

# Design & promote international packages



## 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

Design promote international packages - CM	Cours Magistral	9h
Design promote international packages - 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 happen 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.

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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 preduzeca*. 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*.

## Infos pratiques

### Lieux

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