



# EXERCISES

## Module 2 : Tourism Package

### Exercise 1 -

Select on successful experience tourism package for analysis using the following sources as examples :

[intrepidtravel](#)

[national geographic](#)

Then, answer the following questions :

- What activities are included in the package ?
- how do these activities engage tourists in a meaningful manner ?
- What cultural or environmental features are highlighted ?
- What distinguishes these packages and makes them appealing ?

Then, from your experiences and the work prior, make a list of components required for a successful experience tourism package.

### Exercise 2 -

Create your own tourism package ! chose a destination and a theme. Include activities, experiences, accomodation choices, transportation, meals, guide, etc,...

Create the agenda of this package, ensure each day are equals and give precise examples.

Create a presentation or a text to sum up all your ideas.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.





# EXERCISES

## Module 2 : Tourism Package

### Exercise 3 -

Determine the intended audience of your package (age, hobbies,...) and create a marketing strategy including : marketing objectives, key message, marketing channel budget and timeline

then, with Canva create advertising materials : leaflet/brochure, scovial media posting and an email newsletter.

### Exercise 4 -

Create now a list of all the potential expences of your package. Consider accomodation, transport, activities and everything you've planned in the exercises prior.

Determine your price approach for tourists considering your own expences but also the competition, cost-plus, etc,....

Set also a marge.

Then, you can compare the price you came with, with other price on the real market. Look up for some tourist package and compare.



# EXERCISES

## Module 3 : Design Ecotourism

### Exercise 4 - A collaborative board (1 hour)

A collaborative board where students can post examples of sustainable ecotourism trips from their country or from around the world.  
Followed by discussion after.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the  
Erasmus+ Programme  
of the European Union



# EXERCISES

## Module 3 : Design Ecotourism

### Exercise 1 -

Make a list of your stakeholders, if you want to start a travel agency offering wildlife observation tours in Nepal ?

(research should be about 20 minutes with after 40 minutes of sharing)

### Exercise 4 - A collaborative board (1 hour)

A collaborative board where students can post examples of sustainable ecotourism trips from their country or from around the world.

Followed by discussion after.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.