

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

C3. Cost factors



Need to know:

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

How to present this information as an itinerary or plan.

The potential advantages and disadvantages and how they can be matched for suitability for different types of customers.

Skills:

Navigating websites and being able to select the relevant information

Researching topics 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

Assessment outcomes

A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations

A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support

A03 Evaluate information to make informed decisions about the suitability of travel plans, routes and services to meet the needs of specified customers

A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations

Grade descriptors

Level 3 Pass

Learners apply their knowledge of features of global destinations to explain their appeal and how they support different tourism activities. Learners will make travel arrangements to meet other needs, with some relevant detail. Learners demonstrate knowledge and understanding of the factors and consumer trends that can contribute to the popularity of global destinations. Learners research and investigate current consumer trends and the factors that may influence the popularity and appeal of global destinations.

Level 3 Distinction

Learners provide detailed evaluations about the suitability of travel arrangements and itineraries in meeting customer needs. Learners can evaluate the factors and/or consumer trends that contribute to the popularity of global destinations. Learners can conduct valid and reliable research and synthesise knowledge of consumer trends and/or factors that may influence the popularity and appeal of global destinations.

Unit 2 Assessment: key terms

Term	Definition
Analyse	Presents the outcome of methodical and detailed examination either by breaking down: <ul style="list-style-type: none"> • a theme, topic or situation in order to interpret and study the relationship between the parts and the whole • information or data to interpret and study key trends and interrelationships.
Article	A piece of writing about a particular subject suitable for a magazine or newspaper
Email	A communication that gives information and is written using appropriate technology for a defined purpose in a task or activity.
Evaluate	Draws on varied information and ideas to consider themes or concepts to provide aspects such as: <ul style="list-style-type: none"> • strengths/weaknesses/advantages or disadvantages • alternative actions • relevance or significance. Learning enquiries should lead to a supported judgement showing relationship to its context. This will often be in conclusion.
Explain	Provide clear and logical reasons and evidence to support an opinion, view or argument.
Illustrate	Inclusion of examples and diagrams to show what is meant within a specific context.
Justification	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 or 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

Destinations B

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

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. The tour 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 contribute to the appeal of cultural tourism, nature based **ecotourism** and nature based **trekking**.

You have been asked to recommend **one** type of tourism, either cultural, nature based ecotourism or nature based trekking that is best suited by the features of the destination.

Write an email to your manager providing:

- . an evaluation of the features and appeal of the destination that make it suitable for your recommended type of tourism – **either** cultural, nature based ecotourism or nature based trekking.

Activity Three

Gateways and transport options

You have been asked to investigate passenger facilities available at the railway station and transport options for travel to and from the destination.

Prepare notes for a booklet that includes:

- . an analysis of the facilities for passengers at the railway station.
- . a comparison of the advantages and disadvantages of **three** different transport options for travel to and from the destination

Activity Four

Travel plans, itineraries and customers

The company you work for has asked you to prepare a presentation with information on itineraries and customers.

Prepare notes for a presentation that: explains the specific travel needs related to three different customer types - families, business people, young people

Explains the cost of travel - 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 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.

Content

C3 Cost factors

- Total cost: per person, total cost for the group, break down of component costs
- Discounts: booking terms and conditions, discount types, percentage advance bookings, integrated travel, free places, reward schemes.
- Supplements: under occupancy, cabins/rooms with view, luggage charges, pre-allocated seating arrangements, level of service, fuel surcharges, excursion, group, private, transfer, booking fees, insurance.
- Exchange rates, currency conversions, managing situations, restrictions.

£ 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 on different elements of the holiday. E.g. class of flight, self catering, all inclusive etc

Total cost

Cost of travel/holidays usually shown per person

- . might be per night or per duration of the trip – week
- . other charges or potential charges will be in the terms and conditions

Cost factors

Supplements

- is an extra amount paid for an additional service

Examples:

- . single person stay in a double
- . baggage weight
- . reserved seating on a boat/train
- . class of service – first or business
- . fuel surcharge (the price of fuel increases)
- . private transfer
- . trips, activities and excursions
- . booking fees
- . travel insurance

Supplements are listed in the booking conditions

Exchange rates

- . exchange rates determine the cost of local purchases and services – prices can go increase and decrease
- . tour operators try to manage any changes in rates

£ Cost factors: exchange rates



TASK

Study the exchange rate table and answer the questions below.

GBP	£ 1.00	
Send GBP to EUR View quote >		
EUR	€ 1.15	1 GBP = 1.1461 EUR
USD	\$ 1.13	1 GBP = 1.1274 USD
AED		
PLN	zł 5.15	1 GBP = 5.15 PLN
JPY	¥ 162.88	1 GBP = 162.88 JPY
KRW	₩ 1,575.83	1 GBP = 1,575.8264 KRW
THB	฿ 41.93	1 GBP = 41.9259 THB

1. If a boat trip in Thailand costs THB. 1,750, what is the price in GBP £?
2. Car hire in the USA costs USD. 120, what is the price in GBP £?
3. A typical meal in Poland costs zł. 20, what is the price in GBP £?
4. A pizza in Japan costs JPY. 2500, what is the price in GBP £?
5. A beer in Dubai costs AED. 40, what is the price in GBP £?
6. A room upgrade in Germany is EUR. 80 per night, what is the cost in GBP £?
7. Busan Aquarium in South Korea costs 26,000 KRW, what is the price in GBP £?

£ 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 and hotels are available at certain times only.



<https://www.jet2holidays.com/discounts>



TASK

Click the link to go to jet2holidays. Use their website to find out what different discounts are available. Who are they trying to encourage to book, and using the discounts?

PREVIEW

£ Cost factors: terms & conditions

Terms and conditions of purchasing (buying) are common. Reading the terms and conditions is important so that you are aware of a number of things to do with your flight/holiday as well as how you might incur extra – payments – supplements.



<https://www.haystravel.co.uk/booking-conditions>



TASK

Using the terms and conditions of Hays Travel, answer the questions below.

- 1 (2.2) What must you do when you make a booking?
- 2 (3.1) What may happen if you do not pay on time?
- 3 (4.1) To whom are you entitled to complain?
- 4 (8.1) What is the price change?
- 5 (12.2) When might you receive a refund?
- 6 (12.5) How much is it to transfer the booking to another person?
- 7 (19.0) How will you receive your travel and holiday documents?
- 8 (20.2) From where can you get up to date information about your destination?

£ Cost factors: supplements

Extra charges or supplements for additional services are common.

Supplement examples:

1. a single person staying in a double room:
2. extra baggage on a flight:
3. reserved seating on a flight/train:
4. class of service – first or business.
5. private transfer from HR airport to central London
6. trips, activities and excursions.
7. booking fees.
8. travel insurance:



TASK

For each of the examples research the supplement charge

