| TRAINING #2<br>ONLINE PAYMENTS & TOUR PRICE CALCULATION | |
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| **Basic information** | |
| *Type of training* | Informal education |
| *Duration* | 2 days |
| *Level of difficulty* | Advanced |
| *Mentor* | Miroslav Ivanović, PhD in Tourism |
| *Topics* | **Tourism product cost and tourism product sales price**<br>**Tourism tours price differentiation** (high and low price policy, seasonal differentiation, fluid pricing)<br>**Examples & experiences**: Calculation of costs and prices of tourist product / tourism tour<br>**Online payment in tourism** (Online and offline payments, Payment cards and alternative payment methods, Integration with Payment Gateway service) |
| *Main goals* | Better understanding of the policy of defining prices and acquiring price regional competitiveness (price differentiation)<br>Introduction of faster and more safe and secure payment methods. Possibilities of application in practice for tourism tours payments. |
| *Expected results* | Improved and adopted theoretical knowledge, practical experiences. Improved principles of price calculation and payments |
| **Training Content and Metodology** | |
| *Content &*<br>*Training Flow*<br>*Description* | ***Theoretical content*** - Presentation and understanding the price calculation process. Diference between tourism product cost and tourism product sales price. Calculation: Pre-calculation phase and Final calculation phase. Cost calculation: basic costs and cost of the additional services. Calculation cost of the tour organizer. Calculation of the sales price per passenger.<br>***Practical work*** - Price calculation on a given itinerar (calculation of the accomodation costs, travel costs, outdoor activities, degustation process, equipment rental, tour guiding, additional services, animation, travel insurance etc). Calculation of the sales price per passenger. |
| *Metodology* | Ex Cathedra, presentation, case study analysis, discussion, group work, group presentation and simulation. |
| **Logistics** | |
| *No. of participants*<br>*(max 10)* | *5 - 10 (service providers - tour operators, guides, F&B service representatives, accomodation providers, outdoor activities service providers...)* |
| *Location* | *- indoor or covered space with tables and chairs* |
| *Necessary tools*<br>*and equipment* | *- a projector and projection screen*<br>*- flipchart with paper*<br>*- markers (different colors)*<br>*- laptop computer*<br>*- working paper*<br>*- internet connection* |