STRUCTURE OF TOURISM MARKETS

ASSIGNMENT 6

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ANSWER THESE 2 QUESTIONS WITHIN 500 WORDS:

a. Select a tour package and explain the tour packaging process from the initial planning stage to the final sale to the customer. Identify the main components included in the package.

Answer: Tour Package: Intrepid Travel's Cycle Japan: Kyoto to Tokyo – 11 Days. It is a small-group cycling holiday that brings together cycling, accommodation, rail travel, selected meals and cultural activities. The process begins with research into customer demand and the destination. The tour operator considers factors such as the season, competition, expected prices, safety and the interests of potential travellers. After this, an itinerary is designed between Kyoto and Tokyo, including cycling routes, daily distances, rest periods and cultural stops. The operator then arranges the services required for the trip. Agreements are made with accommodation providers, railway services, bicycle-hire companies, local guides, meal providers and activity suppliers. These arrangements normally cover availability, agreed prices, service quality, cancellation conditions and responsibilities. Once the suppliers are confirmed, the total package price is calculated by bringing the different services together. The finished package is then promoted through the company website, travel agents and partner platforms. Customers can review the itinerary, included services, booking conditions and fitness requirements before making a reservation. After bookings are completed, the operator coordinates the services and delivers the planned tour. **Main package components:** 1. Accommodation, including hotels, ryokans and Japanese inns.
2. Transport through bicycles, a support vehicle and train travel.
3. A local leader and guided cycling services.
4. Cultural experiences included within the itinerary.
5. Selected meals, including a welcome dinner.
6. Support such as itinerary organisation, reservations and safety information.

b. Choose a tour operator and analyse how it uses distribution channels, tourism intermediaries, and tour packaging to develop and sell its tour packages. Provide a practical example of one tour package.

Answer: Intrepid Travel uses a combination of direct and indirect distribution methods to sell its small-group adventure holidays. Its own website acts as a direct channel where customers can examine itineraries, package inclusions and booking information. The company also works with travel agents and other tourism platforms, allowing its tours to reach customers who prefer to purchase through an intermediary. Tourism intermediaries extend the operator's market reach. Travel agents can present Intrepid's itineraries to their customers, while partnerships with organisations such as REI help promote selected trips to travellers interested in outdoor experiences. These channels make the packages accessible to different customer groups without requiring every customer to book directly from the operator. Tour packaging is another important part of the strategy. Instead of asking travellers to arrange each service separately, Intrepid combines accommodation, transport, activities and guiding into one organised product. A practical example is the Cycle Japan: Kyoto to Tokyo package, which brings together accommodation, bicycle hire, support transport, train travel, a local leader, guided cycling and cultural visits. Packaging also allows the operator to serve different market

preferences. Some trips can focus on simpler accommodation and local transport, while Comfort and Premium options can provide higher-quality hotels and more private transport. Intrepid also offers selected Flight + Tour combinations, joining flights with eligible tours. Overall, Intrepid develops a complete travel product and distributes it through its own online channel as well as agents and retail partners. This combination makes the package easier to purchase and helps the operator reach a wider customer base.