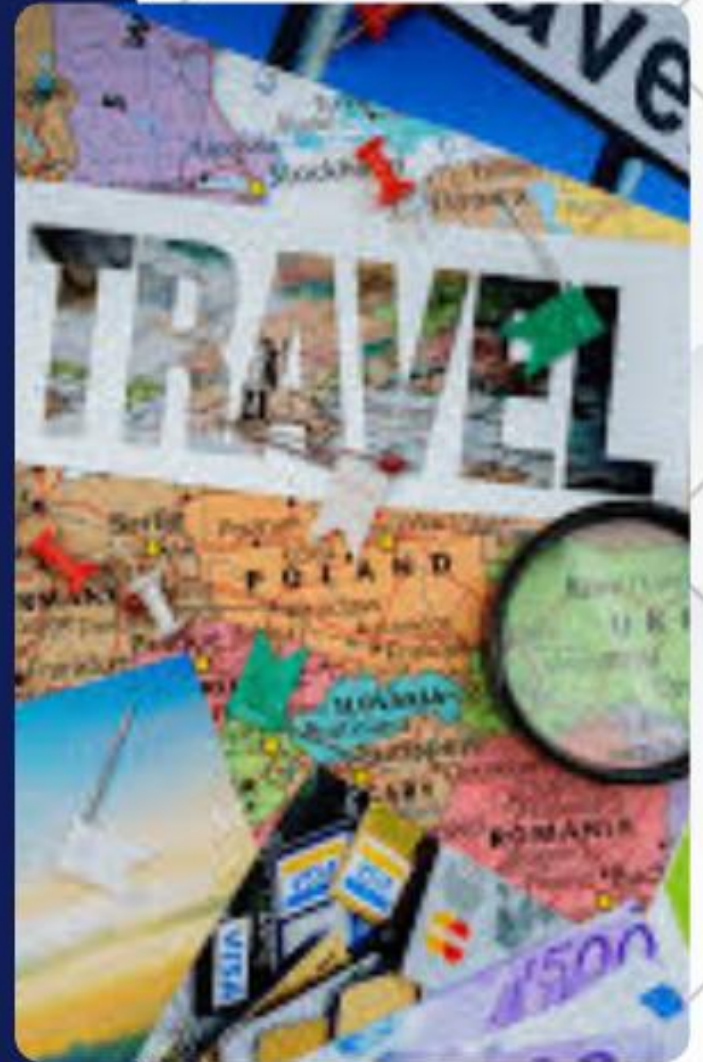




Step in Developing/Planning a tour itinerary



STEP 1: RESEARCH OTHERS TOURS IN THE MARKET PLACE

- Choose a Similar Tour: Pick a tour that is like the one you want to create.
- Collect Brochures: Get copies of tour brochures from other companies.

WHY DO THIS? THIS PROCESS HELPS YOU:

- Get Ideas: Develop new ideas for your own tour.
- Check the Market: See what other tours are already being sold.
- Learn the Rules: Get detailed information on terms and conditions.
- Design Help: Find ideas for your brochure's design and content.



STEP 2: NAME YOUR TOUR

SET YOUR TOUR NAME:

- Creates Differentiation and Memorability
- Communicates Value and Experience
- Aids Marketing and Promotion
- Builds Brand and Recognition
- Becomes a Selling Point



STEP3: MAP OUT THE DURATION, FREQUENCY & DEPARTURE POINT OF YOUR TOUR

- When will your tour depart?
- When will your tour return?
- How often will your tour operate?
- Where will the central departure point be?
- Will you offer accommodation pick up?

STEP4: LIST THE MAJOR LOCATION & HIGHLIGHT OF YOUR TOUR

- WHERE WILL YOUR TOUR TRAVEL TO?
- WHAT ARE THE MAIN HIGHLIGHTS THAT VISITORS ARE GOING TO EXPERIENCE?



DAY1:

ATTRACTION: CHIANG MAI OLD CITY

Highlight: Visit the ancient temples (Wat Phra Singh) and enjoy a traditional Khantoke Dinner.



DAY2:

ATTRACTION: DOI SUTHEP MOUNTAIN

Highlight: Best View: See the panoramic view of Chiang Mai city from the mountain top.



DAY3:

ATTRACTION: ELEPHANT SANCTUARY

Highlight: Unique Experience: Spend the morning feeding and bathing elephants ethically.

STEP 5: RESEARCH YOUR TOUR CONTENT AND COMMENTARY

This request is asking you to plan the stories and facts you will tell your tourists.

MAJOR LOCATION (THE STOP)

The Temple of the Emerald Buddha (Wat Phra Kaew)

MAIN POINT TO CONSIDER (KEY FACTS TO SHARE)

History: Tell the story of when it was built and by which King.

The Emerald Image: Share the famous story of how the Emerald Buddha arrived.

Rules (Culture): Stress the strict dress code and proper behavior inside the temple.

RESOURCE (WHERE TO GET THE FACTS)

Official Source: The official website of the Grand Palace or the temple itself.

Books: Reliable history books about Thai culture and royalty.

Experts: Ask experienced tour guides.

STEP 6: LIST ANY THIRD PARTY ACTIVITIES, ATTRACTIONS, ENTRANCE FEES AND INCLUSIONS

This question asks you to manage the extra costs or optional activities that are provided by other companies for your tour.

The Goal: You need to decide if these extra costs (like park fees or optional cruises) will be included in your tour price or if they will be extras that the customer pays for separately.

KEY THINGS TO DECIDE:

ACTIVITY/FEE:

- What is the specific activity or fee? (e.g., National Park Entry, Bike Rental, Boat Cruise).

SUPPLIER:

- Who runs the service or owns the place? (Like the National Park Department, the Boat Company, or the Bike Shop.)

COST:

- How much does it cost per person?

INCLUDED (YES/NO):

- Will the customer pay for this now (YES, included in the tour price) or pay later (NO, it's an extra)?



EXAMPLES:

ACTIVITY/FEE	SUPPLIERS	COST PER PERSON	INCLUDED IN PRICE?	WHY WE CHOSE THIS
Cave Entrance Fee	National Park Department	\$3 USD	YES	It's a required stop for the tour; makes the price simple.
Optional Gondola Ride	"Lake View" Boat Company	\$25 USD	NO	It's a luxury extra; keeps the main tour price lower for everyone.

OUR TEAM



PRIVATE LAND (SOMEONE'S PROPERTY)

Rule: You must get written permission from the owner before you go onto their land.

When: This is required even if you are just driving through, stopping to eat, or visiting a paid attraction.



GOVERNMENT LAND (NATIONAL PARKS, PROTECTED AREAS)

Rule: If you travel through land managed by the Department of Environment and Conservation (like national parks), you must apply for a Commercial Operator's License. This license lets you run a business on government property.



SPECIAL/RESTRICTED LAND (ABORIGINAL LAND)

Rule: If your tour goes onto Aboriginal Land or any restricted area, you need to apply for and receive an Entry Permit first.



Travel Itinerary



STEP 8: PERFECTING YOUR TOUR TIMING

The Main Importance: Planning your tour schedule (Itinerary) exactly is very important

What You Must Do (Goals):

- 1. **Be On Time:** You must make sure you arrive at activities and meal stops exactly when you said you would.
- 2. **Come Back Right:** You must be sure you return to the starting point at a reasonable time (not too late or too rushed).

EXAMPLE:

STOPS	TIME	LOCATION	TYPE OF STOPS (SCENIC, MEAL, ACTIVITY)
1.	08:00 AM - 08:15 AM	Meeting Point (Major hotel in Sukhumvit)	Activity (Meet up/Boarding the transport)
2.	09:00 AM - 10:30 AM	Temple of the Emerald Buddha (Wat Phra Kaew)	Activity/Scenic (Temple visit and historical heritage)
...			
7.	05:00 PM	Drop-off Point (BTS Station/Hotel)	Activity (End of tour/Departure)

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T H E M

Tour Costing & Pricing

Tourism, Hotel and Event Management

Cost Structure

Tourism, Hotel and Event Management

Why is this important?



Tours are "Perishable"

Unlike a physical product in a shop, if a tour seat isn't sold on the departure date, its value becomes zero.



High Complexity

Factors like currency rates, fuel prices, and sudden cancellations directly hit your profit.

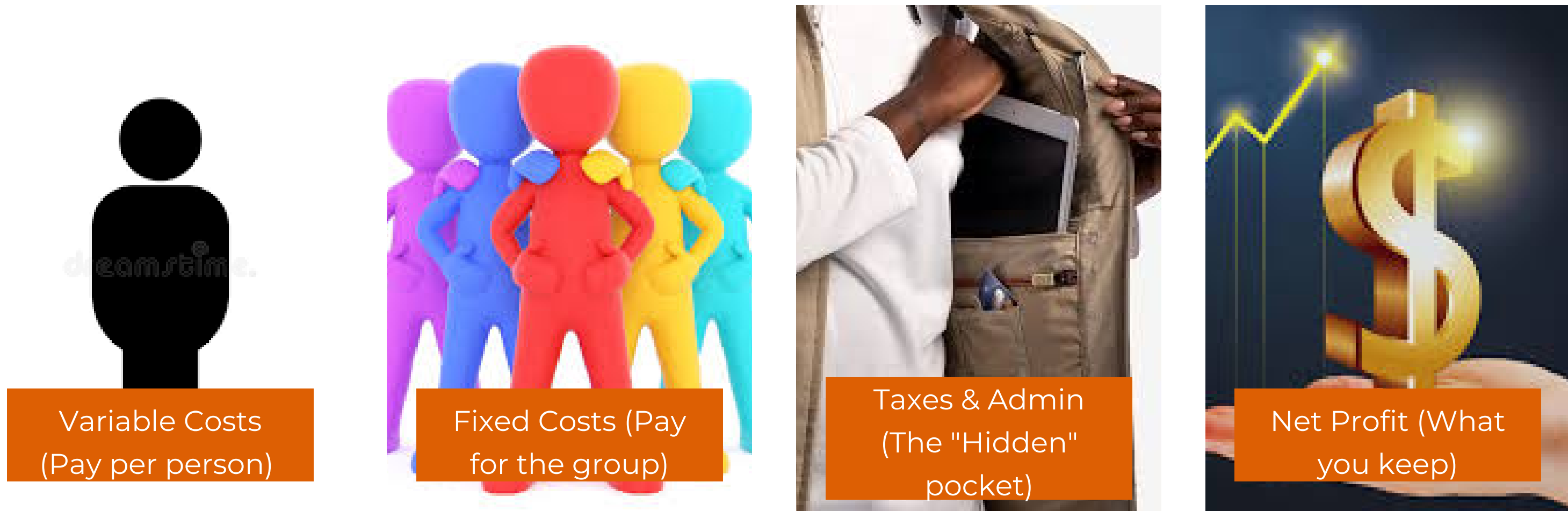


Pricing is Strategy

Your price tells the world who you are—Luxury, Standard, or Budget.

The "Business Wallet" Metaphor

Imagine your customer pays you 100%. That money must be divided into 4 pockets:



i.e. Food, entrance tickets, hotel rooms. If 1 person comes, you pay 1 share.

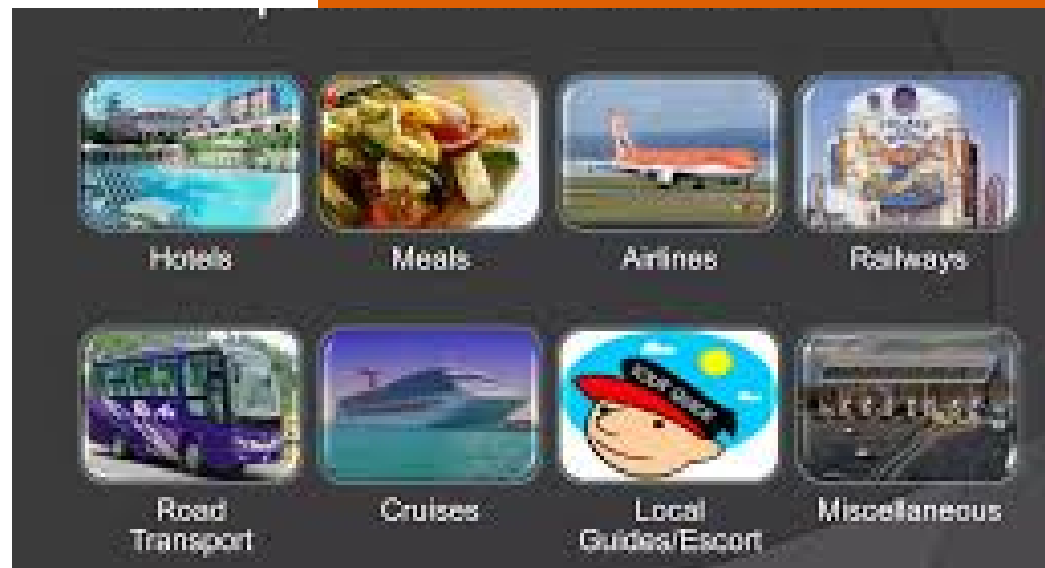
i.e. Bus rental, tour guide fee. Whether you have 1 guest or 20, you pay the same amount.

VAT, office rent, marketing, bank transfer fees.

This is the money left ONLY after the first 3 pockets are filled.

Costing vs. Pricing

It is important to know the difference between these two terms:



Costing (The Reality): Gathering all the "real" numbers and expenses. This is Math.



Pricing (The Strategy): Deciding how much to sell it for based on your brand and the market. This is Marketing.



The Golden Formula:

$$\text{Price} = \text{Cost} + \text{Profit} + \text{Buffer}$$

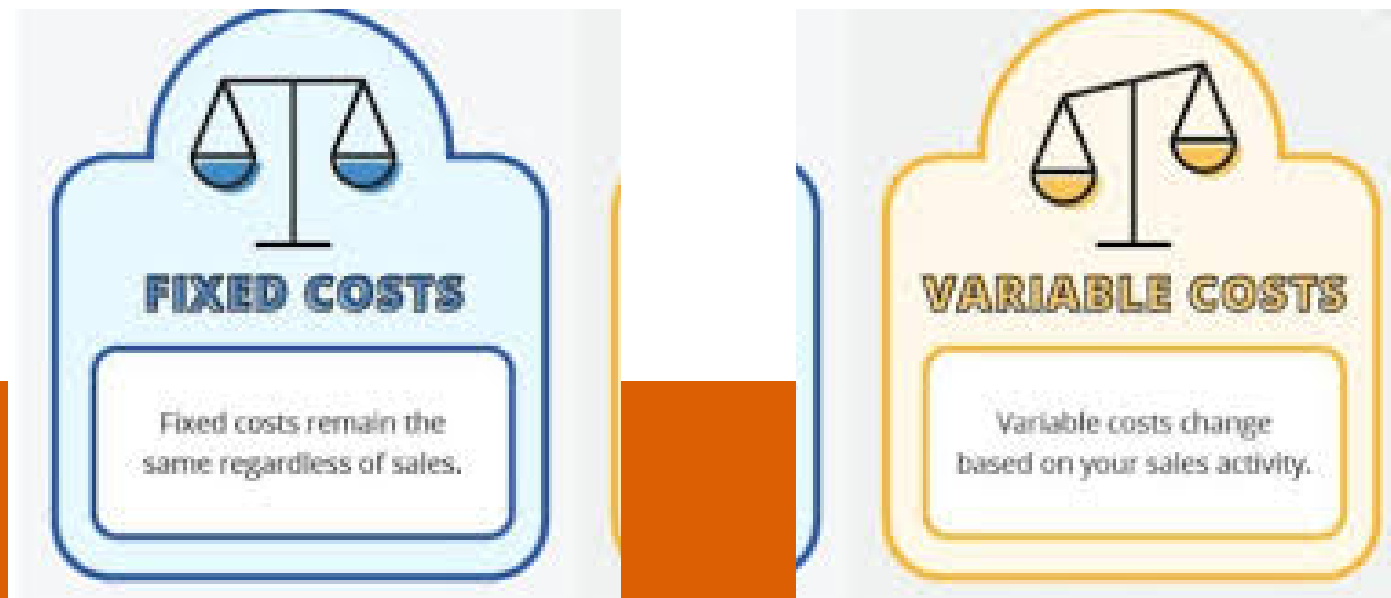
**** (Buffer is the extra money kept aside for unexpected risks).**

Tour Cost Components

Tourism, Hotel and Event Management

The Two Pillars of Costing

In the tour business, every expense falls into one of two categories:



T H E M



Fixed Costs (The "Group" Costs):

- **Definition:** Expenses that stay the same whether you have 1 guest or 20 guests.
- **Metaphor:** Like "House Rent." You pay the same price no matter how many people sleep there.
- **Examples:** Bus rental, Guide fees, Driver allowance, Parking fees.



Variable Costs (The "Per Person" Costs):

- **Definition:** Expenses that increase or decrease based on the number of people.
- **Metaphor:** Like "Ordering Food." If you order 1 plate, you pay for 1. If you order 10, you pay for 10.
- **Examples:** Meals, Entrance tickets, Hotel rooms (per person), Travel insurance.

Key Point: The Economy of Scale

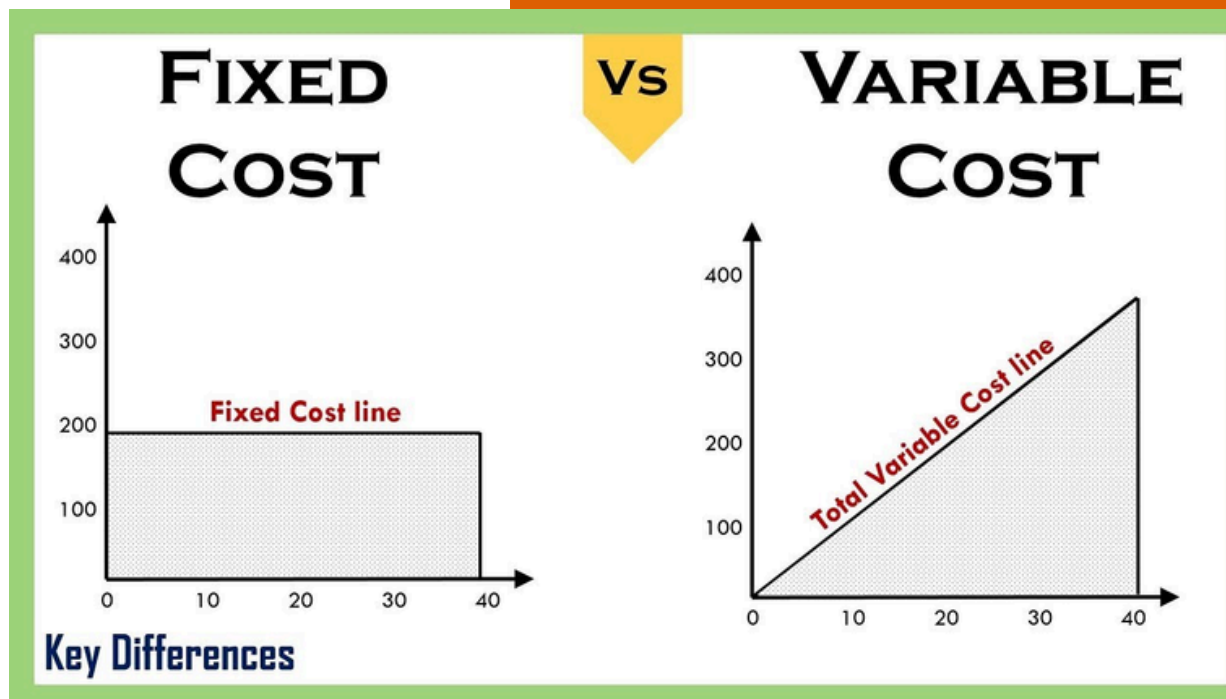
This is the most important logic for tour pricing:

"Fewer people = Higher cost per head
More people = Lower cost per head"

The Simple Math (Example for PPT): Imagine a Bus
Rental costs \$1,000 (Fixed Cost).

- If 10 people join: The cost per person is $\$1,000 \div 10 = \100 .
- If 40 people join: The cost per person drops to $\$1,000 \div 40 = \25 .

Conclusion: Variable costs (like a \$20 meal) stay at \$20. But Fixed Costs are what make a tour expensive or cheap for the customer.



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Deep Dive into Fixed Costs

Tourism, Hotel and Event Management

Why care about Fixed Costs?

Fixed Costs are "Sunk Costs" once the trip begins. Whether your guests show up or not, you must pay 100% of these expenses.



The Components

Vehicle Rental: Bus/Van

Choosing the right vehicle size is key. A 40-seat bus with only 15 guests means a very high cost per person. Watch out: Check if the rental includes fuel or not.



Specialist / Tour Guide Fee

Guides charge a "Day Rate," not per person. Specialist speakers (e.g., historians or bird experts) will have higher fixed fees.



Driver Allowance & Accommodation

For overnight trips, you must cover the driver's room and meals. This is usually a flat rate per night.

Parking & Toll Fees

These seem small, but airport parking and multiple highway tolls can add up to thousands of Baht.

Variable Costs (Pay per Head)

Tourism, Hotel and Event Management

The Components

Meals

Calculated per meal per person. Watch out: Check if the price includes beverages, Service Charge, and VAT. In some countries, drinking water isn't free at restaurants.



Entrance Fees

Paid based on the actual number of tickets purchased. Watch out: Double-check pricing for children, seniors, and the difference between Local vs. Foreigner rates.



Accommodation: Twin vs Single

Usually calculated as "Half-Twin" (room price divided by 2). Critical Point: If a guest travels alone without a roommate, they must pay a "Single Supplement" to cover the full cost of the room.

Accident Insurance

A mandatory cost by Thai law. Tour operators must provide travel accident insurance for every guest based on the actual manifest.

Souvenirs & Amenities

Small items to impress guests, such as drinking water, cold towels, snacks on the bus, or small souvenirs.

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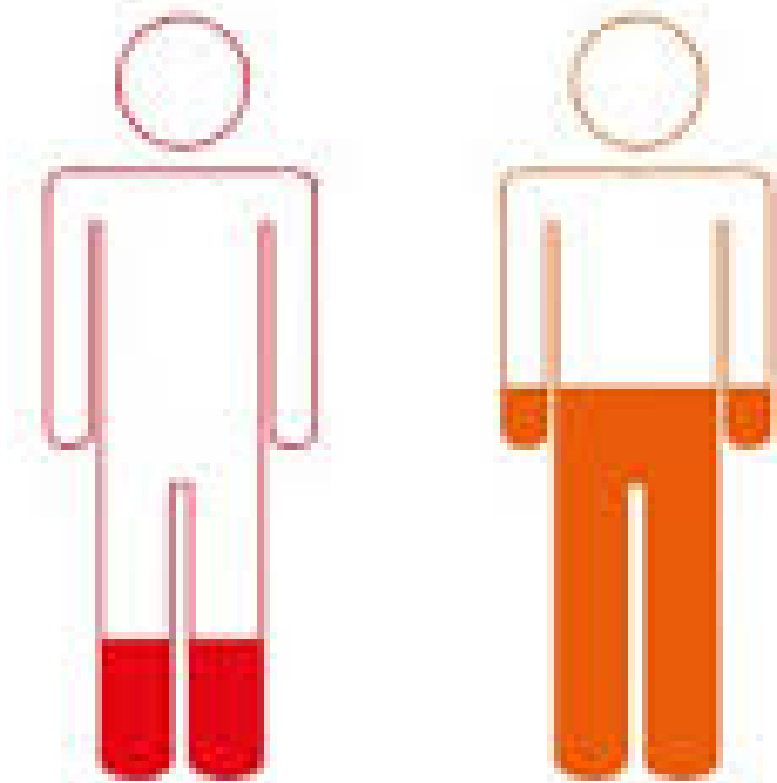
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Free of Charge

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What is FOC?

FOC stands for "Free of Charge." In the tour business, it refers to the free spots given to the Group Leader or Tour Conductor (TC). However, "nothing is truly free." Their expenses are distributed among the paying guests.



What are the TC's Costs?

Before calculating, you must list everything the Tour Leader needs:



Allowances

1. Accommodation:

Usually a Single Room (more expensive than half-twin).

2. Meals: Same as the guests.

3. Transport: Flight ticket or a seat on the bus.

4. Insurance: Travel insurance for the TC.

5. Daily Allowance: The salary or pocket money for the TC per day.

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Outbound Tour & Risk Management

Tourism, Hotel and Event Management

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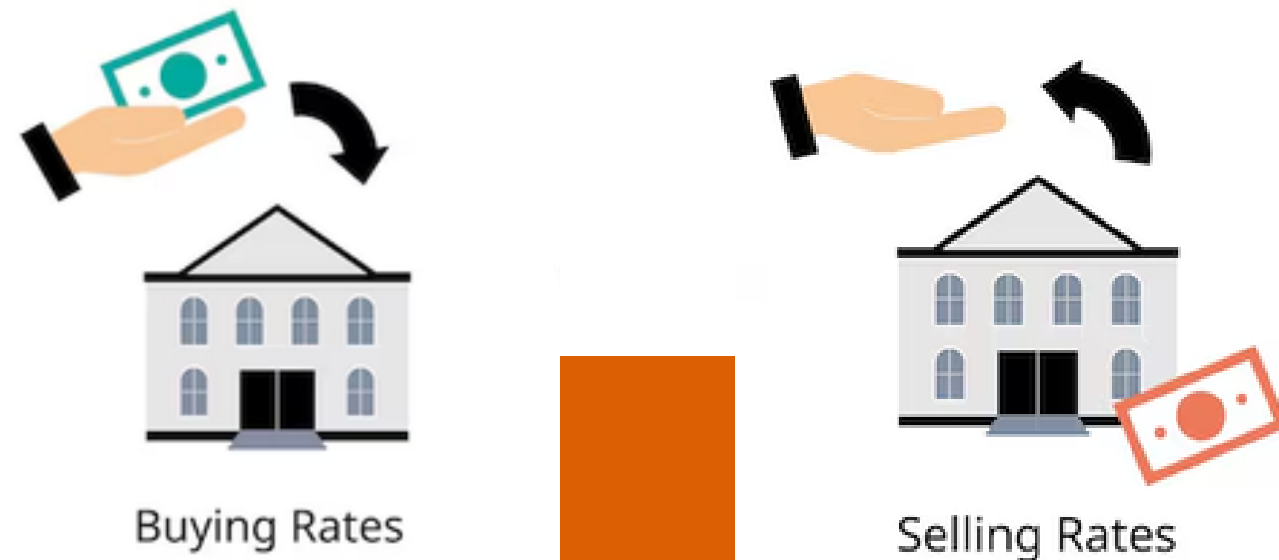
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Currency Exchange Management

Tourism, Hotel and Event Management

Selling Rate Using

When calculating outbound costs, you must "buy" foreign currency from the bank. Always use the "Selling Rate," which is the highest price the bank charges you.



Buffer Rate

Currency rates change daily, but your tour price cannot. You must add a "Buffer" (e.g., if the rate is 35, calculate at 36). This protects your profit if the currency value jumps before you pay the supplier.

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International Specifics Details

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Mandatory Tips

In many countries, tips for local guides and drivers are "Mandatory." You must clearly state if your price "Includes" or "Excludes" tips to avoid customer complaints during the trip.



Airlines Ticket Series Seats vs. Ad-hoc

Series Seats: Pre-purchased blocks of seats. Cheaper but risky (you must fill the seats).

Ad-hoc: On-demand booking. More expensive but no risk of unsold inventory.

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Psychological Pricing

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The Power of 9

Humans read from left to right. 29,900 feels like it's still in the "20,000 range," while 30,000 feels much more expensive. This is the "Left-digit effect."



Price Bundling

All-inclusive pricing usually sells better than hidden fees. Customers prefer the "Pay once, enjoy everything" feeling.

Bundle Pricing

\$12 + = \$15

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Sample Tour Costing Form

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Name of Tour: No. of Customer: PAX.

1. Transportation:

1.1 Net Airfair : Per Person =Bahts

1.2 Motorcoach Cost : Bahts * Day(s) / No. of Customer Pax = Bahts.

- Parking Fee Bahts.

- Tolls Fee Bahts.

1.3 Ship or Boat Travel: Bahts * Day(s) / No. of Customer Pax = Bahts.

- Snorkeling/Scuba Diving Equipment: Bahts/Per Person

1.4 Train Travel: Bahts/Per Person

1.5 Miscellaneous Transportation: Bahts/Per Person

(A) Total Bahts/Per Person

2. Accommodation

Name of Hotel:	Room Cost Per Night * No. of Night / 2 Pax per room = Cost Per Pax		Room Type
1. ..Hotel A.....1,500.....	*1..... / 2 Pax..... = 750 bahts/pax	SGL
2.	* / =
3.	* / =

(B) Total Bahts/Per Person

3. Meals

Day	Breakfast Cost/Pax	Lunch Cost/Pax	Dinner Cost/Pax
1.1th.....FOC.....300 bahts.....300 bahts.....
2.
3.

(C) Total Bahts/Per Person

4. Entrance Fee

Name of Attraction	Cost Per pax
1.Doi Tung.....150 bahts/pax.....
2.
3.

(D) Total Bahts/Per Person

5. Tour Guide

Kind of Guide	No. of Guide * Price/day * No. of Day / No. of Customer = bahts per person		
1.Guide.....1 Pax.....	* ..1,500 Bahts. *4 days.. /35 Pax..... =bahts per person
2.
3.

(E) Total Bahts/Per Person

7. Others Cost

List of Cost	Cost Per pax
1.Souvenirs.....50 bahts/pax.....
2. Driver Tips....200 bahts / Pax.....
3.Insurance.....150 bahts/Pax/all trip.....

(F) Total Bahts/Per Person

8. Working Expense: Approx. 8 %: bahts/Per person. (Cost after plus A - F)

(G) Total Bahts/Per Person

9. Profits: Approx. Min 15 %: bahts/Per person. (Cost after plus A - F)

(H) Total Bahts/Per Person

10. Vats: 8 %: bahts/Per person.

(I) Total Bahts/Per Person

TOTAL

1. Costing: $A+B+C+D+F+G+I = \dots\dots\dots$ Bahts/Per Person

2. Pricing: $(A+B+C+D+F+G+I) + H = \dots\dots\dots$ Bahts/Per Person

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Thank You

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