



# Welcome2Mongolia.com Tour Sales and Marketing Advice

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## **ABBREVIATIONS AND ACRONYMS**

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DMO	Destination Marketing Organization
DMS	Destination Marketing System
EPRC	Economic Policy Reform and Competitiveness Project
SMTE	Small and medium-size tourism enterprise
TDBM	Trade and Development Bank of Mongolia
USAID	United States Agency for International Development
W2M	Welcome to Mongolia



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## SECTION I: BACKGROUND

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### 1. Introduction to the concept

The objective of this report is to advise on the development of the Welcome2Mongolia tourism portal for Mongolia, and in particular how to create an effective online tour listing, inquiry and booking system to market Mongolia's tourism products. To put this in perspective it will help to first look at the objectives of the portal, and relate this to current trends in the internet marketing of travel, tourism and destinations; and secondly to briefly discuss the design of websites for the effective marketing and sales of tourism products.

DOT.MN states that it is:

“a partnership of organizations such as Internet marketing company **Dama International, Tourist Information Center**, a **travel NGO, Khan Bank**, one of the largest bank of Mongolia and individuals with joint purpose to improve Mongolia's presence in the WWW. There are well trained and experienced employees working to meet expectations of the company stakeholders and customers. To reach its goal the company has been developing and maintaining four portal sites for users with different interest or need for information or services of Mongolia.”

DOT.MN's mission statement for the Welcome2Mongolia website is:

“...those who are planning to travel Mongolia will use [www.welcome2mongolia.com](http://www.welcome2mongolia.com) and find travel guides and booking engines. Flights, hotels, tours information will help to plan the trip. Communications and orders will be handled through helpdesk and customer service team. Payments are possible by credit card through online secure server system. More than half of all hotel, guesthouses and tourist camps in Mongolia are registered in the database. The tourists can select package tour or inquire customized tours with the help of tour operators. The cheapest flight tickets offered by local travel agent can be booked by online booking engines available at this portal.”

To complement the W2M site, DOT.MN have developed [www.guide-mongolia.com](http://www.guide-mongolia.com)

“...This site will introduce historical and modern Mongolia, its economy, people, and nature. From geographical maps to the nomadic dwelling – ger introduction, every aspect of life of this lovely country will be open for surfers to explore. Rich content on Genghis Khan or stories of travelers might attract some visitors to take a tour to Mongolia.”

DOT.MN aims to promote and market Mongolia on the internet. With its four 'portal' websites, two of which focus on tourism, DOT.MN will be providing: comprehensive tourist information; a visible presence on the internet with high search engine rankings; online booking engines for flights, hotels and tours; and a package tour listing system to promote the services of Mongolian Tour Operators. This ambitious business plan offers comprehensive internet marketing for Mongolian's tourism industry.

### 2. Destination marketing systems

Organizations that promote and market the tourism industry of a particular country or destination are known as **Destination Marketing Organizations (DMO's)**; with its focus on website development, internet marketing and online inquiry and booking functions, DOT.MN is in fact creating many of the elements of an online Destination Marketing System, known as **eDMS**.

Destination Marketing considers *Tourism Destinations* as *Umbrella Brands* that need to be promoted as one entity for each target market that they try to attract. Increasingly the internet is becoming the primary source of destination information. A Destination Marketing System (DMS) is a marketing tool promoting tourism products of a particular destination. DMS can use computer and communication technologies to provide Visibility and Accessibility to the destination, this is an information and reservations approach. eDMS allow the presentation of information about a destination in powerful interactive and visual forms.

A DMS should act as the professional link between customers, suppliers, travel intermediaries, and tourism authorities. It should provide:

- Consolidation and organization of accurate detailed information on destinations, services, and package tours
- Definition of standardized and general selection criteria
- Input and maintenance of data and information via a service centre
- Standardization of Presentation in various distribution interfaces
- Integration of various services in one area
- Individual organization of offers in alignment with the requirements of various target groups and markets
- A reservation capability for accommodations and facilities in the destination

One of the *Critical Success Factors* for DMS is the creation of a comprehensive product database of attractions, accommodations, and other travel information, with explicit data quality control and cost-effective maintenance procedures [Web Marketing Tourism Destinations, Paulo Rita].

eDMS can provide cost-effective solutions for destination marketing through reduced staffing requirements, options for online transactions, and effective distribution of sales and marketing materials on the internet.

We can see many similarities between DMS models and the portal model proposed by DOT.MN; in particular the creation of a comprehensive database of products and services. Some distinctions are that DOT.MN will be a self-financing private business and needs to generate revenue from the services that it provides; this may create some conflicts in areas such as selection and quality control of tours and services that will be listed on the site: DOT.MN has chosen provide a tour listing service as part of a membership scheme, and will be under pressure to sell memberships rather than implement rigorous quality control over these listings. One advantage is that members will be able to upload their own product information, and respond to inquiries themselves; this will reduce the staffing requirements for the portal.

### **3. Trends in internet marketing of travel, tourism and destinations**

The following is a brief review of abstracts, articles and publications concerning current trends in the internet marketing of travel, tourism and destinations.

#### **3.1 Development of Destination Marketing Organizations, DMO's.**

“Destination marketing organizations (DMOs) have long been structured and their strategies influenced by traditional distribution processes and passive customers. Now things have changed, with the customer taking over the process and rendering the previously normal processes redundant. DMOs need to get away from promoting the destination to a mass market and relying on an outdated distribution system, and instead engage the customer to ensure they

effectively promote and provide the experience they are wanting. This will require a major change in the role, the structure and the skills of destination marketing organizations.”

**Destination marketing organizations—Connecting the experience rather than promoting the place:** John King; *Journal of Vacation Marketing*, Vol. 8, No. 2, 105-108 (2002)

### **3.2 Secure Payment Methods are essential**

- In general, e-buyers consider "secure payment methods" and "specifically designed for travelers in Asia Pacific" as the most and least important factors

**Successful Factors for a Travel Web Site:** Perceptions of On-Line Purchasers in Hong Kong. Rob Law & James Wong; *Journal of Hospitality & Tourism Research*, Vol. 27, No. 1, 118-124 (2003)

### **3.3 Internet usage by international travelers is increasing**

- A survey of 1,114 international travelers shows that approximately 30 percent of travelers use the Internet for reservation or purchase of any travel products or services.

**Internet usage by international travelers: reasons and barriers:** Vincent C.S. Heung, *Journal of Contemporary Hospitality Management*, Dec 2003.

### **3.4 Role of portals and DMS**

- Despite the enormous growth in the use of electronic commerce, it is not being used to its full potential. Suppliers appear to be using the Internet in a random, disorganized, uncooperative way.

**Tourism web sites and value-added services: the gap between customer preferences and web sites' offerings** NYSVEEN H.; METHLIE L.B.; PEDERSEN P.E.; *Information Technology & Tourism*, Volume 5, Number 3, 2003, pp. 165-174(10)

- The main barrier stopping consumers from booking travel via the Internet is the perceived lack of a secure payment method. Other significant barriers stated were a lack of confidence in the technology and a need for a personal service and human interface.

**The effect of the Internet on travel consumer purchasing behavior and implications for travel agencies:** Tania C. Lang; *Journal of Vacation Marketing*, Vol. 6, No. 4, 368-385 (2000)

- Small and medium-size tourism enterprises (SMTEs) would benefit from increased information flow through regional networking and cooperative e-marketing campaigns to enhance market visibility, global positioning, and strategic leverage in the new economy.

**Networking Tourism SMEs: e-Commerce and e-Marketing Issues in Regional Australia** Braun P.; *Information Technology & Tourism*, Volume 5, Number 1, 2002, pp. 13-23(11)

### **3.5 Adding Value**

- It is found that tourism businesses should provide more value-added services on their Web sites in order to fill the gap between customers' preferences for such services and the companies' actual offerings.

**Tourism destination brands and electronic commerce: Towards synergy?** A. P. Williams & A. J. Palmer; *Journal of Vacation Marketing*, Vol. 5, No. 3, 263-275 (1999)

### 3.6 Changes in holiday habits:

Current trends in travel and tourism include:

- increased independent travel;
- growth in short-breaks and special interest holidays;
- more choice & better prices from direct booking;
- *Cash-rich, Time-poor* tourists seeking to maximize their holiday experience;
- *The Aging Traveler*, over-50's and early retired are a growing sector of the market.

*Successful Web Marketing for the Tourism and Leisure Sectors*. Susan Briggs 2001.

### 3.7 Discussion of trends in internet marketing of tourism

From this tourism industry literature review, we see that DMO's need to move away from outdated distribution systems, to engage the customer and provide the experience they seek. W2M can achieve this through its development of an eDMS, internet marketing, and design of an engaging and interactive website that helps customers find tours and products specific to their interests.

Internet booking of travel and tourism products is increasing, but a major obstacle is the lack of secure online payment options. Despite the growth in e-commerce, tourism suppliers are not coordinating or co-operating in the internet marketing of their destinations. Both of these problems are faced by the Mongolian Tourism Industry. Small and Medium size Tourism Enterprises (SMTEs) could benefit from co-operative e-marketing campaigns; W2M therefore has a role in assisting Mongolian SMTE's to make the most of the internet marketing opportunity. In addition W2M can add value to these products by offering additional services, such as hotel and flight reservations. Key factors in the success of this eDMS will be the development of consumer confidence to book direct with Mongolian suppliers, and especially the provision of secure online payment solutions. Mongolian SMTE's need to take note of the current trends in tourism and should develop products to service these growing markets.

## 4. Web marketing for tourism

E-business involves both internet marketing and e-commerce. Internet marketing promotes and drives traffic to a website through Web Marketing, whereas e-commerce focuses on selling products and services on a website. The main principles of web-marketing are:

- **Giving customers a reason to come to the site** by promoting the site both online and offline, providing quality content and free information attracts visitors. Once visitors have been attracted to the site, there is the opportunity to sell products and services. W2M and its sister sites do this by providing comprehensive content and tourism information to pull visitors to the portal sites. These portals will also use effective Search Engine Optimization techniques to maximize their visibility on the web.
- **Building Trust**, by selling well know brands, offering guarantees, providing a well designed and intuitive website interface, providing secure online payment and server, and by providing repeat contact. Building trust is one of the most important factors in the design of W2M. Collecting email addresses through guest-books, newsletter sign ups, and registrations allows DOT.MN to send regular newsletters and promotions to potential customers. DOT.MN can also develop secure online payment options, but offering guarantees may prove to be more difficult to implement.
- **Push Pull Strategy**: pull customers to the site by providing useful information, and then push quality information to them by email. DOT.MN is familiar with these kinds of web-marketing techniques and already plans to implement them.

- **Brand development:** seek to present the destination to communicate a positive and inspiring image in the minds of visitors. Again DOT.MN is familiar with these kinds of marketing messages and brand development.
- **Revenue Generation:** models include prospect generation models where online forms provide qualified sales leads which can be closed by telephone or email. The second model involves completing the transaction over the internet, this is referred to as the e-commerce model. The third model is a referral generation model, incorporating paid for listings and advertising on the site. Choice of revenue generation model will significantly influence the design and implementation of the W2M site; and will be studied in more detail in this report.
- **Customer support:** provision of online customer support will be important part of effective web-marketing.

The DOT.MN team has considerable experience in website design and development, and we can see that DOT.MN has already developed and incorporated many of these web marketing strategies, including Search Engine Optimization techniques, in its business plan. However, there may be some techniques and principles that they have not yet considered or applied to the design, organization and presentation of content on the W2M website. This report will offer advice to DOT.MN on effective web-marketing and the application of these principles to the design of the W2M website.

## **5. Software selection and functionality**

Prior to the commission of this report, DOT.MN had selected B2B software to form the core of the package tour listing database and sales system. This is business market place software that allows members to buy and sell products, create product catalogs and provide company profiles. This is the software used by many B2B marketplace websites such as [www.fuzing.com](http://www.fuzing.com). The software allows members to list product descriptions, create product catalogs, to post company profiles, and to make both 'buy offers' and 'sell offers'. The latest version allows members to post a 'Buy Now' price linked to an online payment system to facilitate e-commerce.

The software has elements that are suited to the development of a package tour listing service, such as the product listing and company profiles, however, it has needed considerable modification to adapt the system to the unique process of marketing and sales of tour packages. For example, customers need to ask many questions about a tour, and confirm prices and other arrangements before booking; therefore functions such as 'Buy Now' are not appropriate to the main product listings. A significant part of this consultancy has been dedicated to advice on adapting the B2B software to meet the needs of a package tour database, and tour sales and marketing system.



## **SECTION II: TOUR PORTFOLIO**

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The portfolio of tours offered on the portal needs careful consideration. There is a choice of options available to the portal; for example should the portal publish an unlimited number of tours, or should it be selective to offer some of the best examples of each tour category, destination or route. If the portal offers an unlimited number of tours, this has the potential to confuse the customer, and there will be repetition of tours. If the portal is selective yet still offers a diverse set of options to suit different interests and budgets (i.e. 'The Best 100 Mongolia Tours', 'The Best 10 Horse Rides in Mongolia' etc), then potential customers can find a tour more easily, and Mongolian tour operators may be encouraged to focus on specialization, and to develop niche markets. In addition, the presentation and organization of tour information on the website needs to be related to the search engine optimization strategy that is being implemented.

Areas that need to be considered are:

- Tour selection
- Presentation of tours
- Categorization of tours
- Integration with search engine optimization strategy

### **Indicative Activities**

- Assessment of capability and features of B2B software
- Optimization of Package Tour Listing; data entry pages, tour listings, and company profiles
- Advice on writing effective tour listings
- Developing website page layouts
- Optimization of 'activity' and 'destination' categories in the tour listing
- Discussion of membership scheme for suppliers

### **1. Optimization of package tour listing**

It is clear that the quality of marketing copy on Mongolian tour company websites is generally poor; for the W2M site to be an effective sales and marketing tool for package tours offered by suppliers, the site needs to have a carefully designed tour listing pages and offer advice to suppliers on how to write effective listings.

Advice was provided to DOT.MN on the lay out and fields to be included in the tour listings. Tours listings should include the following fields.

- Tour Name
- Brief Description
- Full Description and Itinerary
- Minimum Price
- Maximum Price
- Price details and policy
- Duration
- Group Size
- Departure dates or season
- Photos
- Customer Comments

- Activities
- Destinations

These fields were chosen to be flexible enough to allow Tour Operators to offer a variety of tour packages and products in a consistent sales-focused format, and to allow the organization and listing of the tour packages on the website so that potential customers can easily find trips that they might be interested in.

The tour listing begins with a brief description, or ‘highlight sentence’. When users browse the site this will be displayed, with a thumbnail photo, alongside other trips in the same destination or activity category; users can then choose to view the full details of tours that interest them. Tour operators listing their trips on W2M must also complete a **Company Profile**.

Specific guidelines and advice on how to write effective copy for tour listings and company profiles, has been written. This advice will be incorporated into the supplier’s membership manual and the data entry pages of the site.

Initially potential clients will review many listings before narrowing down their choice and studying the details of the offers. B2B software has an ‘inquiry basket’ function which allows visitors to add products to an inquiry basket, so they can return later to study the product offers, and submit enquiries to multiple suppliers. This can be modified to create a ‘**My Brochure**’ function whereby site visitors can add tours to a personal virtual brochure, allowing them to save and review the tour details later, and submit enquiries to suppliers for tours they are interested in. This makes the site interactive, and encourages users to register on the site and return to the site – important web marketing strategies.

One important consideration in developing the tour listing is pricing: tour suppliers may have different price options for a trip, for example depending on number of persons in the group. Price listings must be able to accommodate this. It was therefore recommended to list both a minimum and maximum price for each tour, and allow suppliers to provide further details of price options in the “*Price Details and Policy*” field. Specific price quotes can be offered later in the booking process after initial enquiries have been made to the supplier.

DOT.MN had previously developed a list of tour categories. This list was revised and advantage taken of the B2B software function that allowed sub-categories to be used: for example a category ‘*Nature & Wildlife*’ could have subcategories of ‘*Wildflowers & Botany*’, ‘*Wildlife Viewing*’, and ‘*Bird Watching*’. This will allow effective organization and presentation of tours on the website and allow visitors to search or browse for tours that meet their interests.

In addition to organization of tours by activity a list of destinations was also developed. Comprehensive list of all destinations and attractions in Mongolia, would be too exhaustive and in any case most site visitors will not be familiar with many of the destinations in Mongolia. The list aims to provide some highlights that tourist may be interested in, and allows opportunities for linking with [www.guide-mongolia.com](http://www.guide-mongolia.com). Tourist information on a specific destination provided on guide-mongolia can be linked to a listing of tours that visit that destination on W2M.

Another important feature of the tour listing is the lead capture form; the tour listing page must incorporate an enquiry form on the same page, to encourage visitors to submit an enquiry.

### 1.1 What is the purpose of categories?

Of primary concern for achieving **sales** is that the site user (i.e. the potential buyer and tourist) must be able to quickly find trips that might be of interest, ideally within **one to three clicks**

from the home page. So categories need to cover the kinds of trips that are offered by suppliers and the trips that the market (i.e. the tourist) has an interest in. The user must be able to find specific information, and to quickly filter out information on trips and activities that are not of interest.

Initially the W2M test site had 10 tour operators and around 50 trips listed, but some categories already contain a listing of 30 trips. This means in order to view all those trips in a category the user must scroll down a lengthy list, or even view two or three pages of information to browse the trips. However many users will not even scroll down the page let alone browse several pages of listings in a category.

- ❖ “Research suggests only 10% of users scroll beyond the information seen immediately on their screen” (Briggs 2001)

This has the following implications:

When a category has more than 10 trips, the trips listed lower down will not be seen by the user. The position in the listing becomes critical for the member (Tour Operator), high listings will be viewed more, and hence generate more sales. High listings are more valuable for the advertisers (i.e. the Tour operator).

Categories must be specific, for example the City Tour category contained fishing trips, riding trips, walking treks etc, but no specific City Tours. A user searching for a City Tour will not see a city tour and may decide to go look on another website. In order to keep the category listings as relevant as possible, the number of categories that each tour is listed under must be restricted.

The B2B software does allow the use of sub-categories. Use of sub-categories will enable the listings to be more specific, and reduce the number of trips listed in each category result. Sub-categories will become important when many trips and tour operators are listed, to enable more *specific searches* and *differentiation* of tour products.

## 1.2 Recommendations

- Rather than differentiate Silver and Gold memberships by number of categories each trip can be listed under, place the gold member listings higher than silver.
- Number of categories for each trip needs to be limited, so that the listings and searches will be more effective. The potential visitor must be able to easily find what they are interested in – if searches and listings result in too many trips that are not specific to their own interests they will look for trips and book on other websites.
- Allow each tour to be listed under three categories only

DOT.MN decided not to restrict the number of tour operators who can post tours on the site or to be selective in choice of tour operators and the products that they list, but rather to regulate this through a membership scheme, where by members i.e. suppliers can post a limited number of tours according to their membership level. This decision was based on the need to generate revenue from memberships to make the portal financially sustainable. DOT.MN can still run selective and targeted marketing campaigns through Guide-Mongolia, and promotions of the W2M home page; once the sites have been completed it is suggested that DOT.MN run regular promotions on these sites and through email campaigns, such as National Geographic Adventure magazine style articles and listings such as “10-best horse rides in Mongolia”; “5 exciting new Mongolian tours for 2007”.



## **SECTION III: SALES AND BOOKING**

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The portal has choices regarding sales, booking procedure and payment options for the tours it will sell. Here the portal can benefit tour companies by providing them with e-payment solutions, and at the same time provide tourists with more confidence to book directly with a Mongolian entity. To facilitate booking, online booking, medical and feedback forms and database will need to be designed.

Options to be considered include:

- Whether to accept full payment of tours, or take a booking fee with the remainder paid direct to the tour company.
- Whether to train a team of sales persons to sell the tours entirely ‘in-house’, or whether to allow the tour company to have communications with the client via the website.

### **Indicative Activities**

- Discussion of payment terms and process for sales of package tours
- Review of income generation models for package tour listing services
- Working with web-designers to identify how to adapt B2B to the Tour Booking Process

### **1. Package tour sales**

#### **1.1 Package tour typical payment terms**

Package tours are often booked many months in advance, therefore standard practice is to take a deposit at time of booking (often this deposit is non-refundable), with full payment at a later date. Deposit can be a percentage (from 10% to 50%) or a fixed fee (e.g. \$200 -\$500). The balance is due a specified period of time before the trip (e.g. from 30 days to 90 days); some Mongolian tour operators ask for payment of the balance on arrival. Packages booked through overseas (outbound) agents will have payment terms agreed with the overseas agent or tour operator.

Some tour operator’s offer commissions to agents who book clients on to their tours; others offer net rates to the overseas tour operators, who then add their mark up, and in some instances package the tour including additional services such as flights. Commissions can range from 10% to 20%, depending on the product and the level of marketing and sales effort provided by the retailer. Mark up on net rates can be 40% or more of the final tour sales price.

Specialist tour operators, who have limited availability on high-end niche tours (e.g. fly-fishing) often charge the highest deposits; larger inbound tour operators generally have more favorable payment terms (e.g. \$200 booking deposit with payment 30 days before the trip) to encourage bookings. Higher deposits, while they may help the cash flow of the tour operator, may be a deterrent to booking. For some tours, the Tour Operator may themselves have to book and pay deposits for services in advance of the tour; for example when using sub-contractors and especially where domestic flights, charter flights and helicopters are used. In such circumstances the deposit paid by the client must be sufficient to cover any non-refundable payments the tour operator has to make in advance of the tour.

One international travel and tourism portal has noted that some of their suppliers receive more bookings when they provide the option to pay on arrival in the country. This reflects the fact that customers do not have confidence to send money overseas with no guarantees that the supplier will not just disappear with their money.

## 1.2 Payment methods used by Mongolian tour operators

The most common form of payment used by Mongolian Tour Operators is by **bank transfer**. This payment method requires the client to have confidence in the tour operator before sending money overseas, and is an unfamiliar payment method to most potential clients; many clients still prefer to book and pay in their own country through an outbound tour operator or travel agent, or to pay by credit card.

The alternative, used by only a small number of tour operators is **Visa payment**. Golomt and TDBM do have systems to take Visa card payments, requiring a faxed form, and either copy of the credit card or copy of the card holder's passport. Faxing or scanning the forms, credit card and passport are an inconvenience to the client, and may be a deterrent to booking. The fees (3% - 4%) levied by the bank are also discouraging either to the tour operator or the client; some tour operators charge the fee to the client, while others would include it in their price. TDBM do have an online visa payment system, but as yet it seems this has had only limited uptake by companies in Mongolia.

Other payment options include **Paypal**, **Western Union** and **Moneygram**. Use of Paypal for online payments requires an overseas bank account because Mongolia is excluded from the list of countries eligible to receive paypal payments. Paypal may therefore only be useful to either foreign invested tour operators who have parent companies overseas, or for Mongolian companies who have established overseas branches. Western Union & Moneygram permit payments only to named individuals and not companies; it is in effect a cash payment to the individual and is therefore both unprofessional and encourages tax avoidance.

W2M proposes to establish **secure online payment** options through both TDBM and paypal (via an overseas branch, in Hong Kong). Such a system should both *increase the confidence* of clients to book directly with a Mongolian tour operator, and *improve the convenience of payment*, hopefully resulting in more direct package tour bookings to Mongolian businesses.

## 2. Revenue generation models for specialist travel portals and DMOs

*Example revenue generation models used by specialist travel 'portals' and destination marketing websites:*

### **Portal A** – Pay for listing

This specialist travel portal simply offers a **pay-for-listing** service that can be seen as a simply a **fee-for-advertising**. The incentive for the tour operator is to advertise on a website that has high web rankings for relevant searches and high volume traffic of Unique Visitors.

### **Portal B** – Pay per lead

This portal offers a free trip listing service, and the supplier **pays-per-lead** generated. This portal does not take bookings directly from the client. The tour operator is not permitted to provide any contact details or the company name on the listing, although they are asked to provide a company profile which increases the confidence of the buyer. Each package tour listing page includes a **lead capture form**; this form asks for specific personal information to discourage frivolous enquiries. The supplier is notified once a form has been submitted and has the option to accept or refuse the lead; if they accept the contact details for the potential customer are provided. Suppliers pay \$100 per 20 leads, payment is made in advance; for new members the first five leads are free, after which the supplier must create an account and make a non-refundable advance payment of \$100.

This portal has an agreement with the supplier that determines the terms and conditions of the lead generation program. But there is no agreement between the site and the site user, as the

booking is direct with the supplier; inquiries submitted on the site are simply a request for the supplier to contact the user with more information.

Portal B also has two additional options. For a \$300 monthly fee the supplier can be featured on the front page of the portal; this paid advert includes the company's name and a link direct to that suppliers own website. The second option is a commission based system for lodges and other holiday accommodation, whereby the supplier pays a 10% commission if a prospect generated by the lead capture form books the lodge or trip; this is an alternative to the pay-per-lead option, and although the portal staff will verify if the prospect books, this system relies on the honesty of the supplier to pay the commission.

### **Portal C - Booking Fees**

Again membership is free, tour operators apply to the website, and once approved they are able to post tour listings for free; no mention of the company name or any contact details are allowed to be entered on the published listings. Each tour listing is read and approved by the website staff before it is published live.

Guests can submit inquiries to the tour operator, who reply by logging in to their member area to reply using an online form; the form also allows the tour operator to offer alternative dates and prices. Once the guest is ready to book, he or she completes an online booking form and pays a **booking fee** to the website. Booking fees are typically 10% of the tour cost, but are negotiable; those suppliers who pay higher rates, or achieve more bookings get more prominent exposure on the site.

After booking and paying the booking fee, the tour operator receives the booking form with contact details of the client. All further communications and payments are direct between the client and the tour operator, and payments made according to the tour operators own payment and booking terms and conditions.

This site has a **site user agreement** which governs the terms and conditions of using the site for both the supplier and customer. The agreement includes a disclaimer of liability for the services provided, and states the site is only acting as an **inquiry agent**.

## **2.1 Discussion**

These **revenue generation models** can be summarized as

1. **Referral generation**
2. **Prospect generation**
3. **E-commence**

**Referral Generation** models, are in effect paid adverts that drive visitors to the Tour Operators own site. For example, Portal A charges \$600 per year for listing on their site, and the listing includes the company name, contact details, and links to the Tour Operators own website. Portal B also offers a referral generating option for \$300 a month, as an additional service to its prospect generating pay-per-lead system. Referral generation models are relatively simple and straightforward requiring only a contract for the paid advertising, but no complicated online inquiry and booking systems. The portal records the number of unique visitors to the site, and reports the number of click-throughs to the advertiser's site.

**Prospect generation** models generate **qualified leads**. A **qualified lead** is one where the potential customer, or *prospect*, has provided personal and details (including verified email address and a phone number) and has indicated their interest in traveling on the tour or to the destination. Such qualified leads are of higher value to the supplier than a referred visitor who merely browses their website. Such a system requires a fairly straightforward database for

listing tours, and a lead capture form for online inquiries. After the prospect has been generated all further communications, bookings and payments are direct between the supplier and the customer. An agreement is required between the site, and the supplier.

**E-commerce** models are where the sales transaction is completed over the internet. In this case the portal is acting as a **booking agent** for the supplier, taking full payment from the customer, and forwarding this, minus commission to the supplier. Such a system either requires the portal's own sales staff to be knowledgeable enough to responsibly sell the tour package, or requires an online communication system to handle inquires and replies between the customer and the supplier. As the sales agent the portal has a duty to ensure the quality and reliability of the supplier and is potentially exposed to greater liability related to the provision of the services sold; well drafted agreements are required with both the customer and the supplier.

The advantage of completing the sales transaction on the website is that the portal can charge a commission for this service, potentially generating significant revenues; however such sites are considerably more complex to build and create more complex legal and liability questions.

The **booking fee** model used by Portal C stops short of being a full e-commerce site by charging a booking fee, rather than completing the full sales transaction. After paying the booking fee the supplier is provided with the contact details of the customer; full payment is made direct to the supplier according to the suppliers own package terms and conditions.

Such a hybrid-system may solve some of the issues of the e-commerce model as it is a convenient way to charge a commission without having to handle the full payment or possibly incurring greater liability for the quality and delivery of the tour service and the supplier can dictate their final payment terms. However, this system creates an awkward situation whereby the customer has to pay both the portal and the supplier – this is both inconvenient and may cause the customer to loose confidence in the booking process.

## 2.2 Lead capture

An important consideration is whether or not to list the suppliers name and contact details on the portal. One thing that Portals B and C have in common is that they '*capture*' the inquiry by not listing the contact details or name of the company. This prevents the customer or prospect from contacting the tour operator directly, so ensuring that they have to use the lead capture form, or make an online reservation, ensuring the portal generates income. The disadvantage is that the customer doesn't know who they are dealing with, and while they may be willing to submit a no-obligation inquiry (*lead capture form*) they may be less willing to actually book the trip with the supplier if they don't know exactly who it is. For the e-commerce model, if the customer knows who they are booking with, they will be much more confident to book with that supplier.

On the other hand, if the portal lists the names and contact details of the supplier, then there is a risk that the potential customer will contact the supplier directly, cutting out the middleman (i.e. the portal). This is not a problem if the portal has already generated revenue by charging for the listing; but does mean the portal misses out on potentially higher pay-per-lead or commission-based revenues.

There is also the risk that the supplier may simply pass on the booking fee or commission charge to the customer by marking up the price of the tours they post on the portal. It is already common practice for Mongolian tour operators to pass on credit card charges in this way, and they might be expected to do the same with any booking fees or commissions. If the supplier is named on the site, then it is easy for the potential customer to '*google*' the company

name, find their website, and book the same tour for a cheaper price direct with the supplier. The resulting *leakage* of potential customers reduces the portal's potential income.

### 2.3 Comparison of revenue generation models

System Requirements	Revenue generation models		
	Referral Generation	Prospect Generation	E-commerce
Lead Capture / Inquiry form		✓	✓
Online inquiry system			✓
E-payment solutions			✓
Supplier Agreement	✓	✓	✓
Customer Agreement			✓

We can see that the three revenue generating models used by specialist travel portals increase in complexity from the straight-forward paid advert with fee for service to the full e-commerce system, requiring much more investment in designing, building, and customizing the website and its systems. Liability and contractual requirements may also be greater; however, potential revenues may be higher.

### 2.4 W2M revenue generation and membership scheme

The membership scheme and revenue generation model proposed for the W2M portal has the following features.

- Two levels of membership, Silver and Gold.
- Membership fees for listing company profile and package tours
- Company profile to include name of the company
- Lead capture / Inquiry form
- Online inquiry and booking system (adaptation of B2B software)
- Online booking by payment of a 15% booking fee
- Final payment to be made direct to the Tour Operator

This scheme exhibits elements of both the referral model with paid listing (membership fees) and the e-commerce model where they would act as an inquiry agent.

W2M proposes to list the name and details of the tour provider; the Tour Operator is paying a membership fee, so they are in effect paying for advertising their company on the W2M site. Providing such details will be important in building the confidence of the potential customer, as they will want to know something about the company providing their tour. However, this does introduce the possibility of leakage as potential customers may contact the tour operator directly, but as the tour operators has paid for the listing W2M still receives income even if clients book direct. Secondly, Mongolian tour operators have limited means of accepting payment; if W2M has developed efficient and convenient secure online payment options the client may prefer to book through W2M in any case provided the price is the same whether they book direct or via the portal.

DOT.MN was considering a 15% booking fee with other payments direct to the Tour Operator, or possibly via W2M's online payment services. In this case many Mongolian Tour Operators may feel the commission rate is very high, limiting uptake by the industry, or they may simply add the commissions to their price; which will make W2M uncompetitive with the tour operators own sites.

The e-commerce system, where the portal is acting in the capacity of an online sales agent raises a number of questions;

- What is the portal's liability for the reliability, quality and safety of the tour package and supplier?
- What checks should be made on the quality and reliability of the tour operator and services that they provide?
- How does the portal handle complaints?
- Should the portal provide some kind of guarantee for the tour?

Questions of liability will need to be answered by a qualified lawyer; but it is clear that acting as a booking agent increases the responsibility of the portal to the customer; and increases the level of effort that the portal has to deliver in the sale of the tour, from making checks on the quality and reliability of the supplier, to having knowledgeable help-desk staff, and chasing up tour operators to ensure timely replies to customer inquiries.

In an e-commerce system, acting as booking or inquiry agent, DOT.MN needs to carefully consider the commission levels charged. Some Tour Operators will relate the level of commission to the level of effort provided by the agent and may feel that the commission rate on an automated online system should be lower than that of an overseas booking agent, especially considering that the tour operator is actually making a significant contribution of time and effort to the sale through the online inquiry system. Also the tour operator may object to paying both a membership fee, and a high commission; the idea of paying commission is to reduce the up-front advertising and marketing costs.

If DOT.MN adopts the e-commerce model, they should consider low commissions or booking fees, to both encourage booking and uptake by the tourism industry, perhaps in the range of 6% to 9% to cover any visa transaction fees, and make an additional margin. For example, Portal C began by charging an 8% booking fee, and increased this to 10% after one year.

As a start up business DOT.MN needs to develop income streams at an early stage and will be able to generate revenue from membership fees for listing (referral model), and prospect generation faster than from online bookings. Launching W2M with a prospect generation model, and moving to an e-commerce model, as both the industry and the potential customers develop confidence in the portal, may be more effective.

A combination of the referral and prospect models might be applied to the different membership levels proposed. For example, Gold Members pay a higher annual fee, and can list their company name, and contact details, and can have links to their own websites and also pay-per-lead generated. Silver members could have a lower membership fee, are not allowed to post the company name, but pay-per-lead generated. As an additional service, E-payment systems could be set up to facilitate the transaction between the supplier and the customer.

## **2.5 Recommendations**

- Consider starting with a simpler referral or prospect generation model, and move to an e-commerce model once the portal is well established.
- If an e-commerce model is adopted keep booking deposits low to encourage booking
- If an e-commerce model is adopted keep commissions low to encourage uptake by the Mongolian tourist industry

After discussion with DOT.MN, they decided to concentrate on developing revenue streams from paid for listings via the membership scheme, allowing full contact details for members to be listed on the site. Lead capture forms will be used but at this stage pay-per-lead charging will not be introduced. The site can be launched as soon as the tour listing database is completed; e-commerce and online booking systems can be developed, tested and introduced

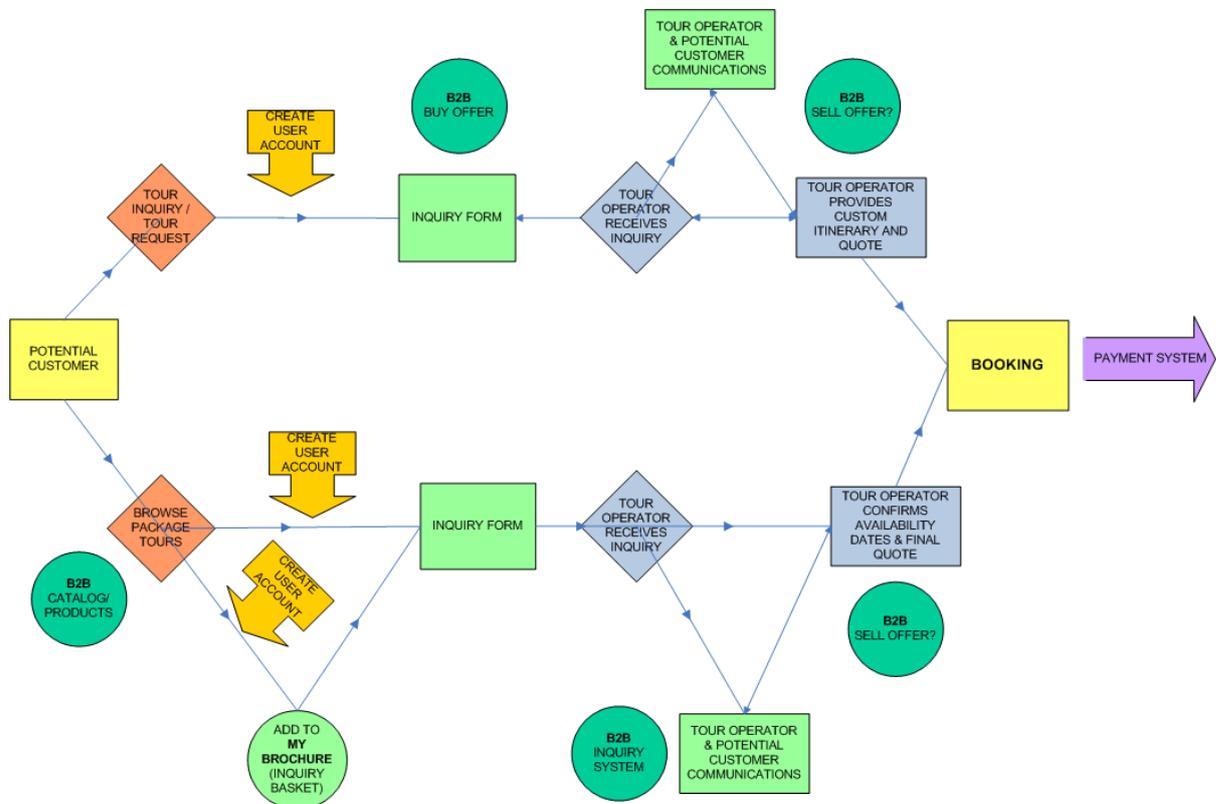
in due course once as suppliers gain confidence in using the site and provide feedback on the services and systems provided by W2M.

### 3. Adapting B2B software to tour listing, inquiry and booking process

B2B software has the following main functions:

- Listing of product details and product catalogs
- Post Buy offers
- Post Sell Offers
- Inquiry Basket
- Inquiry System
- Buy Now

The tour booking and sales process is more complex than this simple business market place, however we were able to identify ways to adapt the main elements of the B2B system to a tours listing, inquiry and sales process.



The basic elements of the system are that suppliers can list package tours, site visitors can browse and search these tours, and submit enquiries. The Supplier can then reply via the online system and answer questions about the tour. When the customer is ready to book the supplier can provide a final quote and itinerary using the B2B sell offer. Alternatively a site visitor can make a direct request for specific kinds of tour or custom tour, using a tour request form – this part of the system uses the B2B buy offer component; the supplier can then use the enquiry system to respond, and use the sell offer to provide the customer with a final quote and itinerary. The process is completed when a booking form is submitted, this can lead into the online payment system once it is developed, or at this stage the customer and supplier can make direct contact and arrange payment off-line.



## SECTION IV: QUALITY ASSURANCE

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Tourism Companies in Mongolia vary in the quality of their services and tours. If tourists are satisfied with their tour this will help generate repeat custom and recommendations, increasing the flow of tourists to Mongolia. Safety and liability issues also need to be considered.

- Quality assessment
- Star rating
- Customer feedback
- Safety and liability considerations

### 1. Discussion

In traditional tourism marketing channels outbound tour operators select inbound tour operators in the destination, and choose the most reliable and trustworthy partners. This system has an in built mechanism of quality control, ensuring that customers who book through an outbound tour operator have some assurance of receiving good quality and reliable services in the destination. The eDMS, or portal developed by DOT.MN will bypass these quality control mechanisms and increases the risk of a customer booking with an unreliable company and not receiving quality, safe or value-for-money services when they reach the destination. The success of W2M will ultimately rest on the quality of the serviced offered, and in generating consumer confidence.

If the quality of tour listings is poor, there is also the risk that some of the better quality and more experienced and reliable tour operators will not subscribe to the portal, as they may not wish to be associated with lesser quality or unreliable suppliers. However, this discussion also illustrates another function of the portal, which is to introduce outbound tour operators to Mongolian inbound tour operators, and enable these companies to find potential partners to market the destination through traditional mechanisms.

Quality assurance and customer confidence has been considered throughout the advice on the tour portfolio and the booking processes. This advice has focused on the quality of the tour descriptions and in creating an interactive booking process to give the customers confidence in the supplier. By using the membership model DOT.MN have chosen not be selective in their choice of suppliers, as they need to sell memberships to become financially sustainable; however they still have some strategies available to ensure the quality of the tours listed on W2M:

- Firstly, advice can be provided on writing effective tour listings to improve the quality of the information provided on the site.
- In the membership application process DOT.MN can make some basic background checks, and require that members are licensed tour operators.
- DOT.MN can also establish some rules for posting of trips, and impose these through their contract with the supplier, for example:

**“Do not copy** content (including phrases, sentences, paragraphs, tour descriptions and complete itineraries) from other tours listed on this site, or from the brochures and websites of other tour operators. We will remove listings if we receive valid complaints of copying or allegations of infringement of intellectual property.”

**“Do not use images without permission of the photographer;** it is not permitted to post photos taken from websites or other sources without permission.”

- The **supplier agreement** can also include clauses on how complaints will be dealt with, such as cancellation of membership.
- **Customer Reviews** need to be incorporated into the tour listing and tour operator listings. These reviews should be genuine and verified to establish customer confidence in the W2M site and operator listed; and will result in more sales.

A customer review system will become an important part of the site. Customers who have taken a tour with a particular tour operator should be invited to post a trip review and rate the services that were provided. This is one of the best ways to ensure quality of the trip and generate customer confidence; but will only be effective once the portal has become established and built up some momentum. DOT.MN should actively target customers via newsletters and emails at the end of the tourist season to encourage them to submit reviews. It is important that reviews are credible and verified; DOT.MN staff should contact each reviewer by email or phone to check that the submitted reviews are genuine and not positive reviews posted by the tour operator or negative reviews by their competitors.

## **ANNEX A: TERMS OF REFERENCE**

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## ANNEX A: TERMS OF REFERENCE

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### TERMS OF REFERENCE FOR SHORT TERM TECHNICAL ASSISTANCE MONGOLIA TOURISM WEB PORTAL DEVELOPMENT PROJECT

#### Background

The USAID Economic Policy Reform and Competitiveness (EPRC) Project is supporting a private sector initiative to create a ‘one-stop-shop’ web portal dedicated to tourism and related industries in Mongolia. A new company DOT.MN Ltd. was formed to design and administer the portal, bringing in specialist short term technical assistance as and when it was required, notably in the areas tourism marketing, on-line payments and search engine optimization. As a result the portal has developed and is now available on- line at [www.guide-mongolia.com](http://www.guide-mongolia.com) providing limited services.

The portal is now positioned to market and sell a wide selection of tours, and needs to develop a strategy to

- optimize the tours on offer, develop a tour portfolio,
- introduce quality assurance,
- develop the sales, booking and payment system.

The strategy needs to consider both the business needs of the portal and its shareholders as well as the strategic development of the Mongolian Tourism Industry. EPRC proposes to engage a local tourism consultant to work with DOT.MN to develop the tour portfolio, introduce QA systems and advise on methods of payment.

#### Purpose and Objectives of the consultancy

The purpose of the consultancy is to ensure the portfolio of tours offered by the portal is optimized to maximize its marketing potential, generate sales, and to ensure the staff of DOT.MN has the capacity to implement and develop this strategy.

Potential buyers, i.e. tourists, should be provided with: a clearly presented and well organized choice of products, i.e. tours and hotels; a smooth, convenient, and secure booking process; and an indication of standards of service to be expected, and quality assurance.

#### Indicative activities of the consultancy

Responsibilities of the position include, but are not limited to, the following activities:

- Assessment of current ideas and proposals for development of the portal, with regard to the three key areas that have been identified.
- To conduct workshops with DOT.MN management and staff on each of the key areas
- To research and develop a strategy for each of the three key areas outlining the choice of available options, and assessment of the advantages and disadvantages of each approach.
- Presentation of strategy to the Management of the project, discussion and agreement of an agreed action plan for implementation.

#### Deliverables

- Report detailing strategies and options for the development of the tour portfolio, quality assurance, and sales & booking.

- Action Plan for implementation.

**Duration and schedule of assignment**

15 working days.

**Places of work**

City of Ulaanbaatar

**Technical areas of expertise and experience required for the consultancy**

- Prior consultancy experience
- In depth knowledge of Mongolia and it's tourism industry
- A clear understanding of the internet as a marketing tool
- Excellent written and verbal communication skills, ability to summarize and convey key points and messages in succinct ways to counterparts
- Ability to mediate and negotiate is highly desirable.

**ANNEX B: PRESENTATION OF TOUR PACKAGES**

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## ANNEX B: PRESENTATION OF TOUR PACKAGES

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Writing effective tour descriptions and company profiles for the Welcome2Mongolia website: advice and explanation for Tour Operators.

### 1. Package tour listing

The listing of package tours will include the following fields:

- Tour Name
- Brief Description
- Full Description and Itinerary
- Minimum Price
- Maximum Price
- Price details and policy
- Duration
- Group Size
- Departure dates or season
- Photos
- Customer Comments
- Activities
- Destinations

These fields have been chosen to be flexible enough to allow Tour Operators to offer a variety of tour packages and products in a consistent sales-focused format, and to allow the organization and listing of the tour packages on the website so that potential customers can easily find trips that they might be interested in.

The tour listing begins with a brief description, or ‘highlight sentence’. When users browse the site this will be displayed, with a thumbnail photo, alongside other trips in the same destination or activity category; users can then choose to view the full details of tours that interest them. Initially potential clients will review many listings before narrowing down their choice and studying the details of the offers. The W2M system allows users to add tours to the ‘**My Brochure**’ function, allowing them to save and review the tour details later. Tour operators listing their trips on W2M must also complete a **Company Profile**.

Remember, your package tour listing on W2M is an advertising campaign: well written tour descriptions will result in sales leads, while poorly written descriptions will be ignored.

#### 1.1 Brief description – *Highlight text*

This description appears at the top of the listing page, it is also used as the highlight text and short description when trips are listed in searches, as featured trips and category listings.

This is a very important sales message and should be used to greatest effect; you should try to capture the client’s attention so they want to learn more about the tour.

The number of characters for this description is limited to approximately 30 to 50 words (250 – 300 characters with spaces),

Here’s some examples:

“A jeep tour of Mongolia’s Gobi desert. Travel through spectacular scenery in the footsteps of ‘Dragon Hunter’ Roy Chapman Andrews; discover dinosaur fossils and experience the Gobi.”

“Our Mongolian Nomads tour will introduce you to life on the steppes, meet nomadic herders and learn about their traditional way of life.”

“Join us for Naadam Festival, watch the three manly sports and enjoy Mongolian hospitality”

**Tip:** make the trip sound interesting but don't exaggerate and avoid using words and phrases like 'the best' or 'the greatest' or 'the most wonderful experience in your life' - this doesn't instill confidence in the client. Use the brief description to 'hook' the clients by making the trip sound interesting so they want to learn more.

### 1.2 Full description and itinerary

This is where you enter the full description and day to day itinerary. Once you have hooked the potential clients and attracted them to your tour listing page you need to present a good description of the tour. You should be clear about the services you offer.

A good product/service description should start with a summary paragraph for highlighting the main features of the product or service you offer: A good summary paragraph leaves a good first impression with the clients and it is the foundation of your tour description. You should not expect the clients to read through the day to day itinerary to find out what you offer.

Follow the summary paragraph with the detailed day to day itinerary. You can use a table to present this clearly. Also include a description of participant qualifications: If your product and service are offered on specific dates or to specific type of clientele, you should make the requirements clear so you do not receive enquiries from clients you cannot or do not intend to serve.

#### Advice for writing website copy:

- Avoid hype and exaggeration, descriptions must be accurate and truthful, and should aim to give the client accurate expectations of the tour offered.
- A well written tour description should both inspire the customer, and create confidence in the tour provider.
- The W2M software has a WYSIWYG editor which can be used to enhance the presentation of the listing; you can use bold and italic text to highlight headings and important text, and you can use tables to present the day to day itinerary. Don't forget to spell check your description.
- Write as if you are speaking to the person
- Avoid using 'jargon', just use plain English: use short every day words, short sentences and short paragraphs
- Break up the text using headings
- Be specific don't use generalizations

**Do not copy** content (including phrases, sentences, paragraphs, tour descriptions and complete itineraries) from other tours listed on this site, or from the brochures and websites of other tour operators. We will remove listings if we receive valid complaints of copying or allegations of infringement of intellectual property.

**This is your opportunity to be creative** and to stand out from the other tours offered on the *portal*.

**Tip:** if your foreign language skills are not proficient enough to write an effective description you should consider hiring a native speaker or skilled translator to edit your description. Better descriptions will result in more effective sales.

### 1.3 Duration

Enter the duration (number of days).

### 1.4 Group size

Enter the minimum and maximum group size.

### 1.5 Departure dates and season

If you have fixed departure dates you can enter them here, otherwise enter the season that you operate this tour (e.g. June to September)

### 1.6 Price

Mongolian tour operators for advertising package tours to Mongolia. W2M payment systems will be initially set-up to process USD only. Alternative currencies may be offered in the future.

Package tours often have different price options; for example ‘tier-pricing’ where the price depends on the number of participants in the group, or prices may vary with the season. In order to simplify what may be a complex price structure, the tour package listing allows a minimum and maximum price to be entered. This allows the customer to see if the tour on offer is within his or her price range, and then decide whether to submit an inquiry. Listing minimum and maximum price also allows customers to search the portal for tours according to price and their own budget. You will be able to provide the potential client with a specific quote during the sales and booking process.

**Tip:** additional price options and tiered prices can be entered in the *Price Details* section.

### 1.7 Price details and booking process

This is where you can enter more details on the tour price and your company’s booking and pricing policy.

- ❖ You should include a detailed list of exactly what is included in the advertised price, and what is excluded.

In addition, you may want to enter details of the tier prices e.g. for 2-4 pax, 4-8 pax, 9-12 pax, or any other price options here. Once you receive an inquiry you will be able to provide a specific quote for the customer based on their travel dates, number in the group, and any special arrangements. If you have any specific booking conditions or requirements you should enter these here.

**Tip:** Keep your pricing information up to date. If the potential client sees one price on the website and then gets a different price when they make an inquiry this makes it difficult to build trust between the parties. Building trust with the potential client is essential to making the sale.

### 1.8 Images

Photos are very important for the presentation of the tour. Here the Tour Operator must provide a minimum of four photos that are relevant to the tour package on offer.

**Tip:** ideally you will have your own photos from the tour and the destinations or attractions to be visited; choose images that show some of the highlights of the trip, and preferably some showing your clients actually participating in the tour – this will create confidence in the customers. If you do not have enough good quality images consider using stock photographs

from a photographer or agency, but only with permission, otherwise post a trip that you have better images for.

**Do not use images without permission of the photographer;** it is not permitted to post photos taken from websites or other sources without permission.

### **1.9 Customer comments**

If you have received feedback from previous clients who have participated in this tour, for example by email, letter or feedback form, then enter a short quote here. **Do not make up quotes;** we may ask for verification. W2M will be asking all clients to complete a feedback form after the end of the trip; in the future verified customer feedback will be posted on the website.

**Tip:** customer comments help to give potential clients the confidence to submit an inquiry or to make a booking.

### **1.10 Activities**

### **1.11 Destinations**

Once you have entered the tour package details, W2M staff will check your listing before it is published live on the website; if your entry is incomplete or poorly presented we will ask you to revise your entry. **W2M reserves the right not to publish poorly written, misleading, inaccurate, or incomplete tour packages.**

## **2. Writing your company profile**

Your Company Profile includes

- Company Name
- Year Established
- Tourism License Number / Registered Company Number
- Brief Introduction
- Detailed company profile
- Main Activities
- Main Destinations
- Contact Name, position
- Contact details
- Address
- Email
- Website address / link
- Photos
- Customer Comments

## **3. Brief introduction**

The brief introduction it is used as the highlight text when companies are listed in searches, and also on the tour product listing page to give the customer a brief background about your company. Try to give the customer confidence by saying something about your experience in tourism, and your specializations. You must be honest.

*Examples:*

“We are a full service tour operator established in 1999, with more than 500 tourists a year; experts in trekking, and mountaineering”

“We are a specialist tour operator with three years experience providing horse-riding tours to French and English speaking tourists”

#### **4. Detailed company profile**

List your main areas of expertise, experience, principal staff, specializations, number of tourists per year, and main destinations. If you offer some unique services or tours, mention them here. If you have particular target markets or language skills, such as French or Japanese then ensure you explain that here – this will ensure you get enquiries from customers that you have the skills and experience to service.

- Avoid hype and exaggeration, descriptions must be accurate and truthful, and should aim to give the client accurate expectations of your services and experience in tourism.
- A well written company profile should create confidence.

#### **5. Photo**

Consider what kind of photos will generate confidence in your potential customers; such as a professional logo, photos of your office and staff, and photos of tourists on your tours.



## **ANNEX C: WEBSITE DESIGN AND PAGE PLANS**

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## ANNEX C: WEBSITE DESIGN AND PAGE PLANS

The following are sample **page layouts** to illustrate the information and fields to be included on each page, along with suggested **navigation text** and explanations to help guide visitors through the site.

### 1. Home page

<b>Top banner + Main Menu</b>			
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a> <span style="float: right;"><a href="#">My Brochure</a></span>			
<b>User Menu</b>  User / member specific menus	<b>Promotion or introduction</b>  Welcome2Mongolia.com - The official destination portal for Mongolia. Here you will find a comprehensive listing of tour packages and tour operators in Mongolia. You can book and pay for tours, accommodation and flights to Mongolia online. We invite you to explore our beautiful and mysterious land. Welcome to Mongolia! <a href="#">About us</a>	<b>Photo / Promotion</b>  e.g. 10 Classic Mongolian Journeys 5 Great Horse Rides in Mongolia 8 Best Treks in Mongolia Etc....  <i>Advert style banner / photo</i>	<b>Find a Tour - Quick Search</b>  Activity Destination Keyword
<b>Login form</b>	<b>Find a Tour - Popular trips</b> <span style="float: right;"><a href="#">view all</a></span> <a href="#">Active adventure</a>   <a href="#">Festivals &amp; events</a>   <a href="#">Soft Adventure</a>   <a href="#">Winter</a>   <a href="#">City Tours</a>   <a href="#">Fishing &amp; Hunting</a>   <a href="#">Spas, health &amp; wellness</a>   <a href="#">Cultural &amp; historical</a>   <a href="#">Nature &amp; Wildlife</a>   <a href="#">Sports &amp; hobbies</a>		<b>Tourist Information</b>  Links to <a href="#">Guide-Mongolia</a>
<b>Site Stats</b>	<b>Find a Tour - Top destinations &amp; attractions</b> <span style="float: right;"><a href="#">view all</a></span> <a href="#">Monasteries &amp; temples</a>   <a href="#">Ulaanbaatar highlights</a>   <a href="#">Geographical highlights</a>   <a href="#">Historical &amp; Cultural sites</a>   <a href="#">National Parks</a>   <a href="#">Protected Areas</a>   <a href="#">Provinces (Aimags)</a>		Links to info on this site?
<b>Secure Online Payment</b>  assurance + Visa logos etc	<b>Accommodation</b> <a href="#">Hotels</a>   <a href="#">Camps</a>   <a href="#">Guest houses</a>  <b>Book Accommodation Online!</b>	<b>Getting Here</b> Flights Trains  <b>Book Flights Online!</b>	<b>Promotion 3</b> featured hotel, camp or guesthouse  <i>Thumbnail and name</i>
	<b>Promotion 1</b> e.g. featured trip + photo <i>Thumbnail and brief description</i>	<b>Promotion 2</b> e.g. featured tour operator + photo <i>Thumbnail and brief description</i>	<b>Booking Information</b>
Other links   Copyright Notice   Logo   credits etc			

## 2. Package tour – view all by category

<b>Top banner + Main Menu</b>			
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a> <span style="float: right;"><a href="#">My Brochure</a></span>			
<b>User Menu</b>  User / member specific menus	<b>Active Adventures</b> <a href="#">Horse riding</a>   <a href="#">Camel trekking</a>   <a href="#">Trekking</a>   <a href="#">Mountaineering</a>   <a href="#">Mountain Biking</a>   <a href="#">Motorcycle</a>   <a href="#">Desert expeditions</a>   <a href="#">Off-road &amp; 4WD</a>   <a href="#">Outdoor skills &amp; survival</a>   <a href="#">Multi-sports</a>   <a href="#">River rafting</a>   <a href="#">Kayaking &amp; canoeing</a>		<b>Find a Tour Quick Search</b> Activity Destination Keyword
	<b>Cultural &amp; historical</b> <a href="#">Buddhism &amp; Shamanism</a>   <a href="#">Genghis Khan &amp; Mongol Empire</a>   <a href="#">Nomadic life</a>   <a href="#">Monasteries</a>   <a href="#">Kazakh culture &amp; Eagle Hunters</a>   <a href="#">Anthropology</a>   <a href="#">Archeology</a>   <a href="#">Art/Architecture</a>   <a href="#">Cultural Expeditions</a>   <a href="#">History Tours</a>   <a href="#">Language Study</a>		
<b>Login form</b>	<b>Soft Adventure</b> <a href="#">Hiking &amp; Walking tours</a>   <a href="#">Jeep Tours</a>   <a href="#">Yak-cart treks</a>   <a href="#">Railway tours</a>   <a href="#">Family tours</a>   <a href="#">Sightseeing</a>   <a href="#">Special Interest tours</a>		<b>Tourist Information</b> Links to <a href="#">Guide-Mongolia</a>
	<b>Festivals &amp; Events</b> <a href="#">Nadaam</a>   <a href="#">Lunar New year</a>   <a href="#">Khovsgol Ice Festival</a>   <a href="#">Gobi Camel Festival</a>   <a href="#">Yak Festival</a>   <a href="#">Special events</a>		
<b>Site Stats</b>	<b>Nature &amp; Wildlife</b> <a href="#">National Parks</a>   <a href="#">Eco-tourism</a>   <a href="#">Bird watching</a>   <a href="#">Wildlife Viewing</a>   <a href="#">Paleontology (dinosaur fossils)</a>   <a href="#">Geology</a>		<b>Accommodation</b> <a href="#">Hotels</a>   <a href="#">Camps</a>   <a href="#">Guest houses</a>  <b>Book Online!</b>
	<b>Fishing &amp; Hunting</b> <a href="#">Fly-fishing</a>   <a href="#">Sport fishing</a>   <a href="#">Big game hunts</a>   <a href="#">Bird hunting / Wing shooting</a>	<b>Winter</b> <a href="#">Winter Tours</a>   <a href="#">Dog-sledding</a>   <a href="#">Winter Sports</a>	
<b>Secure Online Payment</b>  assurance + Visa logos etc	<b>City Tours</b> <a href="#">Shopping</a>   <a href="#">Museums</a>	<b>Spas, health &amp; wellness</b> <a href="#">Hot springs &amp; spas</a>   <a href="#">Yoga &amp; Meditation</a>	<b>Promotion 3</b> e.g. Featured Trip <i>Thumbnail and name</i>
	<b>Find a Tour - Top destinations &amp; attractions</b> <a href="#">view all</a> <a href="#">Monasteries &amp; temples</a>   <a href="#">Ulaanbaatar highlights</a>   <a href="#">Geographical highlights</a>   <a href="#">Historical &amp; Cultural sites</a>   <a href="#">National Parks</a>   <a href="#">Protected Areas</a>   <a href="#">Provinces (Aimags)</a>		

	<b>Promotion 1</b> e.g. featured trip + photo <i>Thumbnail and brief description</i>	<b>Promotion 2</b> e.g. featured tour operator + photo <i>Thumbnail and brief description</i>	<b>Booking Information</b>
Other links   Copyright Notice   Logos   etc			

### 3. Package tour – view all by top destinations and attractions

<b>Top banner + Main Menu</b>		
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a> <span style="float: right;"><a href="#">My Brochure</a></span>		
<b>User Menu</b>  User / member specific menus	<b>Monasteries &amp; temples</b> <a href="#">Erdene Zuu</a>   <a href="#">Amarbaysgalant</a>   <a href="#">Tuvhun</a>   <a href="#">Gandantegchlen</a>	<b>Find a Tour Quick Search</b> Activity Destination Keyword
	<b>Historical &amp; Cultural sites</b> <a href="#">Palace of Chinggis khan</a>   <a href="#">Khalkh River</a>   <a href="#">Kharhorin - ancient capital</a>   <a href="#">Ancient city ruin of Shant</a>	
<b>Login form</b>	<b>Geographical Highlights</b> <a href="#">Lake Khovsgol</a>   <a href="#">Gobi Desert</a>   <a href="#">Bayanzag Flaming cliffs</a>   <a href="#">Yoliin Am Gorge</a>   <a href="#">Chuluut River Canyon</a>   <a href="#">Terkiin Tsagaan Nuur &amp; Khorgo Crater</a>   <a href="#">Ogii Nuur</a>   <a href="#">Khongoriin Els sand dunes</a>   <a href="#">Elsen tasarkhai</a>   <a href="#">Orkhon Waterfall</a>   <a href="#">Tsenkher Hot Springs</a>   <a href="#">Darhad Valley</a>   <a href="#">Khogno Khan nature reserve</a>   <a href="#">Eej Khairkhan nature reserve</a>   <a href="#">Ganga Lake nature reserve</a>   <a href="#">Naiman Nuur nature reserve</a>	<b>Tourist Information</b> Links to <a href="#">Guide-Mongolia</a>
	<b>Ulaanbaatar highlights</b> <a href="#">Gandantegchlen Monastery</a>   <a href="#">Choijin Lam Temple</a>   <a href="#">Winter Palace of Bogd Khan</a>   <a href="#">Zaisan Memorial</a>   <a href="#">Museum of Natural History</a>   <a href="#">Museum of Mongolian National History</a>   <a href="#">Zanabazar Art gallery</a>	
<b>Site Stats</b>	<b>National Parks</b> <a href="#">Altai Tavan Bogd</a>   <a href="#">Gurvan Saikhan</a>   <a href="#">Gorkhi-Terelj</a>   <a href="#">Khan Khokhii</a>   <a href="#">Khangain Nuruu</a>   <a href="#">Khar Us Nuur</a>   <a href="#">Khovsgol Nuur</a>   <a href="#">Khyargas Nuur</a>   <a href="#">Noyon Khangai</a>   <a href="#">Onon Balj</a>   <a href="#">Tsambagarav Uul</a>   <a href="#">Khustai Nuuru</a>	<b>Accommodation</b> <a href="#">Hotels</a>   <a href="#">Camps</a>   <a href="#">Guest houses</a>  <b>Book Online!</b>
	<b>Protected Areas</b> <a href="#">Bogd Khan Uul</a>   <a href="#">Dornod Mongol</a>   <a href="#">Dzungarian Gobi (Gobi B)</a>   <a href="#">Southern Altai Gobi (Gobi B)</a>   <a href="#">Great Gobi</a>   <a href="#">Khan Khentii</a>   <a href="#">Khasagt Kharikhan</a>   <a href="#">Khokh Serkh</a>   <a href="#">Khoridal Saridag</a>   <a href="#">Mongol Daguur</a>   <a href="#">Nomrog</a>   <a href="#">Otgon Tenger</a>   <a href="#">Altan Els</a>   <a href="#">Uuvs Nuur</a>	
<b>Secure Online Payment</b>  assurance + Visa logos etc	<b>Aimags / Provinces</b> <a href="#">Arkhangai</a>   <a href="#">Dundgobi</a>   <a href="#">Unmogobi</a>   <a href="#">Khentii</a>   <a href="#">Dornod</a>   <a href="#">Sukhbaatar</a>   <a href="#">Dornogobi Bayankhongor</a>   <a href="#">Gobi-Altai</a>   <a href="#">Bulgan</a>   <a href="#">Khuvsgul</a>   <a href="#">Zavkhan</a>   <a href="#">Khovd</a>   <a href="#">Uvs</a>   <a href="#">Bayan-Olgii</a>   <a href="#">Uvurkhangai</a>   <a href="#">Darkhan-uul</a>   <a href="#">Gobi-Sumber</a>   <a href="#">Tuv</a>   <a href="#">Ulaanbaatar</a>	<b>Promotion 3</b> e.g. Featured Trip <i>Thumbnail and name</i>
	<b>Find a Tour - Popular trips</b> <span style="float: right;"><a href="#">view all</a></span> <a href="#">Active adventure</a>   <a href="#">Festivals &amp; events</a>   <a href="#">Soft Adventure</a>   <a href="#">Winter</a>   <a href="#">City Tours</a>   <a href="#">Fishing &amp; Hunting</a>   <a href="#">Spas, health &amp; wellness</a>   <a href="#">Cultural &amp; historical</a>   <a href="#">Nature &amp; Wildlife</a>   <a href="#">Sports &amp; hobbies</a>	

	<b>Promotion 1</b> e.g. featured trip + photo <i>Thumbnail and brief description</i>	<b>Promotion 2</b> e.g. featured tour operator + photo <i>Thumbnail and brief description</i>	<b>Booking Information</b>
Other links   Copyright Notice   Logos   etc			

#### 4. Package tour – by sub-category

<b>Top banner + Main Menu</b>			
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a>		<a href="#">My Brochure</a>	
<b>User Menu</b> User / member specific menus	e.g . <b>Active Adventures</b> <a href="#">Horse riding</a>   <a href="#">Camel trekking</a>   <a href="#">Trekking</a>   <a href="#">Mountaineering</a>   <a href="#">Mountain Biking</a>   <a href="#">Motorcycle</a>   <a href="#">Desert expeditions</a>   <a href="#">Off-road &amp; 4WD</a>   <a href="#">Outdoor skills &amp; survival</a>   <a href="#">Multi-sports</a>   <a href="#">River rafting</a>   <a href="#">Kayaking &amp; canoeing</a>		<b>Find a Tour Quick Search</b> Activity Destination Keyword
<b>Login form</b>	<b>Featured Trip 1</b> Display popular trip from this category	<b>Featured Trip 2</b> Display popular trip from this category	<b>Tourist Information</b> Links to <a href="#">Guide-Mongolia</a>
<b>Site Stats</b>	<b>Featured Trip 3</b> Display popular trip from this category	<b>Featured Trip 4</b> Display popular trip from this category	<b>Accommodation</b> <a href="#">Hotels</a>   <a href="#">Camps</a>   <a href="#">Guest houses</a>  <b>Book Online!</b>
<b>Secure Online Payment</b> assurance + Visa logos etc	<b>Find a Tour - Popular trips</b> <a href="#">view all</a> <a href="#">Active adventure</a>   <a href="#">Festivals &amp; events</a>   <a href="#">Soft Adventure</a>   <a href="#">Winter</a>   <a href="#">City Tours</a>   <a href="#">Fishing &amp; Hunting</a>   <a href="#">Spas, health &amp; wellness</a>   <a href="#">Cultural &amp; historical</a>   <a href="#">Nature &amp; Wildlife</a>   <a href="#">Sports &amp; hobbies</a>		<b>Booking Information</b>
<b>Find a Tour - Top destinations &amp; attractions</b> <a href="#">view all</a> <a href="#">Monasteries &amp; temples</a>   <a href="#">Ulaanbaatar highlights</a>   <a href="#">Geographical highlights</a>   <a href="#">Historical &amp; Cultural sites</a>   <a href="#">National Parks</a>   <a href="#">Protected Areas</a>   <a href="#">Provinces (Aimags)</a>			
Other links   Copyright Notice   Logos   etc			

5. Tour listing – listing of tours in sub-category

<b>Top banner + Main Menu</b>			
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a>		<a href="#">My Brochure</a>	
<b>User Menu</b>  User / member specific menus	<b>Horse riding</b>		<b>Find a Tour Quick Search</b> Activity Destination Keyword
	<b>Tour 1</b> Thumbnail & brief description	<b>Tour 2</b> Thumbnail & brief description	
<b>Login form</b>	<b>Tour 3</b> Thumbnail & brief description	<b>Tour 4</b> Thumbnail & brief description	<b>Tourist Information</b> Links to <a href="#">Guide-Mongolia</a>
	<b>Tour 5</b> Thumbnail & brief description	<b>Tour 6</b> Thumbnail & brief description	
	<b>Tour 7</b> Thumbnail & brief description	<b>Tour 8</b> Thumbnail & brief description	
	<b>Tour 9</b> Thumbnail & brief description	<b>Tour 10</b> Thumbnail & brief description	
<b>Secure Online Payment</b>  assurance + Visa logos etc	<b>Find a Tour - Active Adventures</b> <a href="#">Horse riding</a>   <a href="#">Camel trekking</a>   <a href="#">Trekking</a>   <a href="#">Mountaineering</a>   <a href="#">Mountain Biking</a>   <a href="#">Motorcycle</a>   <a href="#">Desert expeditions</a>   <a href="#">Off-road &amp; 4WD</a>   <a href="#">Outdoor skills &amp; survival</a>   <a href="#">Multi-sports</a>   <a href="#">River rafting</a>   <a href="#">Kayaking &amp; canoeing</a>		<b>Promotion</b> e.g. Featured Tour Operator <i>Thumbnail and name</i>
	<b>Find a Tour - Popular trips</b> <a href="#">Active adventure</a>   <a href="#">Festivals &amp; events</a>   <a href="#">Soft Adventure</a>   <a href="#">Winter</a>   <a href="#">City Tours</a>   <a href="#">Fishing &amp; Hunting</a>   <a href="#">Spas, health &amp; wellness</a>   <a href="#">Cultural &amp; historical</a>   <a href="#">Nature &amp; Wildlife</a>   <a href="#">Sports &amp; hobbies</a> <span style="float: right;"><a href="#">view all</a></span>		<b>Booking Information</b>
Other links   Copyright Notice   Logos   etc			

## 6. Tour description

<b>Top banner + Main Menu</b>					
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a>				<a href="#">My Brochure</a>	
<b>User Menu</b>	Horse riding > <b>Khovsgol Horse Riding Adventure</b>				<b>Find a Tour</b> <b>Quick Search</b> Activity Destination Keyword
User / member specific menus	<b>Photo 1</b>	<b>Photo 2</b>	<b>Photo 3</b>	<b>Photo 4</b>	
<b>Login form</b>	Max Price Minimum Price		Group Size Tour season/ Departure Dates		<b>Tourist Information</b> Links to <a href="#">Guide-Mongolia</a>
	<a href="#">Full Description &amp; Itinerary</a>				
<b>Secure Online Payment</b>	<b>Company Profile</b> Brief Description		<b>Customer Review</b>		<b>Promotion</b>
assurance + Visa logos etc	<b>Find a Tour - Active Adventures</b> <a href="#">Horse riding</a>   <a href="#">Camel trekking</a>   <a href="#">Trekking</a>   <a href="#">Mountaineering</a>   <a href="#">Mountain Biking</a>   <a href="#">Motorcycle</a>   <a href="#">Desert expeditions</a>   <a href="#">Off-road &amp; 4WD</a>   <a href="#">Outdoor skills &amp; survival</a>   <a href="#">Multi-sports</a>   <a href="#">River rafting</a>   <a href="#">Kayaking &amp; canoeing</a>				<b>Booking Information</b>
Other links   Copyright Notice   Logos   etc					

7. Tour description and lead capture form

<b>Top banner + Main Menu</b>				
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a>		<a href="#">My Brochure</a>		
<b>User Menu</b>  User / member specific menus	Horse riding > <b>Khovsgol Horse Riding Adventure</b>			<b>Inquiry Form = LEAD CAPTURE</b>  Required: <b>Name</b> <b>Country of residence</b> <b>Email</b> <b>Number Adults</b> <b>Number Children</b> <b>Dates of Travel</b>  Optional: Address Phone number <b>SUBMIT</b> – I am interested in this tour, please contact me with more information <i>Autofil for registered user</i>
	Brief Description			
<b>Photo 1</b>	<b>Photo 2</b>	<b>Photo 3</b>	<b>Photo 4</b>	
Max Price Minimum Price		Group Size Tour season/ Departure Dates Duration		
<a href="#">Full Description &amp; Itinerary</a>				
<b>Login form or Add to MY BROCIURE</b>  <b>Find a Tour Quick Search</b> Activity Destination Keyword	Activities categories		Main destinations & attractions categories	
	<b>Price Details &amp; Policy</b>			
	<b>Company Profile</b> Brief Description		<b>Customer Review</b>	
<b>Secure Online Payment</b>  assurance + Visa logos etc	<b>Find a Tour - Active Adventures</b> <a href="#">Horse riding</a>   <a href="#">Camel trekking</a>   <a href="#">Trekking</a>   <a href="#">Mountaineering</a>   <a href="#">Mountain Biking</a>   <a href="#">Motorcycle</a>   <a href="#">Desert expeditions</a>   <a href="#">Off-road &amp; 4WD</a>   <a href="#">Outdoor skills &amp; survival</a>   <a href="#">Multi-sports</a>   <a href="#">River rafting</a>   <a href="#">Kayaking &amp; canoeing</a>			<b>Tourist Information</b> Links to <a href="#">Guide-Mongolia</a>
				<b>Booking Information</b>
Other links   Copyright Notice   Logos   etc				

**LEAD CAPTURE**

\*\* Package Tour Listing pages need to have a lead capture form \*\*\*

### 8. Company profile

Mongolian Tour Operators> <b>Mon Chinggis Eco Tour Travel Co Ltd</b>		Submit <b>tour request / inquiry</b> to this company	
Brief Introduction			
<b>Photo 1</b>	<b>Photo 2</b>	<b>Name</b> <b>Country of residence</b> <b>Email</b> <b>Number Adults</b> <b>Number Children</b> <b>Dates of Travel</b> <b>Price range</b> <b>Your interests</b> <b>Your message</b>	
<ul style="list-style-type: none"> <li>• Year Established</li> <li>• Tourism Licence Number</li> <li>• Company Registration Number</li> </ul>			<ul style="list-style-type: none"> <li>• Contact Name, position</li> <li>• Contact details</li> <li>• Office Address</li> <li>• Email</li> <li>• Website address / link</li> </ul>
<b>Company Profile</b>			
Main Activities	Main destinations	[same as tour request form]	
<b>Tours offered by this Company</b> [List some of the tours here] Photos & Highlight text			

9. Registered user home page

<p><b>W2M Top banner + Main Menu</b></p> <p><a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a></p>		
<p><b>User Menu</b>                  Member Home                  My Brochure                  My Travel Offers                  View Inquiries</p> <p>[User Statistics &amp; Notifications i.e. You have a new message or a new quote]</p>	<p><b>Members Home&gt;</b></p> <p>[name], Welcome to your personal home page, here you can inquire about tour details, prices and availability, read your replies and receive travel quotes from tour operators. You can also change your personal details and subscribe to our newsletter.</p> <p>Feel free to <a href="#">browse</a> or <a href="#">search</a> our tour brochure: when you have found a tour or tours that interest you please submit a ‘no obligation’ inquiry to the tour operator to ask for more information about the tour, or to confirm prices and availability.</p> <p>If you have your own ideas for a trip, or can’t find a tour that matches your interests or requirements, you can submit a <a href="#">Tour Request</a> that will be sent to a selection of our Tour Operators</p> <p><a href="#">User Guide</a> – how to use the site and book a tour to Mongolia  <a href="#">Booking Information</a> – booking terms and payment details</p> <p><b>Tip:</b> Use the ‘<a href="#">My Brochure</a>’ function to bookmark tours that you are interested in, so that you can review them later. You can also print off the tour descriptions or email them to yourself or a friend.</p>	<p><b>Find a Tour Quick Search</b>                  Browse by Activity                  Browse by Destination                  Request a Custom tour</p>
<p><b>Member Account</b>                  Edit Personal Profile                  Change Password                  Change Email</p> <p><b>Newsletter:</b>                  Subscribe/Unsubscribe</p>	<p><b>Member Account</b>                  Edit Personal Profile                  Change Password                  Change Email</p> <p><b>Newsletter:</b>                  Subscribe/Unsubscribe</p>	<p><b>Tourist Information</b>                  Links to <a href="#">Guide-Mongolia</a></p>
<p><b>Secure Online Payment</b>                  assurance + Visa logos etc</p>	<p>Featured Tours / advertising / or view thumbnails of tours in ‘My Brochure’</p>	<p><b>Promotion</b></p> <p><b>Booking Information</b>  <b>User Guide</b></p>

## 10. Tour operators members page

<p><b>W2M Top banner + Main Menu</b></p> <p><a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a></p>		
<p><b>User Menu</b></p> <p>Member Home</p> <p><b>My Package Tours</b> [0] View / Manage / Post</p> <p><b>Tour Requests</b> [0] (Custom tours)</p> <p><b>Travel (sell) Offers</b> [0] View / Manage / post</p> <p><b>Inquiries</b> [0/0]</p> <p><b>Bookings</b> [0] View / Manage (cart?)</p> <p>[User Statistics &amp; Notifications i.e. You have a new message or a new tour request]</p> <p><b>My Company</b> Add / Edit / View Profile</p> <hr/> <p><b>Member Account</b> Edit Personal Profile Change Password Change Email</p>	<p><b>Tour Operators Home&gt;</b></p> <p><b>[Introduction]</b> Welcome [name], this is your administration panel where you can post your package tours on the Welcome2Mongolia website. You can manage your tour requests and inquiries, and provide potential clients with a personal quote or custom tour offer. You can also edit your company profile and your membership details.</p> <p><b>User Guide</b> – how to use the site</p> <p><b>Tips &amp; Advice</b> – optimizing tour listings / making a sale ....</p>	

### 11. Account registration

<b>W2M Top banner + Main Menu</b>		
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a>		
Side Menu...	<p><b>Account Registration&gt;</b>                  Please take a few moments to register for your user account for Welcome2 Mongolia. Once you have registered you will be able to submit tour requests and inquiries, and receive replies and quotes from our Tour Operators. You will also be able to use the 'My Brochure' function to bookmark tours that you are interested in, so that you can review them later.</p> <p>User Name.....                  Password.....                  First Name.....                  Surname.....                  Email address.....                  Location.....&lt;country&gt;                  Do you wish to subscribe to our newsletter and receive mailings from W2M?                  y/n</p>	<p><b>Find a Tour Quick Search</b>                  Browse by Activity                  Browse by Destination                  Request a Custom tour</p>
		<p><b>Tourist Information</b>                  Links to <a href="#">Guide-Mongolia</a></p>
<p><b>Secure Online Payment</b></p> <p>assurance +                  Visa logos etc</p>		<p><b>Promotion</b></p>
		<p><b>Booking Information User Guide</b></p>

## 12. Inquiry form

<b>W2M Top banner + Main Menu</b>	
<a href="#">Home</a>   <a href="#">Tours</a>   <a href="#">Hotel</a>   <a href="#">Guesthouses</a>   <a href="#">Camps</a>   <a href="#">Flights</a>	
User Menu....	<p><b>Inquiry form</b></p> <p>Please use this inquiry form to ask the tour provider any questions about the trip, and to check prices and availability. Once you are ready to book you will receive a final quote and confirmation of the itinerary from the tour operator and will be guided through our secure online booking system.  <a href="#">[explain booking system in brief]</a></p> <p><a href="#">[User Account data]</a>                  User Name&lt;autofil&gt;                  First Name&lt;autofil&gt;                  Surname&lt;autofil&gt;                  Email address&lt;autofil&gt;                  Location&lt;autofil&gt;</p> <p>Package Tour Name .....&lt;autofil&gt;</p> <p>Your Available Start:  <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Your Available End:  <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Number of Adults.....</p> <p>Number of Children under 16..... Children's ages                  .....</p> <p>Your message</p> <div style="border: 1px solid gray; height: 100px; width: 100%;"></div> <p><b>SUBMIT</b></p>
<p><b>Secure Online Payment</b></p> <p>assurance +                  Visa logos etc</p>	<p><b>Find a Tour Quick Search</b></p> <p>Browse by Activity                  Browse by Destination                  Request a Custom tour</p> <p><b>Tourist Information</b></p> <p>Links to <a href="#">Guide-Mongolia</a></p> <p><b>Promotion</b></p> <p><b>Booking Information User Guide</b></p>

**13. Tour request form**

<p>User Menu....</p>	<p><b>Tour Request form (Buy Offer)</b> Please use this tour request form to ....</p> <p>This tour request will be sent to a selection of our Tour Operators who will.....</p> <p>Once you are ready to book you will receive a final quote and confirmation of the itinerary from the tour operator and will be guided through our secure online booking system. <a href="#">[explain booking system in brief]</a></p> <p><a href="#">[User Account data]</a> User Name&lt;autofil&gt; First Name&lt;autofil&gt; Surname&lt;autofil&gt; Email address&lt;autofil&gt; Location&lt;autofil&gt;</p>	<p><b>Find a Tour Quick Search</b> Browse by Activity Browse by Destination Request a Custom tour</p>
<p><b>Secure Online Payment</b></p>	<p>Number of days</p>	<p><b>Tourist Information</b> Links to <a href="#">Guide-Mongolia</a></p>
<p>assurance + Visa logos etc</p>	<p>Your Available Start:  <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Your Available End:  <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Number of Adults.....</p> <p>Number of Children under 16..... Children's ages .....</p> <p>Price range (per person)</p> <p><b>Your interests</b> Activities..... Destinations..... Other interests, or sights you wish to visit.....</p> <p><b>Your message</b> (please enter any other details or requests for your tour)</p> <p><b>SUBMIT</b></p>	<p><b>Promotion</b></p>
		<p><a href="#">Booking Information User Guide</a></p>

### 14. Inquiry reply form

#### **Inquiry form**

Customers Inquiry details:

User Name

First Name

Surname

Email address

Location

Package Tour Name

Available Start:

Available End:

Number of Adults

Number of Children under 16..... Children's ages .....

Message.....

Your Reply



**SUBMIT**

Send **TRAVEL OFFER** (use this form to send the customer a new or revised offer, or to confirm the final itinerary or price)

**15. Tour offer**

i.e. Tour request reply / Quote & confirmation / Sell Offer

**TOUR OFFER**

Use this form to send the customer a new or revised offer, or to confirm the final itinerary or price when the customer is ready to book.

-----  
**Summary of Tour Request (Buy Offer) /and inquiry details / or customers details**

-----  
Tour Name.....

Start date:

End date:

Duration.....

Price per person  USD \$

Number of Pax.....

**Quote total package price below for all tourists**

Quote Total Price:  USD \$

Deposit required to make booking  USD \$   
(Buy Now Price)

**Tour Description and Itinerary**

-----  
**Price details** (list exactly what's included or excluded)

-----  
Enter Your Message (Please enter a note with your reply)

**SUBMIT**