

Victoria University Of Bangladesh

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Bachelor of Tourism & Hotel Management

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1.

A package tour is a pre-arranged and organized travel product that includes a combination of services such as transportation, accommodation, meals, guided tours, and sometimes other amenities like entertainment or cultural activities. These services are bundled together and sold as a single package to travelers, providing them with a convenient and hassle-free way to explore a destination or participate in a specific travel experience.

Tour managers play a crucial role in ensuring the success of a package tour. They need to consider several factors to plan and execute a package tour effectively:

Destination Knowledge: Tour managers should have a deep understanding of the destination, including its culture, attractions, history, and local regulations. This knowledge helps in creating an engaging and informative itinerary.

Itinerary Planning: Crafting a well-structured itinerary is vital. The tour manager must decide on the duration of the tour, the order of activities, and the timing of each event to ensure a smooth and enjoyable experience for the travelers.

Accommodation Selection: Choosing suitable accommodations based on the preferences and budget of the travelers is important. The manager should consider factors like location, quality, and accessibility.

Transportation: Selecting appropriate transportation options, such as flights, buses, or trains, and ensuring they align with the itinerary is crucial for a seamless travel experience.

Local Guides: Hiring knowledgeable and experienced local guides can greatly enhance the tour experience by providing insights into the destination and its attractions.

Budgeting: Managing the budget is essential to ensure that the package tour remains cost-effective while meeting travelers' expectations.

Safety and Security: Ensuring the safety and security of the travelers throughout the journey is a top priority. The tour manager should be prepared for emergencies and have contingency plans in place.

Types of Package Tours:

Escorted Tours: In escorted tours, a tour manager or guide accompanies the group throughout the trip, providing information, assistance, and ensuring that everything runs smoothly. These tours are often comprehensive and include various destinations and activities.

Independent Package Tours: Independent package tours offer more flexibility, allowing travelers to explore destinations at their own pace. They typically include transportation and accommodation but leave activities and sightseeing options to the individual traveler's discretion.

Group Tours: Group tours involve a set number of travelers who join together to explore a destination. These tours can be specialized, such as adventure tours, cultural tours, or educational tours, catering to specific interests.

All-Inclusive Resorts: These package tours often revolve around beach resorts or vacation destinations. They include accommodation, meals, and a range of activities within the resort property, making it easy for travelers to relax and enjoy their stay.

Theme-based Tours: These package tours are designed around a specific theme, such as wine and culinary tours, wildlife safaris, or historical and cultural expeditions. The itinerary and activities are centered on the chosen theme.

Weekend Getaways: Weekend package tours are short trips typically lasting one to three days, making them ideal for quick escapes or special occasions.

Package tours offer convenience and value to travelers by streamlining the planning process and bundling various services. The choice of package tour type depends on individual preferences, interests, and the level of independence desired during the trip.

2.

Creating a hypothetical itinerary for a 3-day, 2-night package tour involves careful planning and consideration of various factors. Here's a step-by-step guide to formulate a package tour itinerary:

Step 1: Define the Purpose and Target Audience

Determine the purpose of the tour (e.g., adventure, relaxation, cultural exploration).

Identify the target audience (e.g., families, solo travelers, adventure enthusiasts).

Step 2: Choose the Destination

Select a destination that aligns with the tour's purpose and appeals to the target audience. For this example, let's choose a cultural exploration tour of Paris, France.

Step 3: Set the Tour Dates

Decide on the tour dates, considering factors like weather, special events, and peak tourist seasons. For this itinerary, we'll plan the tour in May when the weather is pleasant.

Step 4: Determine the Duration

Specify the number of days and nights for the tour. In this case, it's a 3-day, 2-night package tour.

Step 5: Plan the Activities

Research and select key activities and attractions that align with the tour's theme and destination. For a cultural exploration tour in Paris, activities may include visiting museums, historical sites, and experiencing local cuisine.

Step 6: Accommodation

Choose suitable accommodations that cater to the target audience's preferences and budget. For this itinerary, we'll select a centrally located 3-star hotel.

Step 7: Transportation

Arrange transportation options, such as flights, trains, or buses, to get participants to and from the destination. You may also need local transportation within the destination city.

Step 8: Meals

Plan meals, considering dietary restrictions and preferences

3.

Tour cost refers to the total expenses incurred by an individual or group when planning and participating in a tour or travel-related activity. This cost includes various components that contribute to the overall expenditure associated with the trip. The components of tour cost typically include:

Transportation Costs: This includes expenses related to airfare, train tickets, bus fares, car rentals, and any other mode of transportation required for the tour.

Accommodation Costs: These expenses cover the cost of lodging, such as hotel rooms, vacation rentals, or camping fees, depending on the type of accommodation chosen.

Food and Dining Costs: This includes the cost of meals, snacks, and beverages during the trip, whether dining at restaurants, cafes, or purchasing groceries.

Activities and Entertainment Costs: Expenses related to activities and attractions, such as admission fees to museums, theme parks, guided tours, or any other entertainment options.

Miscellaneous Costs: This category encompasses various other expenses, such as visa fees, travel insurance, souvenirs, and incidentals.

Factors influencing tour costing:

Destination: The choice of destination significantly impacts tour costs, as different locations have varying price levels for accommodation, dining, and activities.

Duration: The length of the trip directly affects expenses, as longer trips generally incur higher costs.

Seasonality: Peak tourist seasons often lead to increased prices for accommodations and activities, while off-peak periods may offer discounts.

Travel Style: Luxurious or budget travel choices greatly influence costs. Luxury travel tends to be more expensive due to high-end accommodations and dining.

Group Size: Larger groups can sometimes benefit from group discounts on accommodations, transportation, and activities.

Advantages of tour costing:

Budget Planning: Tour costing helps travelers estimate their expenses in advance, allowing for better financial planning and allocation of funds.

Cost Control: It enables travelers to monitor and control their spending during the trip, preventing overspending and financial surprises.

Comparison Shopping: By knowing the individual components of the tour cost, travelers can compare prices for accommodations, transportation, and activities to find the best deals.

Decision Making: Understanding the cost breakdown helps travelers make informed decisions about where to splurge and where to save on their trip.

Negotiation: When booking services such as hotels or tours, having a clear understanding of tour costs can empower travelers to negotiate for better rates and packages.

Financial Accountability: Tour costing ensures that travelers are accountable for their expenses and can assess the value they receive from their travel investments.

Record-Keeping: It provides a detailed record of expenses, which can be useful for future reference and for filing travel-related expenses for tax purposes.

In summary, tour cost is the total expenditure associated with a trip, consisting of various components that can be influenced by factors such as destination, duration, travel

style, and group size. Understanding tour costing helps travelers plan, control expenses, and make informed decisions while offering advantages like budget planning and negotiation opportunities.

4.

Hotels can be classified in various ways based on their location, size, and the facilities they provide. Additionally, the star rating system is often used to differentiate hotels based on the level of service and amenities they offer. Here's an overview of these classifications and a comparison between four-star and five-star hotels:

Classification based on Location:

Urban Hotels: Located in city centers or busy urban areas, often catering to business travelers and tourists.

Suburban Hotels: Situated in the outskirts of cities or suburban areas, providing a more peaceful atmosphere.

Airport Hotels: Found near airports, primarily serving travelers with layovers or early/late flights.

Resort Hotels: Located in scenic or tourist destinations, offering a wide range of recreational activities and a focus on relaxation.

Classification based on Size:

Boutique Hotels: Small, independently owned hotels with a unique and often stylish design.

Budget Hotels: Affordable accommodations with basic amenities, catering to budget-conscious travelers.

Mid-Range Hotels: Offer a balance between affordability and comfort, with standard amenities.

Luxury Hotels: Provide high-end services, luxurious accommodations, and top-notch facilities.

Classification based on Facilities Provided:

Full-Service Hotels: Offer a comprehensive range of services, including restaurants, bars, fitness centers, and conference facilities.

Limited-Service Hotels: Provide basic amenities like clean rooms and breakfast but lack extensive facilities.

Extended-Stay Hotels: Designed for longer stays, featuring kitchenettes or fully equipped kitchens and laundry facilities.

All-Inclusive Resorts: Include meals, drinks, and various activities in the room rate, providing a hassle-free vacation experience.

Now, let's differentiate between four-star and five-star hotels in terms of service provided:

Four-Star Hotels:

Four-star hotels offer a high level of comfort and service but are typically slightly less extravagant than five-star hotels.

Guest rooms are well-appointed with quality furnishings and amenities such as flat-screen TVs, mini-bars, and Wi-Fi.

These hotels often have on-site restaurants and bars, as well as room service.

Staff is professional, attentive, and well-trained, but the level of personalized service may not be as extensive as in five-star establishments.

Common facilities include fitness centers, business centers, and sometimes spas.

Five-Star Hotels:

Five-star hotels are known for their exceptional luxury and attention to detail.

Guest rooms are spacious, elegantly decorated, and equipped with high-end amenities like luxurious bedding, premium toiletries, and often in-room technology systems.

Multiple dining options, including fine dining restaurants with renowned chefs, are available on-site.

The staff at five-star hotels provides highly personalized service, often anticipating guests' needs and preferences.

These hotels offer a wide range of facilities, including spas, swimming pools, concierge services, and extensive event and meeting spaces.

Attention to detail, impeccable cleanliness, and a focus on creating memorable experiences for guests are hallmarks of five-star hotels.

In summary, the classification of hotels based on location, size, and facilities helps travelers choose accommodations that best suit their needs and preferences. Four-star hotels provide a high level of comfort and service, while five-star hotels offer a more luxurious and personalized experience with additional amenities and attention to detail. The choice between them depends on your budget and the level of luxury and service you desire during your stay.