

# Travel Formalities

-

## Unit 5

Topics covered :

Itinerary

Components of a tour package

Costing of a Tour

Tour Brochure

# ITINERARY

- ⊠ **Meaning and Definition** : It is a detailed plan for a journey, especially a list of places to visit; plan of travel.
- ⊠ A travel itinerary is a schedule of events relating to planned travel, generally including destinations to be visited at specified times and means of transportation to move between those destinations. For example, both the plan of a business trip and the route of a road trip, or the proposed outline of one, would be travel itineraries.

# ITINERARY PLANNING

- ❑ Tour itinerary may be prepared on the basis of the following points:
- ❑ Single or multiple destinations: To include only one destination or to include more than one destination in one itinerary.
- ❑ Special interest package: For example adventure package, cultural package, holiday package, etc.
- ❑ Tour package: An itinerary prepared for pleasure, relax.
- ❑ Travel package: An itinerary specially for travel.
- ❑ Outbound package: An itinerary prepared for domestic tourists to visit foreign countries.
- ❑ Inbound package: An itinerary prepared for foreigners to visit our country.
- ❑ Domestic tours: An itinerary prepared for local people to visit own country.

## Trip Itinerary Template

Company Name : ABC Company  
Destination : Hong Kong  
Period : 5<sup>th</sup> – 8<sup>th</sup> January 2013

Date/Time	Location	Event	Detail
5 <sup>th</sup> January 2013, 6:00 AM	Singapore	Flight to Hong Kong	Flight Detail : Cathay Pacific Business Class
5 <sup>th</sup> January 2013, 10:00 AM	Hong Kong Airport Hong Kong Hotel	Arrive at Hong Kong Check in at Hong Kong hotel	Pick up by : Hotel Services Hotel Phone :
5 <sup>th</sup> January 2013, 01:00 PM	Hong Kong Hotel Hong Kong company	Meeting at Hong Kong company	Pick up by : Hong Kong company at hotel Hong Kong company phone :
5 <sup>th</sup> January 2013, 07:00 PM	Hong Kong Restaurant	Dinner with business partner	Pick up by : Business partner Business partner phone
6 <sup>th</sup> January 2013, 07:00 – 09:00 AM	Hong Kong Hotel	Breakfast	Breakfast at Flower Restaurant
6 <sup>th</sup> January 2013, 10:00 AM – 16:00 PM	Hong Kong Trade Center	Exhibition	Using MTR – Octopus Card Go to Hong Kong train station next to hotel Back to hotel using the same MTR or taxi
6 <sup>th</sup> January 2013, 07:00 PM	Hong Kong Restaurant	Dinner	Any place or at hotel

# COMPONENTS OF TOUR PACKAGE

- ✘ Although there is as yet no agreement on what should be in a tour package, it largely depends and varies from one tour operator to another and from one market to another. Nevertheless, practically there are certain components/elements which form a part of tour package and are widely revealed in the tour brochures.
- ✘ The components of a tour package can broadly be categorised into two parts **namely i) travel and ii) ground** arrangements.
- ✘ **Travel** means air segments in the tourist itinerary where air transportation is arranged from airlines. Tour operators negotiate with airlines for bulk purchase of airlines seats and combine air travel with land arrangements to form a package tour or sell these (Air Seats) directly to individual travellers. Sometimes, tour operations arrange air charter tours, promote them and sell these tours to the general public directly or through the retail travel agencies.

- ❑ **Ground arrangements** generally include transfer (transportation between airport and hotel or vice-versa),- transport-sightseeing car, rental, cruise, accommodation, meals or food and beverage, escort services, entertainment shopping and other ground services. Tour operator arranges the ground arrangements from the destination travel companies/ ground operators and adds this component with the travel to organize or plan a tour package.



# COSTING OF A TOUR

- ⊠ **Tour cost** : It is the total cost incurred or attributed to a tour product service or it is the sum total of costs incurred to create a tour package.
- ⊠ **Elements of tour cost** :
  - ✓ Accommodation costs
  - ✓ Transfer costs
  - ✓ Administrative costs
  - ✓ Research and development costs
  - ✓ Travel costs
  - ✓ Marketing costs
  - ✓ Sightseeing and activities costs
  - ✓ Miscellaneous expenses.

## ⊠ Categories of tour costs

- ✓ Direct and indirect costs
- ✓ Fixed costs and variable costs

## □ Factors affecting the tour costs

- ✓ Seasonality
- ✓ Foreign exchange fluctuations
- ✓ Increase in other costs
- ✓ Competitors price strategy
- ✓ Special discounts
- ✓ Quality value ratio
- ✓ Impacts of liberalization/globalization



# TOUR BROCHURE

- ✘ Brochures are most commonly found at places that tourists frequently visit, such as museums, major shops, and tourist information centers. Another type of brochure is interpersonal brochures, which are brochures based on other people. The two most common brochure styles are single sheet, and booklet (folded leaflets) forms.
- ✘ Tour Brochure is a small booklet or pamphlet, often containing promotional material or product information about destinations or travel services. A brochure (also referred to as a pamphlet) is a type of leaflet.

# Singapore

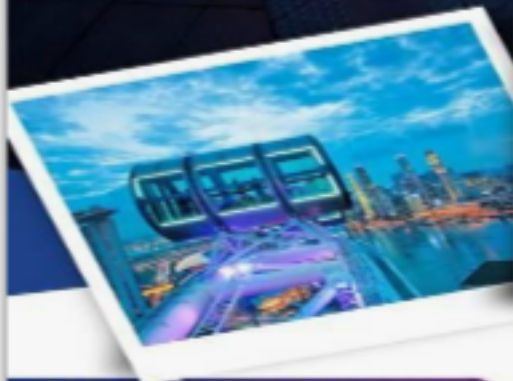
4D  
3N

Aqueen Lavender Hotel

SGD375/-

Per adult on twin sharing basis

Valid till 31st December



## TOUR COST INCLUDES

- 03 Nights Accommodation
- Daily Breakfast
- Night Safari
- Half Day City Tour
- Return Airport Transfer SIC Basis
- All Tours And Transfers On SIC Basis
- Sentosa With 2 Luge And Sky Ride + Wings Of Time + 2 Way Cable Car
- Minimum 2 Adults

For Bookings :  
[sales@southguru.in](mailto:sales@southguru.in)

**SOUTH GURU**  
Innovative Travel Solutions



7356507555  
[www.southguru.in](http://www.southguru.in)

\*Terms

**THE END**

The background features abstract geometric shapes in various shades of purple and pink, primarily concentrated on the right side of the frame. The shapes are layered and semi-transparent, creating a complex, modern aesthetic. The text 'THE END' is centered horizontally and rendered in a bold, dark red, blocky font with a bright pink outline.