

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Certificate in Tour Packaging & Costing

Practitioner Level



LAPT — London Academy of Professional Training

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Reference TT-TAT-P • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-TAT-P
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Costing and Pricing Strategies

5 chapters · 30 classes

90 marks

• 1 Understanding Cost Components in Tour Packaging — 6 classes

› 1.1 Identifying Key Cost Components in Tour Packages

› 1.2 Analyzing Fixed and Variable Costs

› 1.3 Exploring Direct and Indirect Costs Impact

› 1.4 Calculating Break-even Points for Tours

› 1.5 Evaluating Supplier Contracts and Their Costs

› 1.6 Applying Cost Components to Package Pricing

• 2 Essential Techniques for Cost Analysis — 6 classes

› 2.1 Understanding Cost Components in Tour Packaging

› 2.2 Identifying Fixed and Variable Costs

› 2.3 Analyzing Break-Even Points in Cost Structures

› 2.4 Allocating Overhead Costs Effectively

› 2.5 Implementing Market-Based Pricing Strategies

› 2.6 Evaluating Profit Margins and Pricing Models

• 3 Pricing Strategies and Market Positioning — 6 classes

› 3.1 Understanding Market Positioning in Tourism

› 3.2 Identifying Key Factors in Pricing Strategy Development

› 3.3 Analyzing Competitive Pricing Models

› 3.4 Crafting a Value-Based Pricing Approach

› 3.5 Evaluating Cost Structures in Tour Packaging

› 3.6 Implementing Dynamic Pricing Tactics

• 4 Dynamic Pricing and Yield Management — 6 classes

› 4.1 Understanding the Basics of Dynamic Pricing

› 4.2 Identifying Factors Influencing Dynamic Pricing

› 4.3 Exploring Yield Management Principles

› 4.4 Analyzing Real-World Applications of Dynamic Pricing

› 4.5 Implementing Yield Management Strategies in Tourism

› 4.6 Evaluating Success through Dynamic Pricing Metrics

• 5 Costing and Pricing for Niche Markets — 6 classes

› 5.1 Understanding Niche Market Dynamics

› 5.2 Identifying Cost Drivers in Niche Markets

› 5.3 Analyzing Consumer Behavior in Specialty Tourism

› 5.4 Developing Tailored Pricing Strategies

› 5.5 Assessing Competitor Pricing in Niche Segments

› 5.6 Crafting a Comprehensive Pricing Package

• 1 Understanding Client Needs for Customised Travel — 6 classes

- › 1.1 Identifying Key Client Preferences
- › 1.2 Analyzing Client Travel Goals
- › 1.3 Understanding Client Budget Constraints
- › 1.4 Assessing Client Destination Interests
- › 1.5 Mapping Client Travel Itinerary Needs
- › 1.6 Customizing Solutions to Meet Client Expectations

• 2 Designing Tailor-Made Itineraries — 6 classes

- › 2.1 Understanding Client Preferences and Needs
- › 2.2 Conducting Destination Research Effectively
- › 2.3 Integrating Activities and Experiences
- › 2.4 Crafting a Balanced Travel Itinerary
- › 2.5 Collaborating with Suppliers and Vendors
- › 2.6 Presenting and Reviewing Tailor-Made Itineraries

• 3 Costing Strategies for Customised Packages — 6 classes

- › 3.1 Understanding the Basics of Travel Package Costing
- › 3.2 Identifying Key Elements that Affect Package Costs
- › 3.3 Applying Pricing Models to Customised Travel Packages
- › 3.4 Evaluating Supplier Contracts and Negotiating Rates
- › 3.5 Crafting Competitive and Profitable Travel Packages
- › 3.6 Implementing Dynamic Pricing Strategies for Customised Offers

• 4 Leveraging Technology in Customised Travel Solutions — 6 classes

- › 4.1 Understanding Technology in Tailored Travel Experiences
- › 4.2 Exploring Travel Management Software Tools
- › 4.3 Utilizing Online Platforms for Travel Customization
- › 4.4 Analyzing Data-Driven Travel Personalization Techniques
- › 4.5 Implementing Mobile Solutions in Travel Packaging
- › 4.6 Integrating AI and Machine Learning for Tailored Travel Plans

• 5 Advanced Techniques in Client Relationship Management — 6 classes

- › 5.1 Understanding Client Relationship Management Frameworks
- › 5.2 Identifying Client Needs and Preferences
- › 5.3 Building Trust and Rapport with Clients
- › 5.4 Customising Travel Solutions for Enhanced Client Satisfaction
- › 5.5 Implementing Feedback Mechanisms for Continuous Improvement
- › 5.6 Leveraging Technology for Effective Client Engagement

• 1 Understanding the Dynamics of Tour Operations — 6 classes

- › 1.1 Examine the Structure of Tour Operations
- › 1.2 Analyze Key Components in Tour Package Design
- › 1.3 Explore the Role of Supply Chain in Tour Operations
- › 1.4 Identify Cost Factors in Tour Operations
- › 1.5 Assess Tools for Enhancing Operational Efficiency
- › 1.6 Implement Strategies for Cost Reduction and Profit Maximization

• 2 Streamlining Tour Itinerary Planning — 6 classes

- › 2.1 Understanding the Components of a Tour Itinerary
- › 2.2 Analyzing Customer Needs for Customized Itineraries
- › 2.3 Selecting Destinations and Activities Efficiently
- › 2.4 Optimizing Route Scheduling for Maximum Efficiency
- › 2.5 Incorporating Feedback to Refine Itinerary Offerings
- › 2.6 Implementing Tools for Streamlined Itinerary Planning

• 3 Efficient Resource Management in Tours — 6 classes

- › 3.1 Understanding Resource Allocation in Tour Operations
- › 3.2 Identifying Key Resources for Efficient Tour Management
- › 3.3 Analyzing Cost-Benefit in Resource Utilization
- › 3.4 Implementing Effective Resource Scheduling Techniques
- › 3.5 Optimizing Supplier Relationships for Resource Efficiency
- › 3.6 Evaluating Resource Management Strategies in Tours

• 4 Cost Analysis and Pricing Strategies for Tours — 6 classes

- › 4.1 Understanding the Fundamentals of Cost Components in Tours
- › 4.2 Analysing Fixed and Variable Costs in Tour Operations
- › 4.3 Calculating Breakeven Points for Tour Packages
- › 4.4 Exploring Pricing Models and Strategies for Tours
- › 4.5 Implementing Dynamic Pricing in Tour Packages
- › 4.6 Evaluating Cost-Effective Strategies in Tour Operations

• 5 Evaluating and Enhancing Operational Efficiency — 6 classes

- › 5.1 Understanding Key Metrics for Operational Efficiency
- › 5.2 Analyzing Performance Data to Identify Inefficiencies
- › 5.3 Streamlining Communication Channels in Tour Operations
- › 5.4 Implementing Technology Solutions for Efficiency Gains
- › 5.5 Developing Cost-Effective Tour Packages
- › 5.6 Applying Continuous Improvement Strategies in Operations

• 1 Understanding Tour Package Components and Value

Propositions — 6 classes

- › 1.1 Exploring the Core Components of Tour Packages
- › 1.2 Identifying Key Value Propositions in Tour Offerings
- › 1.3 Analyzing Market Demand and Traveler Preferences
- › 1.4 Evaluating Competitive Strategies in Tour Packaging
- › 1.5 Designing Compelling Tour Package Offers
- › 1.6 Communicating Value to Enhance Tour Package Appeal

• 2 Marketing Strategies for Targeting Key Travel Markets — 6 classes

- › 2.1 Understanding Key Travel Market Segments
- › 2.2 Analyzing Travel Market Trends and Data
- › 2.3 Crafting Tailored Marketing Messages for Diverse Markets
- › 2.4 Utilizing Digital Channels for Targeted Marketing
- › 2.5 Developing Strategic Partnerships with Travel Agents
- › 2.6 Evaluating the Effectiveness of Marketing Strategies

• 3 Digital Branding and Promotion in Tour Packaging — 6 classes

- › 3.1 Understanding Digital Branding in Tour Packaging
- › 3.2 Leveraging Social Media for Tour Promotion
- › 3.3 Creating Engaging Content for Tour Packages
- › 3.4 Utilizing SEO to Boost Tour Package Visibility
- › 3.5 Analyzing Online Audience for Targeted Promotions
- › 3.6 Measuring Success of Digital Branding Strategies

• 4 Building Customer Relationships and Enhancing Client Retention

— 6 classes

- › 4.1 Understanding Customer Relationships in Tour Sales
- › 4.2 Identifying Key Factors for Client Retention
- › 4.3 Implementing Effective Communication Strategies
- › 4.4 Customizing Tour Packages to Enhance Loyalty
- › 4.5 Leveraging Feedback for Relationship Improvement
- › 4.6 Evaluating Retention Strategies through Case Studies

• 5 Optimizing Pricing Strategies for Competitive Advantage — 6 classes

- › 5.1 Understanding Market Dynamics in Pricing
- › 5.2 Identifying Key Factors in Pricing Strategies
- › 5.3 Analyzing Competitors' Pricing Models
- › 5.4 Exploring Psychological Pricing Techniques
- › 5.5 Implementing Discount Strategies Effectively
- › 5.6 Evaluating Pricing Strategy Performance

• 1 Understanding Supplier Contracts in Tourism — 6 classes

- › 1.1 Exploring the Essentials of Supplier Contracts
- › 1.2 Identifying Key Clauses in Tourism Agreements
- › 1.3 Analyzing Common Contractual Terms and Conditions
- › 1.4 Evaluating Legal Implications in Supplier Partnerships
- › 1.5 Comparing Different Types of Supplier Contracts
- › 1.6 Applying Effective Negotiation Tactics in Contracting

• 2 Analyzing Contractual Terms and Conditions — 6 classes

- › 2.1 Understanding Key Contractual Terms
- › 2.2 Identifying Important Clauses in Supplier Contracts
- › 2.3 Assessing Legal Implications of Contract Terms
- › 2.4 Evaluating Risk Factors in Contractual Agreements
- › 2.5 Analyzing Financial Implications of Contract Conditions
- › 2.6 Applying Contract Terms to Case Studies

• 3 Evaluating Supplier Performance and Compliance — 6 classes

- › 3.1 Understanding Supplier Performance Metrics
- › 3.2 Identifying Key Compliance Requirements
- › 3.3 Analyzing Performance Data for Trends
- › 3.4 Evaluating Supplier Compliance Records
- › 3.5 Comparing Supplier Performance Against Standards
- › 3.6 Making Informed Decisions About Supplier Relationships

• 4 Negotiating Contract Amendments and Renewals — 6 classes

- › 4.1 Understanding the Basics of Contract Amendments
- › 4.2 Identifying Key Contractual Elements for Negotiation
- › 4.3 Analyzing Contract Renewal Needs and Opportunities
- › 4.4 Developing Strategies for Effective Contract Negotiation
- › 4.5 Practicing Negotiation Techniques with Suppliers
- › 4.6 Implementing Successful Contract Amendments and Renewals

• 5 Assessing Risk and Legal Implications in Supplier Contracts — 6 classes

- › 5.1 Understanding the Basics of Supplier Contracts
- › 5.2 Identifying Risk Factors in Supplier Agreements
- › 5.3 Evaluating Legal Implications in Contract Terms
- › 5.4 Analyzing Clauses for Potential Liabilities
- › 5.5 Mitigating Risks through Effective Contract Management
- › 5.6 Applying Risk Assessment Techniques in Real-World Scenarios

• 1 Understanding the Fundamentals of Tour Packages — 6 classes

- › 1.1 Exploring the Basics of Tour Packages
- › 1.2 Identifying Key Components of a Tour Package
- › 1.3 Analyzing Different Types of Tour Packages
- › 1.4 Examining the Role of Suppliers in Tour Packaging
- › 1.5 Understanding Pricing Strategies for Tour Packages
- › 1.6 Applying Market Research in Tour Package Design

• 2 Market Research and Destination Analysis — 6 classes

- › 2.1 Understanding the Importance of Market Research in Tour Packaging
- › 2.2 Identifying Key Market Segments for Tour Packages
- › 2.3 Analyzing Tourist Preferences and Trends
- › 2.4 Conducting a Competitive Analysis of Destinations
- › 2.5 Evaluating Destination Attractiveness and Feasibility
- › 2.6 Applying Market Research to Design Effective Tour Packages

• 3 Designing Customized Tour Itineraries — 6 classes

- › 3.1 Understanding Client Needs for Custom Tours
- › 3.2 Researching Destinations and Attractions
- › 3.3 Crafting Aesthetic and Practical Itinerary Elements
- › 3.4 Balancing Cost with Client Expectations
- › 3.5 Integrating Logistics and Scheduling
- › 3.6 Presenting and Finalizing the Custom Itinerary

• 4 Costing Strategies and Financial Planning — 6 classes

- › 4.1 Understanding Cost Components in Tour Packaging
- › 4.2 Exploring Different Costing Approaches
- › 4.3 Analyzing Fixed and Variable Costs in Tours
- › 4.4 Developing Effective Budgeting Strategies
- › 4.5 Applying Break-even Analysis in Tour Planning
- › 4.6 Evaluating Profit Margins and Financial Sustainability

• 5 Legal, Ethical, and Safety Considerations in Tour Packaging — 6 classes

- › 5.1 Understanding Legal Requirements in Tour Packaging
- › 5.2 Identifying Ethical Practices in Tour Design
- › 5.3 Ensuring Safety Compliance in Tour Operations
- › 5.4 Analyzing Case Studies of Legal and Ethical Issues
- › 5.5 Applying Ethical Standards in Tour Package Creation
- › 5.6 Developing Risk Management Strategies for Tour Safety