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Subject : Structure of Tourism Markets- Assignment 6
Date. : 20/10/2026

1. Tour Packaging Procedure:

An Overview of India's Golden Triangle Tour
A tour package is a collection of travel-related services offered at a single cost. For instance, Delhi, Agra, and Jaipur are included in an Indian Golden Triangle tour. Because visitors may experience Indian history, culture, architecture, and cuisine all in one visit, it is well-liked.

Procedure for Tour Packaging

1. Planning and market research

The tour operator initially determines the target clientele, which may include families, groups of friends, or foreign visitors. It investigates their hobbies, spending limit, ideal vacation dates, and desired tourist destinations.

2. Creating the schedule

The tour's destinations, duration, transportation, lodging, and activities are all determined by the operator. For instance, a six-day schedule would include visits to the Taj Mahal in Agra, sightseeing in Delhi, and excursions to the forts and palaces of Jaipur.

3. Choosing vendors

The operator makes contact with lodging facilities, transportation providers, eateries, tour guides, and attractions. Before selecting appropriate suppliers, it evaluates costs, availability, dependability, and service quality.

4. Determining the pricing and cost

Every expense, including lodging, transportation, food, guides, admission fees, administration, and marketing, is computed. The operator then determines the final selling price by adding a profit margin.

5. Distribution and promotion

The operator's website, social media, travel agencies, brochures, and online travel platforms are all used to promote the package. Customers are assisted in making decisions by having clear information regarding the itinerary, cost, features, and exclusions.

6. Reservations and final sales

Clients confirm the reservation, choose their travel dates, and pay. Booking confirmations and travel details are issued by the operator. After that, it works with vendors to make sure every service is prepared.

Principal Elements of the Package

Transportation includes transit between locations and airport transfers.
Hotels and other overnight stays are examples of accommodations.
Meals: Depending on the package, breakfast or other meals may be included.
Sightseeing: Going to important historical places and attractions.
Locals who provide historical and cultural explanations are known as guides.
Extra services include supplementary activities, transport help, and admission tickets.

In conclusion

Careful planning, supplier collaboration, cost estimation, and marketing are all necessary for tour packing. Convenience and good value are provided by a well-designed package, which also enables the tour operator to make money and give clients a pleasurable travel experience.

2. Tour Operator Analysis: Overview of Intrepid Travel

Small-group adventure vacations in several nations are provided by worldwide tour operator Intrepid Travel. It emphasizes responsible travel, local communities, and cultural experiences. The company offers organized tour packages that include lodging, transportation, sightseeing, and local activities.

Channels of Distribution

To reach clients, Intrepid Travel employs a variety of distribution methods.
Direct distribution: Clients can compare locations, examine itineraries, verify costs, and make direct tour reservations by going to the company's official website.
Travel advisors and agents assist clients in choosing appropriate packages, responding to inquiries, and finalizing reservations.

Online marketing: To advertise its trips and attract foreign clients, the business uses digital marketing, social media, and online content.
Intrepid Travel may reach a variety of travelers by using these methods. Customers may easily obtain information through direct reservations, while travel agents offer further assistance and guidance.

Intermediaries in Tourism

Intermediaries in the tourism industry link the trip operator with clients and suppliers. To arrange services at destinations, Intrepid Travel collaborates with regional vendors and destination management firms. These include of lodging facilities, transportation companies, dining establishments, and local tour guides.

Additionally, local tour guides are crucial since they lead groups, provide cultural explanations, and assist visitors while they are traveling. These collaborations enable the business to effectively plan excursions and offer genuine local experiences.

Tour Packaging and Useful Illustration
An actual example is the eight-day India's Golden Triangle tour offered by Intrepid Travel, which visits Delhi, Jaipur, and Agra.

Included in the package are:
One night in a historic residence and six nights in hotels.
Transportation options include rickshaws, shuttle buses, private cars, and the metro.
Visits to Amber Fort, Agra Fort, and the Taj Mahal.
Cultural encounters, village walks, and guided walking tours.
Breakfast, lunch, and dinner are among the meals that are chosen.
Clients can use a travel advisor or the Intrepid website to reserve the tour. The business makes traveling easier for clients by combining these services into a single, well-planned trip. Travelers who wish to customize their experience can also choose from optional activities.

In conclusion

To create and market its packages, Intrepid Travel works with local tourism partners, travel agencies, and direct web sales. Its small-group trips offer easy travel experiences that include lodging, transportation, sightseeing, and cultural activities. This strategy enables the business to promote local companies, attract a global clientele, and provide planned vacations with an emphasis on ethical travel.

References

Intrepid Travel – India's Golden Triangle
Intrepid Travel – Company Information
Intrepid Travel – Responsible Travel