STRUCTURE OF TOURISM MARKETS

Assignment 6

Name_____

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1. **Tour package and Tour packaging process**

A tour package is a combination of different tourism services solved together as one product at a single price. For this assignment, a **7-Day paris and Disneland Tour package** is selected. The package is designed for international tourist is who went to experience the main attraction of Paris while also visiting Disneyland Paris.

Initial planning stage: the tour company first identifies the target market, such as families couples students for international leisure travellers. It then researches customer preference travel seasons destination attraction

competitors and expected demand. Based on this research the company decides the duration destination activities service quality, and approximate price of the package.

Suppliers selection contracting : the tour operator contact hotels, Airlines or transport companies, restaurants, local guides attraction providers and other tourism suppliers. It negotiates prices and availability and selects reliable suppliers. Advance contracts can help the operator obtained competitive rates and ensure that services are available for customers.

Package Design and pricing: the operator combines the selected services into one itinenary. The company calculates the cost of accommodation, transportation, attraction tickets transfer, guides meals where applicable,

staff Costs, marketing expenses and profit margin. Final package price is then established. Different option, such as standard and premium accommodation , may also be offered.

Marketing and Distribution: the completed package is promoted through the companies website, social media, travel agencies, online travel agencies, brochures, email marketing, and other distribution channels. Attractive photographs, clear itineraries, prices, dates and inclusions help customers understand the value of the package.

Final sale and customer service: when a customer chooses the package ,the operator confirms availability, collets payment, issues booking documents and provides the final itinerary . Customers receive information about

flights or transports hotel accommodation transfer attraction tickets meeting points and emergency contacts. During the trip customer support helps solve unexpected problems.

Main components: the package includes transpiration airport or station transfer sightseeing activities Disneyland entry tour guide and, travel assistance and selected meals. Travel insurance mat ne offered as an additional service.

Overall, successful tour packaging requires careful research, suppliers coordination ,pricing promotion, and customer service. A well designed package saves customers time and provides convenience while allowing the tour operator to create a profitable tourism product.

2. Tour operators, Distribution channels and Tour packaging.

For the assignment, **TUI** is selected as the tour operator. **TUI** is a major International tourism company that offers package holidays hotels flights, cruises, excursions, and other travels services. It's business model demonstrate how a tour operator combines tourism products and uses different distribution channels to reach customer s.

Distribution channel: TUI sellsv it's tourism products through several channels. It's official website and mobile platforms allow customers to search compare, and book holidays directly. Physical travel agencies and customer service channels also support sales. Digital marketing, email campaign social media and online advertising help TUI reach professional travellers. These direct channels allow the company to communicate directly with customers and promote special offers.

Tourism Intermediaries: tourism in Intermediaries connect suppliers and customers and can increase the reach of tour packages. Travel agents and other retail partners can sell TUI holidays to customers who prefer personal advice or assistant with complex booking. Online travel platforms can also provide customers with additional ways to discovered tourism products. Intermediaries can there for help the two

operator reach different market segments while providing customers with booking support.

Tour packaging : TUI create packages by combining several tourism services into a single holiday products. The service can include lights accommodation, airport transfer, meals, activities, excursions, and other destinations services. Combining these elements allows customers to purchase a complete holiday rather than arranging every service separately. The operator can negotiate with suppliers and use its purchasing power to develop competitive prices.

Practical example: A practical TUI package could be a 7-night family holiday to Tenerife, spain. The package food include return flights from Germany 79 in a selected hotel, airport transfer, luggage allowance, and access to hotel facilities. Customers could also choose optional excursions, such as sightseeing tours or water activities. The package would be advertised through TUI's website, travel agencies, digital advertising, and other sales channels. Customers can select travel dates, accommodation, and available option before completing the booking.

Conclusion: TUI demonstrates how a modern tour operator uses direct digital channels and tourism intermediaries to distribute its products. Effective tour packaging adds value by combining transport, accommodation, transfers and activities into one convenient products. This approach benefits customers through convenience and choice while helping the tour operator Manage suppliers ,attract different market segments and generate revenue.