# C. Travel planning, itineraries, costs and suitability matched to customer needs

NORWAY

# **C3.** Cost factors



# Need to know:

What is involved in travel planning including researching travel routes, transport options

How to present this information as an itinerary or plan.

The potential advantages and disadvantages and how the can types of customers.

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**Skills:** 

vigative ebsites the being able to select the relevant information

Researchin pics and selecting relevant information

Working collaboratively in pairs and small groups

Showing knowledge and understanding in a variety of ways: presentations, posters, emails, blogs, discussions etc

#### Assessment for Unit 2: outcomes & grade descriptors



appeal of global destinations.

# Unit 2 Assessment: key terms

| Term        | Definition  |
|-------------|---|
| Analyse     | Presents the outcome of methodical and detailed examination either by break the pown:<br>• a theme, topic or situation in order to interpret and study the relation and bether the possible and r<br>• information or data to interpret and study key trends and interrogenearings.   |
| Article     | A piece of writing about a particular subject suitable for a gazin memory per   |
| Email       | A communication that gives information and is write using proplem technology for a seried purpose in a task or activity.  |
| Evaluate    | Draws on varied information<br>themes or concepts to use ider aspects<br>such as:<br>. streptone a presses a contrages or do use ages . alternative actions . relevance or significance.<br>Learn enquirit is hould be it to a supported jute anent showing relationship to its context. This will often be in<br>conclusion. |
| Ex          | ide a strand on the support an opinion, view or argument.   |
| Illustr     | clusion of mples and diagrams to show what is meant within a specific context.  |
| Justificati | Give reasons or evidence to: support an opinion /decision or prove something right or reasonable.   |
| Report      | A formal document that is clearly structured and written in appropriate sector language   |
| Travel plan | A structured travel document giving a range of details and information with dates, times and places.  |

## Unit 2 Assessment: activities

#### **Activity One** Independent research **Destination A**

- geographical location and features of the destination including:

#### Types of tourism:

for example: cultural + nature based ecotourism o nature based - trekking Gateways and transport:

Passenger facilities at the various hubs Transport options for the journey to the destination

#### Travel/holidays:

accommodation, activities and travel for a one week holiday for two people

eraries

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#### **Destinations B**

Key factors that have influenced popularity of the place as a wo travel and tourism destination

#### Activity

Travel plan The company itineraries and Prepare notes f different custom Explains the cost

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presentation with information on to prepa

resentation that: endins the specific travel needs related to three es - families, business people, young people

- under occupancy supplement

identifies two sources of information for researching travel plans

You have been helping customers plan a one week holiday in destination A. They have requested an all-inclusive holiday and are interested in sightseeing with some time relaxing.

. Complete the itinerary template provided

. Write an email to your customers that evaluates the suitability of your proposed itinerary in meeting their needs.

#### **Activity Two**

#### Features of worldwide travel and tourism destinations

You work for a specialist tour operator that offers holidays in destination A for cultural tourism. pur operator is considering whether to offer nature based tourism holidays.

#### Write a report that includes:

. a description of the location. . . an analysis of the features and how they contribu . tourism, nature based ecotourism and nature based trekking.

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You have been asked to recommend **one** type of tourism . ecotourism or nature based trekking that is best su

Write an email to your manager providing

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. an evaluation of the features and appeal ke it suit d type of e desti n that p r recon tourism – either cultural, nature based ecol m or n ekking.

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#### **Activity Three**

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Pre

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Gateway s al sport of n asked stigate rom the destinat notes f<u>or a</u> bookle the facilit . an n of the advantag . a cò ion the de

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me railway station and transport options for

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engers at the railway station.

sadvantages of **three** different transport options for travel to and from

# **Activity Five**

#### Travel plans, itineraries and customers

The tour operator is planning to offer holidays to destination B You have been asked to research the popularity of the destination

Write an article that includes:

. an evaluation of the key factors that have influenced the popularity of destination B as a worldwide travel and tourism destination.

cultural

appea

## Content

# C3 Cost factors

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- Total cost: per person, total cost for the group, break down of component cost
- Discounts: booking terms and conditions, discount types, percentage radvance boungs integrated travel, free places, reward schemes.
- Supplements: under occupancy, cabins/room with view luggers charge, pre-allocated seating arrangements, level of service, fuel surely generic cursion group water seating booking fees, insurance.
- Exchange rates, currency conversions, managing that is no, rest mons.

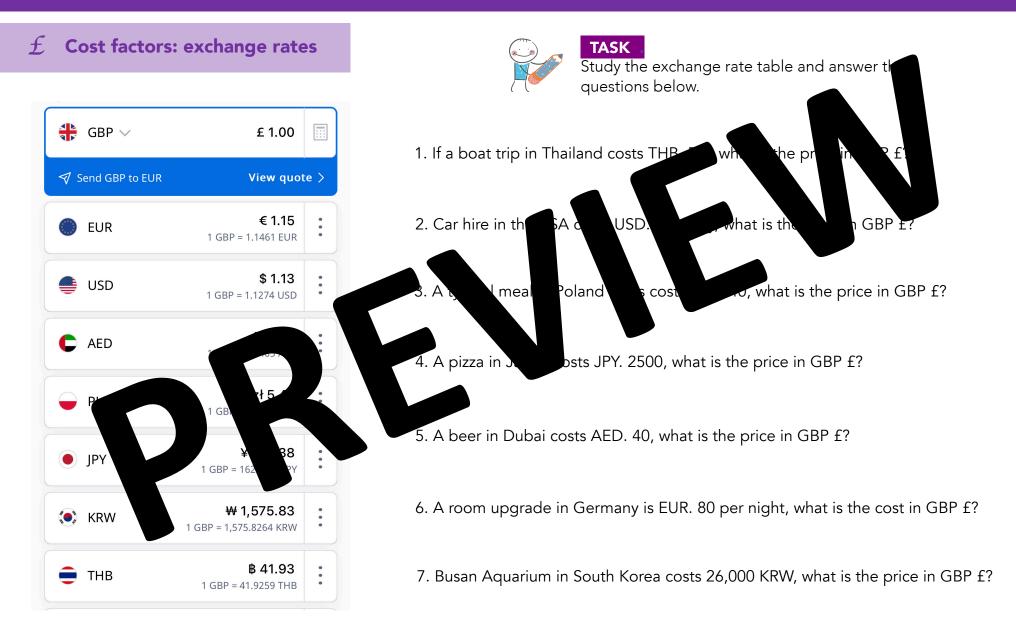
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Unit 2: Global destinations – C. Travel planning, itineraries, costs and suitability matched to customer needs

# f Cost factors

The cost of a holiday and travel is a key factor in determining the destination, length of stay and type of accommodation. People with different budgets will focus of different elements of the holiday. E.g. class of flight, self catering, all inclusive etc

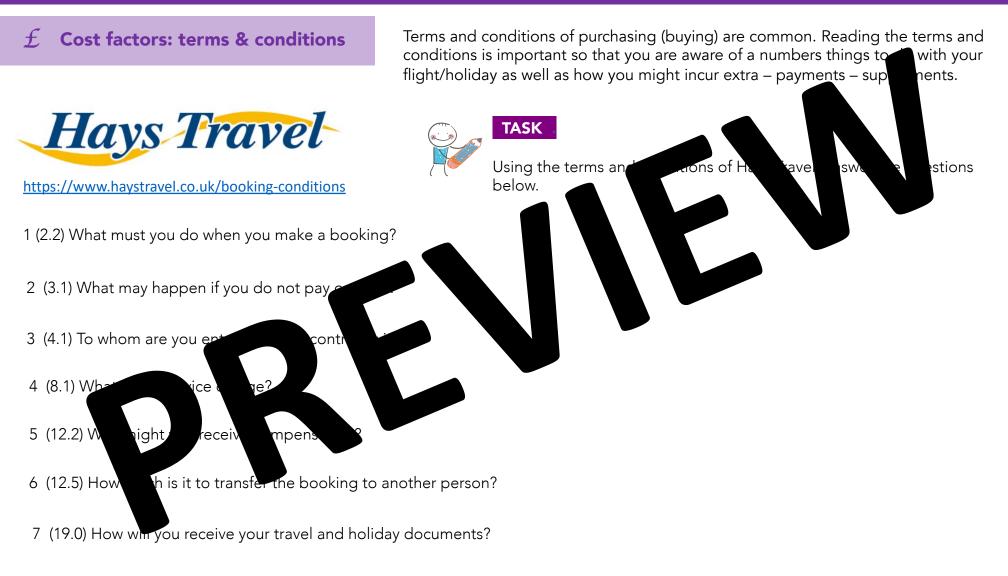




# f Cost factors: discounts

Like any product or service travel and holidays are discounted, in a number of ways. Discounts are often used to get customers to book early or offered close to travelling time. Travel and tourism is different to other products and services in that flights are obtels are available at certain times only.





8 (20.2) From where can you get up to date information about your destination?

TASK

For each of the examples research the supplem

# f Cost factors: supplements

Extra charges or supplements for additional services are common.

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#### Supplement examples:

- 1. a single person staying in a double room:
- 2. extra baggage on a flight:

4. class of service - first o

3. reserved seating on a flight/train:

6. trips, actions of excursions

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7. booking fees.

5. private

8. travel insurance:

charge