

Design & promote international packages (GEST701_ITMCY)



En bref

- **Méthodes d'enseignement:** En présence
- **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

- # Comprendre qui sont les acteurs impliqués dans la création et la commercialisation de forfaits touristiques et comment ils interagissent.
- # Être capable de comprendre la cible d'un marché et de répondre à ses attentes.
- # Concevoir un forfait touristique de A à Z
- # Comprendre comment commercialiser les forfaits touristiques
- Utiliser quelques outils pour concevoir et promouvoir des forfaits touristiques : une grille budgétaire, un plan de vol, etc...

Heures d'enseignement

CM	Cours Magistral	9h
TD	Travaux Dirigés	9h

Pré-requis obligatoires

- # Comprendre l'anglais
- Avoir connaissance des différents acteurs du secteur touristique

Plan du cours

1. DEFINING TOURIST PACKAGE AND TARGETING THE MARKET

a) Definition of a tourist package

What is a tourist package? What are the components of a tourist package? What are the different types of tourist packages? What are the different targets of tourist packages?

b) Advantages and Disadvantages of tourist packages

For professionals? For tourists?

c) Stakeholder mapping

Who are the different stakeholders who create tourist packages and sell tourist packages?

d) Creating attractive tourist packages

What are the components that make a tourist package attractive? What do you need to take in consideration while creating a tourist package?

e) Meeting the demand

What criteria to consider to meet customer expectations? (Habits, customs, entry policies, safety etc...)

2. DESIGNING A TOURIST PACKAGE

a) Designing steps

What are the steps involved in putting together a tourism package?

b) Tools

Which tools are used to put together a tourism package?

3. PROMOTING AND SELLING TOURIST PACKAGES

a) Selling a tourist package

What are the different channels to sell a tourism package?

b) Promoting a tourist package

What are the different channels to promote a tourism package?

c) Costing and Profit

How do stakeholders make money on a tourism package?

d) Logistics

What happens after the sale of a tourist package?

e) Tourist satisfaction

Compétences visées

1. To define a tourist package
2. To target the market
3. To design a tourist package
4. To use tools to design tourist packages : budget grid, flight plan etc...
5. To promote and sell tourist packages

Bibliographie

MATERIAL :

Tourism Product Packaging, government of northwest territories.

Liao, C.-S., & Chuang, H.-K. (2020). Tourist preferences for package tour attributes in tourism destination design and development. *Journal of Vacation Marketing*, 26(2), 230-246. <https://doi.org/10.1177/1356766719880250>

Chang, J.C.. (2007). Travel motivations of package tour travelers. *Tourism*. 55. 157-176.

Pai, Sagun & Ananthakumar, Usha. (2017). Understanding tourist preferences for travel packages: a conjoint analysis approach. *Asia Pacific Journal of Tourism Research*. 22. 1238-1249.

Djordjevic, Aleksandar & Hristov, Branislava. (2016). Creating package tours in tour operator business: Analysis of key benefits for tourists. *Ekonomika preduzeća*. 64. 249-262.

Lu, Hsueh-Chan & Fang, Shih-Hsin & Tseng, Vincent. (2016). Integrating tourist packages and tourist attractions for personalized trip planning based on travel constraints. *Geoinformatica*.

Goffi, Gianluca. (2022). *Package Tourism*.

Libellé court : GEST701_ITMCY

Nature : EC

Infos pratiques

Lieux

➤ Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Contacts

Responsable pédagogique

Guilhem Lobre

☎ +33 4 79 75 83 22

✉ Guilhem.Lobre@univ-savoie.fr