

Meaning of Itinerary

An itinerary is a schedule or an arrangement of programmes or events. It is prepared for designing package tour. The origin, destination and en-route halting points and duration of halts along with elements of services like hotel rooms, transports, activities and miscellaneous services are clearly described in tour itinerary. An itinerary gives detailed information about nature, type, length and quality of package tour. Importantly, it determines sales of package tour and it is aptly a selling point for alluring customers to buy package tour

Importance of Itinerary

Itineraries are also prepared for customers for air travel. The nature of air travel or train travel or road travel does not include other essential components of package tour. The air or rail itinerary highlights on departure and arrival time of flight or trains, terminal or station details, number of flight and trains, baggage limits, transits, seat allocation and minimum check-in time in case of flight and suggested arrival time at station. However, it is an itinerary designed for FIT and they themselves arrange other component of services.

However, it doesn't explain the type of marketing plan and strategy for positioning or branding package tour in market. An itinerary includes all kinds of requirement of package tour and it is basically regarded as complete itinerary to satisfy travel, stay and activities. It is essentially important to ensure quality of package tour. The quality can be measured from the suitability, nature and comprehensiveness of a tour itinerary as it is described in tour brochures. It gives much confidence and interest to undertake journey to places of interest. Or else, it gives so much uncertainty and other problems in the tour

Thus, tour itinerary is printed in brochures with elaborate description of places of interest and kinds of services. Tour brochures are printed after expert team visits the places of interest, properties and other on-site activities. Accordingly, it includes logical inclusion and exclusion of services and sequential arrangement of a variety of features considering the needs and pleasure of customers. The core business of tour wholesalers or tour operators is package tour. A planned itinerary eliminates much of the tension and problems at the time of operation of tour. For example, when a particular tablet or injection is prescribed to heal the diseases without experimentation or test, it may have serious negative impacts and there may be many side effects

The same example may be applicable to use itinerary without having proper test. Itinerary gives a frame through which package tour is conducted and other features are also incorporated to enhance value of package. Thus, logical planning along with familiarization trip is generally done to ensure precision in the operation of tour. There can be additions or deletions as the process continues to produce an appealing itinerary. Before the finalization of tour itinerary along with the route, one or two FIT or small group tours are conducted to analyze the feedback of customers. One tour operator can design package tour on the basis of itinerary as it is a final product for sale. Tour operator provides seamless itinerary and it can be tailor-made or customized or specialized. Thus, it is important to study the meaning and importance of itinerary planning and tour packaging

