Optional: Orientation tour of Zurich with Rhine Falls:

After a continental breakfast, the day is free to enjoy this Swiss town on your own. Or you have an option to proceed on an orientation tour of Zurich - the financial capital of Switzerland. See the elegant Bahnhofstrasse, the busiest street of Zurich, lined with Banks, shopping arcades and boutiques. Enjoy the sights of the Swiss National Museum and St. Peter's Church with the largest clock face in Europe. Also see the famous churches of Fraumunster, known for its beautiful stained-glass windows created by Marc Chagall and Grossmunster with its twin Romanesque Falls, Europe's most powerful waterfalls. Enjoy an Indian veg / non veg dinner. Overnight at Hotel in Switzerland.

Day 4 Optional: Mount Titlis & Lucerne

Or take a full day optional tour to Mount Titlis and Lucerne. The tour begins with a visit to Mount Titlis, which at 10,000 ft is the highest peak in central Switzerland.

A series of three cable car rides take us on an amazing journey, past green meadow and scenic lakes to reach the snow clad peaks of Mount Titlis. On the way you will see over 200 cable cars sporting flags of different countries and the cable car number 73 have the Indian flag! The last ride is in the world's first rotating cable car called the "Titlis Rotair". As you reach Mount Titlis summit station, the sight of eternal snow greets you. You can play in the snow, visit the Ice Cave, and enjoy the crisp mountain air and the fabulous 360 degree view. Weather permitting, you could take an unforgettable ride on the "Ice Flyer" an enclosed ski lift that travels only a few. Meters over the Titlis Glacier. Enjoy an Indian veg lunch at Mount Titlis. You may visit the Nostalgie Photo studio and get a picture of yourself and the family - a perfect memento of your visit to Mount Titlis. Later, we take you for an orientation tour of Lucerne, one of Switzerland's prettiest cities. See 'Lowendenkmal', the Lion Monument, hewn from a limestone cliff. Take a stroll across the Kappelbrücke.

– the world's oldest covered wooden bridge and a landmark of Lucerne. You have free time at Schwanenplatz to shop for Swiss army knives, chocolates, watches, souvenirs, etc. Enjoy an Indian veg / non-veg dinner. Overnight at Hotel in Switzerland.

Day-5 Return home with wonderful memories:

Check out of the hotel and drive to Geneva airport. Your tour ends at Geneva airport as you board your flight back home. Its time to say goodbye to all the new friends you have made. We hope you take back happy memories of your SOTC tour. We would like you to spare a few minutes of your time to write and tell us how you enjoyed your tour and any suggestions you may have for the future.

16.3.1.2 Sotc-9 Nights & 10 Days Australia:

**Day-1 • Arrive into Brisbane
• Onto Gold Coast**

Welcome to Gold Coast – the Entertainment Capital of Australia. On arrival at Brisbane International Airport, our local representative will welcome you and drive you to Gold Coast. On arrival, we take you to an Indian restaurant for dinner. Later check in to your hotel. Take a leisurely walk around the beautiful brightly lit streets lined with restaurants and pubs. Sway to the music pouring out of the pubs and restaurants. Stroll along the 35-kilometer-long beach, world renowned for its beauty and fine surfing conditions. Your hotel is located in the heart of the city and has convenient access to various entertainment spots this city has to offer. If you wish to challenge your senses and ignite the imagination, visit the Infinity Park on your own or try your luck at the Conrad Jupiter Casino in Gold Coast which houses more than 100 gaming tables and 1,300 gaming machines. Overnight at Hotel Watermark or similar in Gold Coast.

**Day-2 • DreamWorld
• HarbourTown**

After breakfast, we take you for a visit to Australia's favorite family theme park - 'Dream World', a Theme Park, Wildlife Park and a Water park, all rolled into one. Experience the world's most hair-raising rides – the Giant Drop the Tower of Terror and the Claw. Later, see the spectacular Tiger Island and also take this chance to meet some native animals of Australia. In the evening experience the shopping adventure of a lifetime at Harbour Town, where you can explore stylish designer outlets for dresses, jackets, jewellery, bags and a whole lot more, all in one convenient location with a special discount price for SOTC customers. Enjoy dinner at an Indian restaurant. Overnight at Hotel Watermark or similar in Gold Coast.

Day-3 • Tangalooma Resort

After breakfast, we drive to Holt St. Wharf to board the launch for Tangalooma Resort, a relaxing 75-minute cruise from Brisbane across Moreton Bay. Fringed on 3 sides by Moreton National Park, Tangalooma Wild Dolphin Resort is subtly nestled amongst landscaped gardens & natural bush land, offering you a wide range of nature based and adventure activities. Upon arrival, enjoy lunch before you get set to experience a 4 Wheel Drive. The sight that combines the desert and the sea, just a short distance away from each other, will amaze you. The highlight of the stay at Tangalooma Resort is the opportunity to interact closely with nature. Dolphins swim right up to the beach, adjacent to the well-lit jetty, where they are hand fed fresh fish by Marine biologists, staff and Resort guests. Whether you are feeding the Dolphins or simply watching from the jetty, the experience is unforgettable. Enjoy an Indian veg / non-veg dinner at the resort. Overnight at Tangalooma Wild Dolphin Resort in Brisbane.

Day-4 • Movie World:

After an early breakfast, we check out of the Resort and return to Brisbane. On arrival into Brisbane, we take you to spend a delightful day at the 'Movie World', also called 'Hollywood on the Gold Coast'. It is a fabulous extension of a fully operational movie studio. Get an inside look into the magic, fantasy and escapism of movie making. Experience the thrill of 'Batman Adventure'; see the original Batmobile actually used in the blockbuster movie 'Batman Forever'. Hold on tight for the most heartthumping ride of all time - 'Lethal weapon'. Enjoy the non-stop, high explosive action drama in the Police Academy stunt show. Enjoy dinner at an Indian restaurant. Overnight at Hotel Watermark or similar in Gold Coast.

Day-5: •OntoCairns:

- Tjapukai Aboriginal Par
- Optional: ATV Ride at Kuranda Village

After an early breakfast, we check out of the hotel and drive to the airport for our flight to Cairns. Welcome to Cairns – a living Museum of Australia. Our local representative will be waiting at the airport to welcome you. We proceed to witness the award winning Tjapukai Aboriginal Park. Experience the enchanting Aboriginal cultural attraction of Australia dedicated to preserving the authentic Aboriginal culture. Interact with Australia's 40,000-year-old well-preserved culture. At the Camp Village, learn didgeridoo playing and boomerang throwing. The rest of the day is free. Or take an exciting optional tour and visit Kuranda Village for an All Terrain Vehicle (ATV) adventure. A huge area of land has been transformed into an action packed arena that caters to the first timers as well as for the most experienced riders. After you have mastered the All Terrain Vehicle at the obstacle course, ride the Vehicle through the bush adventure trails and enjoy the sights of rainforest, creeks, giant termite mounds, massive blue green trees and lots of native animals. Later check into your hotel. Enjoy dinner at an Indian restaurant. Overnight at Hotel Rydges Plaza or similar in Cairns.

Day 6 •Optional: HotAirBalloonRide

- Visit the Great Barrier Reef

Today morning, you have a once-in-a-lifetime opportunity to take an optional Hot Air Balloon Ride. The day starts very early, as we drive to Mareeba in the Cairns Highlands. On arrival, you will be awestruck as you see the balloon being filled with hot air and made ready for the flight. At the crack of dawn, as you board the Hot Air Balloon, the pilot will gently lift off and quietly glide the balloon over the panorama of the tablelands. This is the best way to absorb the diverse eco-culture of the region. Enjoy the picturesque landscape at sunrise and breathe in the fresh morning air. After your flight, enjoy a sumptuous breakfast. Later, we take you on a full day cruise to the Great Barrier Reef –

One of the natural wonders of the world. See the brilliant colours and fascinating life forms of the world heritage Great Barrier Reef – the largest expanses of corals in the world. Touch some of the unique marine creatures in the Marine Touch tank. Enjoy a hot/cold buffet lunch on board the ship. Take a guided tour on the glass bottom boat & the semi-submersible. Spend the day enjoying the most spectacular marine life and corals. Enjoy a swim in the calm waters of the sea, snorkel to view the coral and marine life. You can also try scuba diving, Undersea Walk or take a helicopter ride over the scenic Barrier Reef on your own at an additional charge. Enjoy dinner at an Indian restaurant. Overnight at Hotel Rydges Plaza or similar in Cairns.

Day-7 • Optional Helicopter Ride:

- **Onto Sydney**

After a buffet breakfast, you have the opportunity to take an optional Helicopter Ride in Cairns. See Cairns like you have never seen before as you fly over the Esplanade and New Marina and enjoy the views of the city against the lush mountain backdrop of the tablelands. Later we drive to the airport for our flight to Sydney – the famous Harbour City of Australia. On arrival, our local representative will be waiting at the airport to welcome you and take you to your hotel. The evening is free to soak-in the vibrations of this flamboyant city. Enjoy dinner at an Indian restaurant. Overnight at Hotel Rydges World Square or similar in Sydney.

Day-8 *Tower with Oz Trek tour

- **Sydney Aquarium**
- **Show Boat Cruise**

After a buffet breakfast, we take you on a city tour of Sydney. We start of our day with a guided tour of the world famous, uniquely designed Opera House. The Opera house is an architectural masterpiece & Australia's most popular sightseeing attraction. Visit the magnificent wood paneled Concert Hall, the Opera Theatre as well as the new Utzon room the only interior room designed by Jorn Utzon, the main architect of Opera House. On your city tour of Sydney, see the Harbour Bridge and the Rocks. We then stop at Darling Harbour, one of Australia's major tourist attractions. Later visit the Sydney Tower and enjoy a breath-taking view of the sprawling city of Sydney. Enjoy OZ Trek Tour – an amazing virtual adventure ride across Australia with 3D holograms, 180 degree cinema screens, surround sound & heart throbbing real motion seating. After a buffet breakfast, we take you on a city tour of Sydney. We start of our day with a guided tour of the world famous, uniquely designed Opera House. The Opera house is an architectural masterpiece & Australia's most popular sightseeing attraction. Visit the magnificent wood paneled Concert Hall, the Opera Theatre as well as the new Utzon room the only interior room designed by Jorn Utzon,

the main architect of Opera House. On your city tour of Sydney, see the Harbour Bridge and the Rocks. We then stop at Darling Harbour, one of Australia's major tourist attractions. Later visit the Sydney Tower and enjoy a breath-taking view of the sprawling city of Sydney. Enjoy OZ Trek Tour – an amazing virtual adventure ride across Australia with 3D holograms, 180 degree cinema screens, surround sound & heart throbbing real motion seating. Visit the Sydney Aquarium and embark on a journey through the enormous diversity of Australian aquatic life. You will be spell-bound as you pass through the 150-metre-long clear tunnel and view the fish, sharks and other creatures of the deep seas, swimming around and above you. The variety of Australian aquatic life featuring over 650 species will leave you astounded. In the evening, get ready for a unique attraction – Sydney Show Boat Cruise. It is an authentic replica of paddle wheelers that cruised the waters of Sydney Harbour in 1800's. See Sydney at its magical best as your cruise sails by the well-lit Sydney Harbour. You will be mesmerized by the sheer beauty of Opera House and Harbour Bridge as they gleam under the moonlit sky. Enjoy an Indian dinner on board along with a spectacular cabaret show by the Sydney Show Boat Follies. Overnight at Hotel Rydges World Square or similar in Sydney.

Day-9 - At Leisure

After breakfast, the day is free to explore Sydney on your own. Your hotel has been specifically chosen and is within walking distance from Australia's most famous Landmark – the Darling Harbour. Go shopping for designer labels in clothes, the famous Australian wines & cheese, watches, perfumes cosmetics, electronics, etc. at Center Point, Pitts Street or Queen Victoria Building. Or spend the day exploring Sydney on your own. There is the ever-vibrant Sydney Harbour, the bustling Rocks area or the stunning beachfront. Whichever way you wish to explore, you will find Sydney is simply stunning. Enjoy dinner at an Indian restaurant. Overnight at Hotel Rydges World Square or similar in Sydney.

Day-10 Return home with wonderful memories:

After an early breakfast, we proceed to the airport for your flight to India. Your tour ends at Sydney airport as you board your flight back home. It's time to say goodbye to the new friends you've made. We hope you take back many happy memories of your SOTC World Famous Tour. We would like you to spare a few minutes of your time to write and tell us how you enjoyed your tour and any suggestions you may have for the future.

16.3.2 Tci Holidays

16.3.2.1 All - Inclusive Singapore - 3 nights & 4 days

Day -1Singapore:

Arrive and transfer to your hotel. Spend the rest of the day at leisure. Overnight.
Day 2 Singapore – City tour & Sentosa Island with Underwater World. After your breakfast, enjoy a panoramic half day city tour driving past the colonial buildings, government houses, Little India and Chinatown. Enjoy the breathtaking view from the top of Mount Faber. In the afternoon, proceed on a tour to Sentosa Island, an exciting seaside resort. Your ticket also includes admission to Underwater World. Overnight.

Day 3 Singapore – Discovery Centre tour & Night Safari tour

After your breakfast, enjoy an optional tour to the Singapore Discovery Centre, where you can experience the fun and entertainment through high tech and interactive exhibits that showcases Singapore's milestones and achievements. The iWERKS theatre screens movies on a 5 storey high giant screen with 3-D and laser capabilities. In the evening, enjoy a Night Safari tour where you will see a myriad of nocturnal animals, from fierce predators to timid forest dwellers, in their natural habitat. Roam the jungle in the complete safe.

16.3.2.2 Pride and Prejudice' Country Tour - 7 Days

Day-1: London:

Arrive and check-in to your accommodation. Afternoon take an Open Top City Sightseeing Tour bus. Travel past all of the capital's famous sites. Overnight in London.

Day-2: London-Midlands:

After breakfast, pick up your car and drive north into Lincolnshire to visit Stamford. Visit The George, a fine coaching inn, where Keira Knightly and Matthew Macfadyen stayed during the filming. Afternoon visit the 16th century Elizabethan Burghley House. Later visit Belton House, the setting for Rosings in the 1995 BBC TV version. Overnight in the Midlands.

Day-3: Midlands:

After breakfast, travel towards Derbyshire and the landscape that had inspired Jane Austen. Visit magnificent Chatsworth House, which transforms into Mr. Darcys' Pemberley. Continue to the Haddon Hall. On your return to your hotel, visit the Red House Stables Working Carriage Museum in Darley Dale. Return to your hotel. Overnight.

Day-4: Midlands-Oxford

After breakfast, travel to Hathersage Moor. Later, travel on through the National Park to Lyme Park. Afternoon travel south towards Oxford. Rest of the day at leisure. Overnight.

Day-5: Oxford-London:

After breakfast, drive to the 18th century Palladian mansion, Basildon Park. Travel on to Steventon, Jane Austen's birthplace. On towards Chawton where Austen wrote and revised the novel. Later visit the Winchester Cathedral before returning to London. Overnight.

Day-6: London

After breakfast, travel towards Royal Tunbridge Wells. Nearby is Groombridge Place, a 17th century moated manor house which was the setting for 'Longbourn', the Bennets' family home. Return to your hotel. Evening enjoy a show in the West End. Overnight.

Day-7: London

After breakfast, check-out and drop your car at the airport.

Day--4 Singapore

After your breakfast, transfer to the airport or train station to depart by train for Kuala Lumpur (Malaysia).

16.3.3 ITH Holidays:

16.3.3.1 Sizzling Sri Lanka (4 Days - 3 Nights)

DAY-01: Meet on arrival & transfer to Kandy. Afternoon Do a city tour of Kandy *Kandy* - Kandy was the last capital of the Sri Lankan kings and is a World Heritage Site. The name "Kandy" conjures visions of splendour and magnificence. Many of the legends, traditions and folklore are still lovingly kept alive. Drive around the Kandy Lake built by the last Sinhala king, Sri Wickrama Rajasinghe in 1798. Visit the Kandy town and bazaar, the arts and crafts centre, a gem museum and a lapidary. Also visit the Temple of the Tooth Relic in Kandy. Thereafter witness a cultural show. Overnight stay in Kandy

DAY-02: Breakfast at the Hotel. Transfer to Peradeniya & visit the Royal Botanical Garden.

Royal botanical garden- This botanical garden was first built as a pleasure garden by a Sinhala king and was expanded by the British. It is 147 acres in extent and provides an amazing variety of trees, plants and flowers. Thereafter proceed to Kalutara via Pinnawala.

Pinnawela Elephant Orphanage - The Pinnawela Elephant Orphanage, established in 1975, commenced with seven orphans. Today some of these orphans enjoy the fortune of seeing their grandchildren born in the same location. The original objective of establishing the orphanage inclined more towards tourism, but is soon became a conservation and educational centre. With the help of local and foreign elephant experts, Pinnawela started a scientific captive-breeding programme for elephants. The free movement of the herd enhanced the chances for respective individuals of both sexes to get together and mate. The nearby river played a dominant role in this regard, and in 1984, the first baby of Pinnawela was born. The success story of Pinnawela has drawn the attention of scientists from all over the world. A considerable number of books and research articles on Pinnawela have been published in several languages. The members of the Pinnawela herd have been filmed, videoed and photographed thousands of times by professionals. Overnight stay in Bentota / Ahungalla.

DA- 03 : Breakfast at the Hotel. Morning - Proceed to Colombo & do a Colombo city tour.

Colombo - Colombo, like many capital cities in developing countries is fast changing its face. Almost overnight, skyscrapers arise from where old buildings once stood. Yet in some parts, the old-world charm is retained. For example, there is a 100-year-old clock tower and several British built colonial buildings. Other places of interest are a Hindu and a Buddhist temple, residential areas where you find the stately homes of the affluent, the Bandaranaike Memorial International Conference Hall (BMICH)- an outright gift to Sri Lanka from the People's Republic of China & the old parliament. Also visit House of Fashions, ODEL, Noritake ceramic shop & souvenir shop. Overnight stay in Colombo.

DAY-04: After Breakfast transfer to Airport to connect the departure flight.

16.3.3.2 ITH Holidays - Best Of South Africa -(10 Days & 9 Nights)

Day-1

Arrive at Johannesburg International Airport where our representative will meet you and assist you to the domestic departure's terminal for your flight to Cape Town (flight not included) Upon arrival meet with your driver who will assist you with your shuttle transfer to your hotel. Check - in. At leisure

Day-2

Breakfast is at your hotel. Morning scheduled Cape Town city tour that includes Table Mountain cableway tickets not included ZAR133-00pp. Depart for Table Mountain. Ascend by Rotair, which has a revolving floor that allows passengers a 360-degree view of the city and mountain as they travel towards the top (whether permitting). Enjoy unforgettable sweeping views of the fairest Cape. Descend from Upper Cableway station and proceed onto a brief city tour. Afternoon at leisure.

Day-3

Breakfast

Depart on your full day scheduled Cape Peninsula tour

Travel at a pace that allows you to explore the beauty of the Cape Peninsula. Depart for the Cape of Good Hope Nature Reserve along one of South Africa's most scenic routes. Cape Point, where (by tradition) two marine ecosystems meet, is the highlight. Then drive through the historic naval base town of Simons Town and allow time for a stroll through Kirstenbosch Botanical Gardens.

Enjoy a cruise to Seal Island, to view seals and sea birds at Duiker Island (weather permitting). During summer, several thousand Cape Fur Seals along with the rare Black Cormorant lollop leisurely among the kelp beds.

Indigenous fauna and flora are conserved in this priceless wilderness area. The scenery en route to Cape Point, at the South Western tip of the reserve, is particularly lovely in spring when wildflowers carpet the landscape. The new lighthouse the most powerful in the world beams an electric light of 19 - million candlepower across the ocean. Ascend to the top by Funicular.

Visit the penguins at Boulders Beach

Day-4

Breakfast

Shuttle transfer to Cape Town airport for your flight to Johannesburg (flight not included) Upon arrival proceed outside of arrivals hall to take your complimentary shuttle transfer to your hotel at the Emperors Palace Casino complex.

At leisure

Day-5

This adventure accentuates an authentic African Safari experience from start to finish. You will be collected from your Johannesburg hotel by our striking and unique "safari branded" vehicle driven by a professional safari ranger dressed in full safari uniform. From Johannesburg, head east via Nelspruit, White River and Hazyview to spectacular Mpumalanga. Arrive at the safari hotel set in indigenous forests. Freshen up before your African safari begins in the afternoon. Enter the world famous Kruger National Park, unrivalled in its diversity of flora and fauna and spend the afternoon game viewing in an open safari vehicle. Return to the lodge as the dinner drum sounds and enjoy dinner under the stars in a traditional African Boma (weather permitting).

Day-6

Breakfast.

Full day game viewing safari in open 4x4 vehicles in the Kruger National Park

Dinner at the hotel

Day-7

Early morning game viewing on an open safari vehicle in the Kruger National Park with an experienced game ranger who will endeavour to spoil you with sightings of the Big Five, general game and prolific bird life. After returning to the lodge for a sumptuous breakfast, your safari ranger will drive you to Johannesburg in our unique safari branded vehicle. Depart from this wildlife haven via Sabie and over the scenic Long Tom Pass to Lydenburg. Continue via Dullstroom to Johannesburg arriving in the early evening (approx, 18h30). Drop off at your hotel at Emperors Palace.

Day-8

Breakfast.

Take the complimentary shuttle to the airport and proceed to the shuttle terminal for your scheduled transfer to the Sun City resort (2 hours by road) Deep in the heart of the bushveld, at the heart of an ancient volcano, lies sensational Sun City. Africa's Kingdom of Pleasure comprises four marvelous hotels, all offering the fantastic facilities of this legendary resort.

Check-in upon arrival

At leisure

Day-9

Breakfast

Full day at leisure

When it comes to facilities, Sun City offers an enormous range of things to do both indoors and out. Scintillating entertainment shows in the Sun City theatre, games and video arcade, a selection of movies in the cinema complex. Wonderful selection of shops and

boutiques stocking souvenirs and mementoes of your stay at one of the greatest resorts of them all.

Day-10

Breakfast.

Shuttle transfer back to Johannesburg for your flight home.

Check Your Progress-I

Answer the following questions.

1. What is inbound tourism?
2. Describe outbound tourism and point out favorite outbound destinations of India.
- 3 List out some outbound packages.

Check your answer with the one given at the end of the unit.

16.4 Pricing Approaches for Tour Packages

Price is the only marketing mix element that creates revenue. All others represent cost. Some experts rate pricing and price competition as the number one problem faced by travel industry. The most common mistakes include pricing that is too cost oriented, prices that does not take the rest of the marketing mix into account, and prices that are not varied enough for different product items and market segments. Price is the amount of money charged for a good or service. It is the sum of the values consumers exchange for the benefits of having or using the product or service. The price the company charges will be somewhere between one that is too low to produce a profit and one that is too high to produce any demand. Product costs set a floor for the price; consumer's perception of the product's value set the ceiling. The company must consider competitors' prices and other external and internal factors to find the best price between these two extremes. Companies set prices by selecting a strategy that include one or more of these sets of factors.

16.4.1 Cost based Approach:

The simplest pricing method is cost plus pricing, that is adding a standard mark up to the cost of the product. Food and beverage managers often use the cost-plus method to decide their items. For example, a tour operator may charge 15% of mark up with the actual assembled cost of the package.

Does this standard mark ups to set prices make logical sense? Generally, the answer is 'no'. Any pricing method that ignores current demand and competition is not likely to be the best price. Here it would make more sense to price based on demand and optimum profitability instead of using a straight mark up. Most tour operators who use the cost as a percentage of selling price to price their packages based on factors such as what the

market will bear. Still mark up pricing is popular for many reasons. First sellers are more certain about costs than about demand. Tying the price to cost simplifies pricing, and managers do not have to adjust as demand changes. Second, many use this method, prices are similar, and price competition is minimized.

16.4.2 Break-even analysis and target profit pricing

Another cost-oriented pricing approach is break-even pricing, in which the firm tries to determine the price at which it will break even. Some firms use a variation of break-even pricing called target profit pricing which targets certain return on investment. Target profit pricing uses the concept of a break-even chart. Their break-even chart shows the total costs and total revenue at different levels of sales. The higher the price, the lower the company's break-even point. The selling price less the variable cost represents the gross profit or contribution that the sale makes toward offsetting fixed costs. The formula for the break even (BE) point is;

$$\text{BE} = \text{Fixed costs} / \text{Contribution (Selling Price - Variable cost)}$$

16.4.3 Value based pricing:

An increasing number of companies are basing their prices on the product's perceived value. This pricing uses the buyer's perception of value, not the seller's cost, as the key to pricing. Value based pricing means that the marketer cannot design a product and marketing programme and then set price. Price is considered along with other marketing mix variables in the marketing mix variables before the marketing programme is set.

16.4.4 Competition based pricing

A strategy of going rate pricing is the establishment of price based largely on those of competitors, with less attention paid to costs or demand. The firm might charge the same, more or less than its major competitors. Some firms may charge more or less, but they hold the amount of difference constant. For example, a limited service hotel may charge \$10 more than a motel in markets where they compete. This form of pricing is quite popular.

16.5 Product pricing strategies

16.5. 1 New product pricing strategies

Pricing strategies usually change as product passes through its life cycle. The introductory stage is especially challenging. Several strategies are there for pricing a new product.

16.5.1.1 Prestige pricing

Tour operating companies seeking to position themselves in the market, will enter the market with a high price that will support this position. Hotels or restaurants seeking to position themselves as luxurious and elegant will enter the market with a high price. Nightclubs may charge a cover charge to attract certain type of clientele and create an image of exclusiveness. In each of these cases, lowering the price would reposition the business, resulting in a failure to attract the target market.

16.5.1.2 Market skimming pricing

Price skimming is setting a high price when the market is price insensitive. Price skimming can make sense when lowering the price will create less revenue. For example, the owner of the only motel in a small town in a region can set high prices if there is more demand than the number of available rooms. Price skimming can set high prices if there is more demand than the number of available packages. Price skimming can be a short-term policy. One drawback is that the competitor may notice the high prices that consumers are willing to pay and enter the market, creating more supply and eventually reducing prices.

16.5.1.3 Market penetration pricing

Rather than setting a high initial price to skim off small but profitable market segments, other companies set a low initial price to penetrate the market quickly and deeply, attracting many buyers and winning a large market share. Several conditions favor setting a low price; the market must be highly price sensitive so that it produces more market growth, there should be economies that reduce costs as sales volume increases, and the low price must help to keep out competition.

16.5.2 Existing product pricing strategies

16.5.2.1 Product bundle pricing

Tour operators are using this strategy. They combine several of their products and offer the package at a reduced price. Packages may include accommodation, food, entertainment, transportation, transfer, shipping assistance, foreign exchange, insurance etc and charge a reduced price than when you buy it individually. For example, hotels sell specially priced weekend packages that include room, meals and entertainment or offer commercial rates that include breakfast and a newspaper. Price bundling can promote the sales of products consumers might not others buy, but the combined price must be low enough to convince them to buy the bundle. It is a strategy that has been developed by cruise lines, tour wholesalers and casinos. Cruise lines typically offer fly cruise or fly drive packages in which the service of an auto rental company, airline, cruise

line, and hotel are combined at a price well under the cost of purchasing each separately. Price bundling has two major benefits to hospitality and travel organizations. First, customers have different maximum prices they will pay for a product. Secondly, the price of the core product can be hidden to avoid price wars or the perception of having a low-quality product.

16.5.2.2 Volume discounts

Most hotels have special rates to attract customers who are likely to purchase a large quantity of hotel rooms, airline seats either for a single period or throughout the year. These are the special rates to attract customers who are likely to purchase a large quantity of products either for a single period or through the year. In fact, tour operators are doing their business by adopting this method. They negotiate with the providers of services and get volume discounts for the travel components. Besides group rates, hotels offer corporate rates to companies that will guarantee their use of the hotel for an agreed number of room nights each year.

16.5.2.3 Discounts based on the time of purchase

A seasonal discount is a price reduction to buyers who purchase services out of season when the demand is lower. Seasonal discounts allow the tour operators to keep the demand steady during the year. Hotels, motels, airlines etc offer seasonal discounts during selling periods that are traditionally slower. Airlines offer off peak rates based on the time of flying or day of the week that the passenger flies. International flights adjust their price according to the demand. A flight from Auckland to Sydney may cost \$699 for a return trip during Christmas season, whereas the same flight, in the month of July may cost \$329.

16.5.2.4 Discriminatory pricing

This refers to the segmentation of the market and pricing differences based on price elasticity characteristics of the segments. In discriminatory pricing, the company sells the tour packages at two or more prices, although the difference is not based on difference in cost. Discriminatory pricing refers to segmentation of the market and pricing differences based on price elasticity characteristics of these segments. Companies often adjust to allow for differences in customers, products and locations. Major segments of the hospitality industry such as airlines, hotels, cruise lines, are faced with the need to fill seats or beds as they involve enormous fixed costs. Hence they will decide to fill seats and maximize revenue opportunities by designing a discriminatory pricing system.

16.5.2.5 Last minute pricing

Tourism product is highly perishable and cannot be stored for further use. This very characteristic makes last minute pricing, a need for the hospitality industry. Private companies known as travel consolidators' buy excess inventory from different producers of services and create diverse packages and sell them at discounts to the public. Participating suppliers such as hotels and entertainment firms often sell their inventory at discounts of 50 percentage or more. Airports in Germany have counters in which travelers may purchase discounted travel packages. The product assortment varies according to the availability at various destinations. Although the last minute pricing provides an outlet for unsold inventory, it is not a substitute for an effective marketing and a well devised pricing strategy.

16.5.2.6 Psychological pricing

Psychological pricing considers the psychology of prices, not simply the economics. Selling products and services at a high price can create prestige. Another aspect of this type of pricing is reference prices; these are the prizes that the buyers carry in their minds and refer to when they look at a given product. Noting current prices, remembering the past prices or assessing the buying situation might form a buyer's reference price. Popular products often have reference prices. For a given type of restaurant, most consumers have a preconceived idea about the price or price range of certain items, such as a cup of coffee, a Burger, pizza etc. Customers tend to simplify price information by ignoring end figures. For example, there is greater perceived difference between Rs. 499 and 500. Psychological aspects such as prestige, reference prices, round figures, and ignoring the end figures are used in this type of pricing strategy.

16.5.2.7 Promotional pricing

When companies use promotional pricing, they temporarily price their products below list price and sometimes even below cost. Fast food restaurants will price a few products as loss leaders to attract customers to the store in the hope that they will buy other items at normal mark ups. During off seasons, tour operators offer packages at concessional price. Airlines often will have a promotional strategy during the off-season periods. Rather than just discount prices, well-managed hotels will create special events during New Year or important festivals. These promotions give the client a reason to come. The promotion creates a positive image, whereas straight discounting can create a negative image. Promotional pricing gives clients a reason to come and promote a positive image of the company. Here the companies temporarily price their products below list price, for special occasions such as introduction or festivities.

16.5.2.8 Value pricing

Some in the hospitality industry uses this type of pricing as a marketing strategy especially by the airlines. Value pricing means, offering a price below that of competitors on a permanent basis. This is different from promotional pricing in which price may be temporarily lowered during a special promotion. Value pricing is risky if a company does not have the ability to cut costs significantly. It is usually most appropriate for companies able to increase long run market share through low prices or niche players with a lower cost-operating basis who use price to differentiate their product.

16.6 FINANCIAL AND NON FINANCIAL INCENTIVES TO TRAVEL TRADE:

The tourism enterprises are eligible for various concessions since the Union Government has given an 'export house status' to the tourism industry. Financial and Non financial incentives are given to increase the profitability, operational input and the managerial efficiency of travel companies.

16.6.1 Financial incentives

These are special allowances and incentives for income tax and other purposes offered by the Finance ministry. The major incentives are

- Under the provision of the 80HHC section 50 percent of the income equivalent to the foreign exchange earnings of a travel agency, tour operator or hotel is allowed as deduction straight away. Remaining 50 percent is also exempted if it is invested in tourism projects.
- Under the existing provision of the 80HHD, the income from the business of a travel agency, tour operator and a hotel is allowable to a deduction (in computing the total income) of an amount equal to
 - 1) 50% of the profit from services provided to foreign tourists.
 - 2) So much of the remaining profits are credited to a reserved fund. (Finance bill 1999).
- Section 80CC of the Income Tax Act 1961 provides exemption if invested in New Equity Capital.
- Import duty – Zero under the export promotion of capital goods, schemes for travel agency, tour operation and hotels.
- Travel agencies and tour operators are allowed to import luxury cars and coaches at soft duty rates on a one time basis.
- Approved travel companies are eligible for foreign exchange incentive quota.
- Low interest loans and interest rebates.

16.6.2 Non –financial Incentives:

- Tourism awards to travel companies/ tour companies
- Tour companies are exempted from the purview of Section 21 and 22 of the MRTP Commission 1969.
- Incentives for the development of certain specified areas.
- Publicity and advertising incentives.
- Foreign exchange facilities.

Check Your Progress-II:

Answer the following questions.

1. What do you mean by market skimming pricing?
2. Explain competition-based pricing strategies?
3. What are the pricing strategies for a new product?
4. Explain psychological pricing.
5. Describe the price strategies for an existing product?

Check your answer with the one given at the end of the unit.

16.7 Summary:

Tour operators undertake a distinct function in tourism industry. Tour operators fulfill a number of roles concerned with carrying traffic out of the country, and organize package holidays domestically. Many tour-operating giants specialize in outbound packages. Some outbound operators choose to specialize according to the mode of transport by which their clients will travel to geographic locations. They also choose to specialize in special interests, special markets, particular age groups etc. A key requirement for success in tour operators' programme is to get the price right. Price must be right for the markets, right compared with the price of other tours offered by the company. There are many pricing strategies and approaches, which will be selected according to the marketing objectives of the company.

Answers to Check Your Progress:

- 1 1) See sec no.16.3.1.
- 2) See sec no.16.3.2

- 3) See sec no.16.4
- 2 1) See sec no.16.5.1.2
- 2) See sec no 16.4.4
- 3) See sec no 16.5.1
- 4) See sec no. 16.5.2

16.8 Glossary:

- **Discriminatory pricing-** Segmentation of the market and pricing differences based on price elasticity characteristics of the segments.
- **Market penetration pricing-** Set a low initial price to penetrate the market quickly and deeply, attracting many buyers and winning a large market share.
- **Market skimming pricing** - Setting a high price when the market is price insensitive.
- **Break even pricing** - Firm tries to determine the price at which it will break even.

16.9 Review Questions:

1. Differentiate inbound tourism and outbound tourism.
2. List out some outbound packages
3. What do you mean by market skimming pricing?
4. Explain competition-based pricing strategies?
5. What are the pricing strategies for a new product?
6. Explain psychological pricing.
7. Describe the pricing strategies for an existing product?

16.10 Suggested Readings:

- Mohinder Chand, (2000), *Travel Agency Management*, Anmol Publications.
- Betsy Fay, *Essentials of Tour Management*, Prentice-Hall.
- Pat Yale, (1995), *The business of Tour Operations*, British Library Cataloguing in Publication Data.
- Philip Kotler, John Bowen, James Maken, (2004), *Marketing for Hospitality and Tourism*, Pearson Education.

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