



Creation of package tours

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Content

- Content of a course: Travel Agencies and Tour Operators – Organization and Management
- Target of creation of the package tours with the students
- **Creation of a package tours**
- Things students have to take into consideration

Travel Agencies and Tour Operators – Organization and Management

- Travel insurance
 - Obligatory insurance of tour operators
 - Travel insurance for tourists
- Transportation in tourism
- Main job of tour operators
 - **Creation of package tours**

Target of creation of the package tours with the students

- Point out all the tasks that a tour operator needs to take into consideration
- Show the students a track
- Prepare students for starting their own business in the future

How to begin creating a package tour

- It is necessary to:
 - Determine an interesting topic
 - Create the product – package tour
 - Find a target group
 - Get to know the target group
 - Indicate the specific needs of the target group

Creation of the package holiday I.

- Choose the destination
- Pick up the best activities of the location
- Think of other interesting or entertaining features of the tour
- Decide which means of transport will be the most suitable
- Pick the best accommodation you can
- Decide whether to include board

Creation of the package holiday II.

- Decide which season will be the best for the tour
- Prepare detailed itinerary
- Think of the suitable size of the group
- Count the costs
- Set up your margin
- Set up the price
- Check the prices of your competitors

Presentations of the students

- Present created package tours to the classmates
- Be ready to answer the questions and defend their decisions
- Votes for the best created package tour
- Discuss what were the strong and weak points of the presentation and the package tour
- Having the feedback students finish their work

What to never forget!

- Clients want to have an enjoyable and not an exhausting holiday
- Each detail matters
- Precisely choose co-workers and suppliers of the services
- Communicate (with the clients, with the suppliers, with the co-workers)
- Be ready to solve possible troubles

Aspects to be taken into consideration

- There are many competitors
- The competitors never sleep
- It is impossible to influence everything (weather, behaviour of clients) – the better must be everything else
- There will always be at least one person complaining



Do you have any questions?

Thank you for your attention!