

Tour Operator's Product Management Business Processes

Index

Introduction2

Actors and Their Responsibilities2

Use Case View4

1. Business Process: Strategic Product Configuration & Pricing4

2. Business Process: Operational Product Management6

3. Business Process: B2B Sales & Distribution8

4. Business Process: Operational Marketing.....10

5. Business Process: Promotion Execution.....12

6. Business Process: Customer Experience & Service Optimization14

Introduction

A modern product management process is a dynamic and iterative collaboration among various roles. It transforms ideas into products that resonate with users and drive business value while continuously adapting to market feedback. The process below outlines the key phases, actors with defined responsibilities, recommended techniques, and the PM metrics critical to each phase.

Actors and Their Responsibilities

1. Product Manager (PM)

- Defines product strategy, pricing models, and supplier agreements.
- Ensures product availability, structure, and pricing accuracy in the system.
- Works with Marketing and Sales teams to optimize product positioning.
- Analyzes market trends, competition, and demand-driven pricing adjustments.
- Approves promotional offers to ensure profitability and market alignment.
- Monitors partner and customer feedback to improve product offerings.

2. Sales Manager (SM)

- Manages relationships with B2B partners (travel agencies).
- Negotiates contracts (commission rates, bulk discounts, exclusivity deals).
- Provides market insights and demand trends to adjust product strategies.
- Ensures B2B partner satisfaction through engagement and follow-ups.
- Tracks sales performance metrics and identifies revenue opportunities.
- Supports post-event partner engagement (after exhibitions, Fam Trips, master classes).

3 Operations Manager (OM)

- Implements product updates, pricing, and availability in the booking system.
- Ensures data accuracy and consistency across platforms.
- Manages system errors, booking discrepancies, and pricing misconfigurations.
- Supports B2B booking processes and operational efficiency.
- Collaborates with CS and PM to resolve recurring issues and improve workflows.

4. Marketing Manager (MM)

- Defines marketing strategies (SEO, promotions, product highlights).
- Executes email marketing campaigns, website banners, and special offers.
- Oversees SEO & content marketing efforts to improve product visibility.
- Collects customer and partner insights to optimize marketing tactics.
- Analyzes campaign performance metrics and adjusts strategies accordingly.
- Works with Event Coordinator & Sales to track event-driven sales impact.

5. Finance Team (FT)

- Ensures financial compliance for B2B contracts and payment agreements.
- Approves partner commissions, prepayments, and credit limits.
- Tracks revenue growth, profitability, and financial risks associated with pricing strategies.

6. Content Manager (CM)

- Creates and publishes marketing materials (website banners, descriptions, email content).
- Ensures consistent branding and accurate representation of products.
- Works with Marketing & Sales teams to align content with business goals.

7. Advertising Specialist (AS)

- Plans and executes Google Ads, social media campaigns, and paid promotions.
- Optimizes advertising spend based on ROI and engagement performance.
- Works with Marketing team to refine audience targeting and campaign effectiveness.

8. Event Coordinator (EC)

- Organizes and manages industry events, master classes, Fam Trips, and exhibitions.
- Handles event logistics, registrations, and promotional materials.
- Ensures events align with B2B partner engagement and sales growth objectives.
- Works with Marketing & Sales teams to track event effectiveness and follow-ups.

9. Account Manager (AM)

- Supports B2B partners throughout the booking process.
- Handles modifications, cancellations, and rebooking requests.
- Works with the Sales and Operations teams to resolve partner issues.
- Helps track post-sale partner engagement and ensure retention.

10. Customer Support (CS)

- Handles inquiries, complaints, and booking-related issues from B2B partners.
- Ensures timely resolution of partner concerns, collaborating with OM & PM when needed.
- Monitors service response time, issue resolution rates, and partner satisfaction.
- Identifies frequent support issues and provides feedback for operational improvements.

11. IT Team (IT)

- Develops and maintains the website and booking system.
- Implements new features to enhance user experience and product visibility.
- Fixes technical issues related to pricing, booking, and system functionality.
- Works with Marketing & SEO teams to improve site performance (page speed, UX).

Use Case View

1. Business Process: Strategic Product Configuration & Pricing

Objective

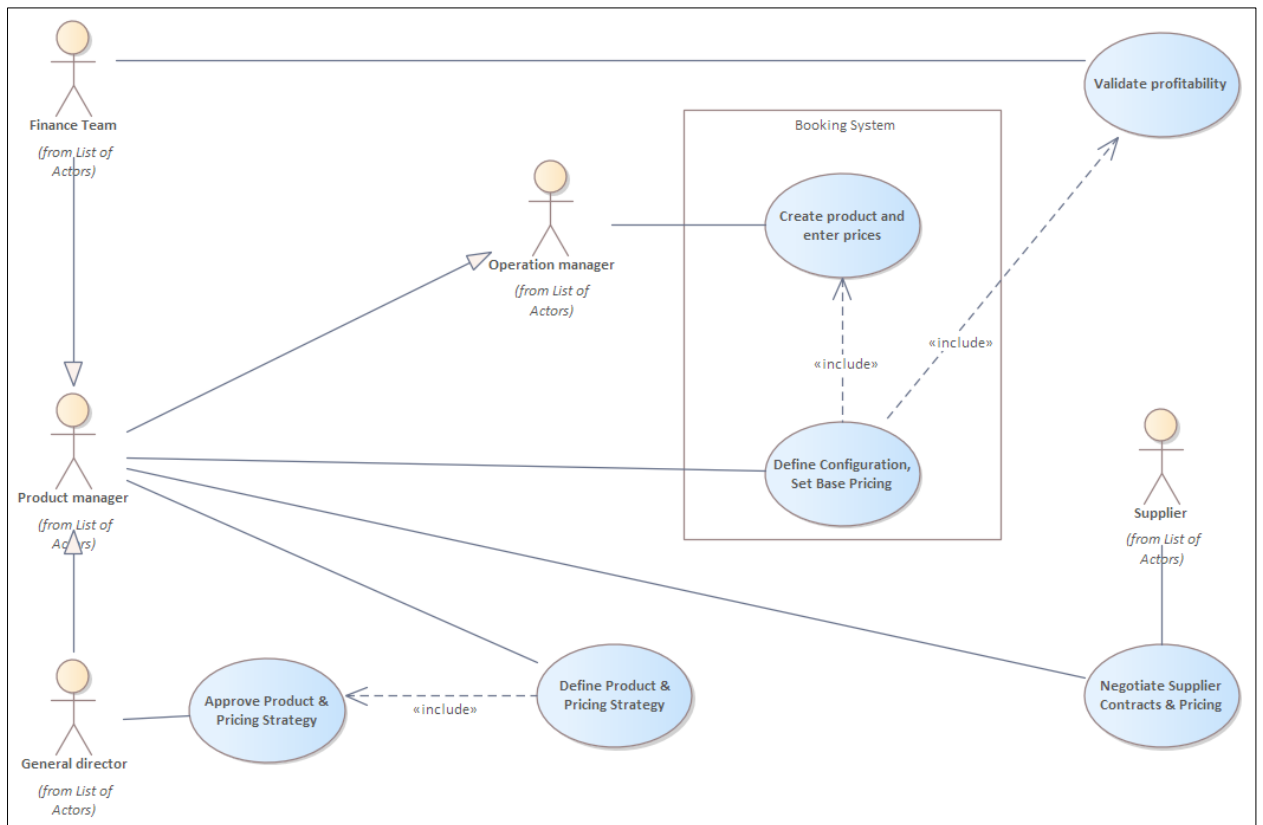
Define and plan the long-term product strategy, pricing, and market segmentation to ensure alignment with business goals and market demands.

Actors

- *Product Manager (PM)* – Defines the product strategy, pricing models, and supplier agreements.
- *General Director (GD)* – Approves key pricing strategies & contracts.
- *Finance Team (FT)* – Ensures profitability & financial feasibility of pricing models.
- *Operation Manager (OM)* – Enters product and prices into the Booking System
- *Suppliers (S)* – Provide contracts & pricing for products.

Use cases

- Define Product & Pricing Strategy
 - PM conducts market analysis and defines key product categories.
 - GD reviews strategic direction before proceeding with pricing.
- Define Product Configuration, Set Base Pricing & Markups
 - PM establishes cost-based pricing, competitive positioning, and profit margins.
 - FT ensures pricing aligns with financial targets.
- Negotiate Supplier Contracts & Pricing
 - PM negotiates seasonal prices, commissions, and exclusive deals with suppliers.
 - GD approves finalized contracts before implementation.
- Create Product in the System
 - OM enters pricing and configurations into the internal booking system.
 - PM verifies that data is accurate before publishing.



Metrics

- *Market Share*: Measure the product's share in the targeted segments.
- *Customer Acquisition Cost (CAC)*: Calculate the cost of acquiring customers in each segment.
- *Supplier Performance*: Evaluate supplier reliability and quality.
- *Contract Success Rate*: Measure the percentage of successful contracts finalized.
- *Time-to-Market*: Duration from product concept to launch.
- *Supplier Contract Success Rate*: Percentage of contracts successfully finalized.
- *Revenue Growth*: Track the increase in revenue after implementing new pricing strategies.
- *Price Sensitivity Analysis*: Monitor customer response to price changes.

2. Business Process: Operational Product Management

Objective

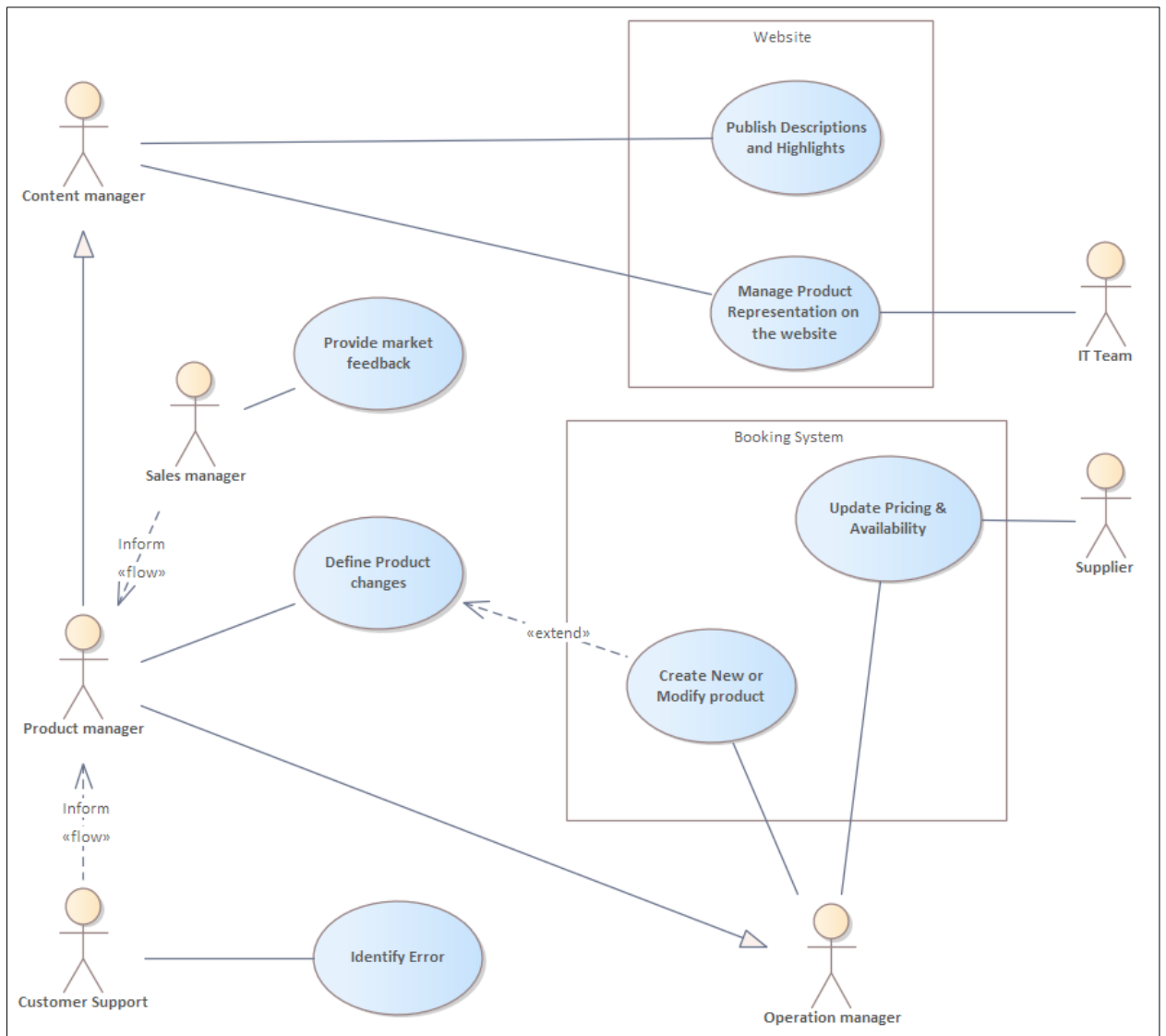
Adjust tour product to market trends to drive sales and ensure competitive positioning.

Actors

- Product Manager (PM) – Manages the availability, structure, and pricing of travel products.
- Operations Manager (OM) – Implements updates in the booking system & ensures accuracy.
- Sales Manager (SM) – Provides feedback on market needs & demand.
- Suppliers (S) – Provide updated product availability, pricing, and contract changes.
- Customer Support (CS) – Handles customer inquiries & booking issues.
- Content Managers (CM) – Creates Highlights and Publishes information on the website
- IT Team (IT) – makes necessary improvements on the website and in the Booking system

Use cases

- Define product changes
 - PM defines changes in tours, package, or services.
- Create New or Modify Product
 - OM enters the product data, pricing, and availability into the system.
 - SM reviews the product listing & ensures sales-readiness.
- Update Pricing & Availability
 - S sends updated pricing, availability, or seasonal restrictions.
 - PM reviews & adjusts pricing strategy.
 - OM updates data in the booking system.
- Manage Product Representation on the website
 - PM defines the details of the representation on the website.
 - IT makes necessary improvements on the website.
 - SM tests the visibility & accessibility of products on the sales platform.
- Publish Descriptions and Highlights
 - CM Creates Highlights and Publishes information on the website
 - PM and SM test the visibility & accessibility of products on the sales platform
- Handle Product & Booking System Errors
 - CS identifies incorrect pricing, availability issues, or booking failures.
 - OM investigates & fixes the issue in the back-end system.
 - PM updates internal guidelines to prevent future errors.



Metrics

- *Sales Growth*: Increase in sales over time.
- *Competitive Pricing Index*: Measure how product pricing compares to competitors.
- *Pricing Accuracy*: Rate of correctly applied markups.
- *Time to Implement Price Changes*: Duration from decision to execution.

3. Business Process: B2B Sales & Distribution

Objective

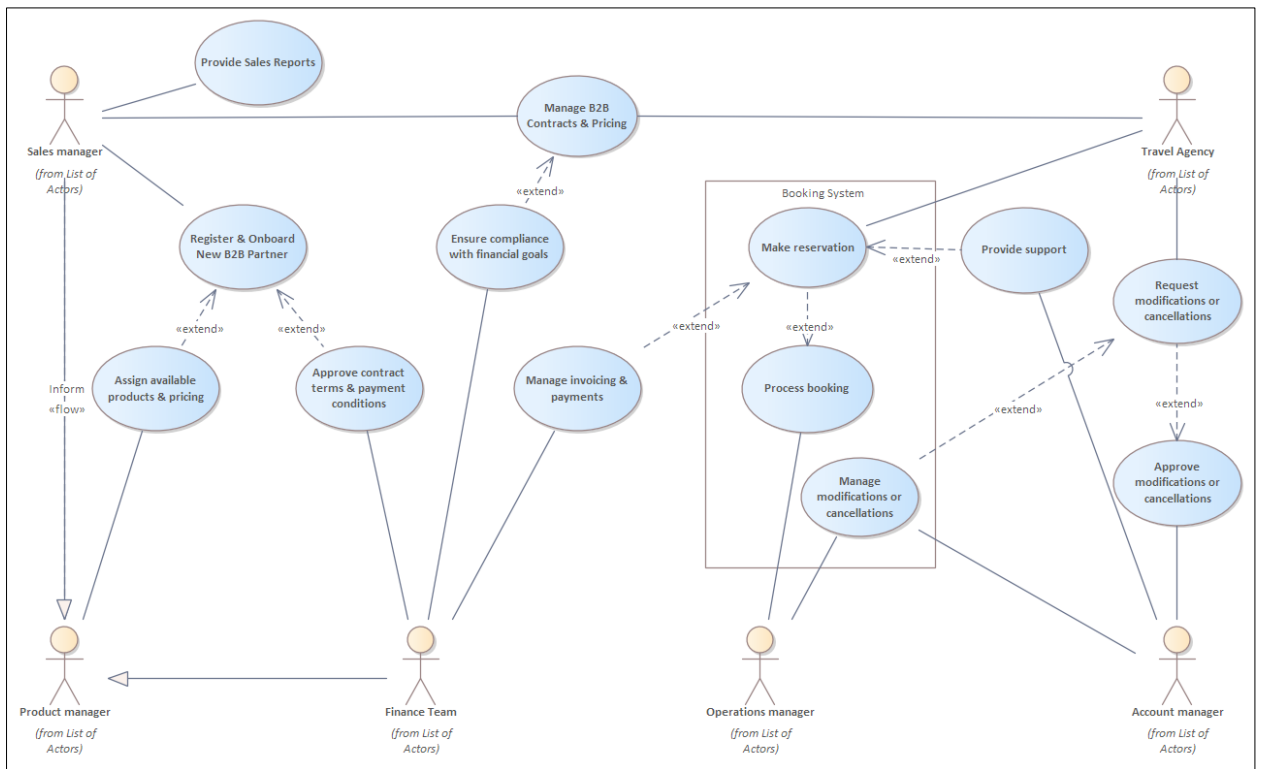
To ensure effective sales operations and distribution of travel products to B2B partners.

Actors

- *Sales Manager (SM)* – Manages relationships with B2B partners & negotiates contracts.
- *Account Manager (AT)* – supports booking process, manages modifications and cancellations
- *Product Manager (PM)* – Provides product & pricing details for distribution.
- *Travel Agency (TA)* – The B2B client purchasing tours & services.
- *Finance Team (FT)* – Approves payment conditions & ensures financial compliance.
- *Operations Manager (OM)* – Ensures that B2B bookings flow correctly in the system.

Use Cases

- Register & Onboard New B2B Partner
 - SM initiates the registration of a new travel agency (TA).
 - FT approves contract terms & payment conditions.
 - PM assigns available products & pricing to the new partner.
- Manage B2B Contracts & Pricing
 - SM negotiates commission rates, bulk discounts, and exclusive deals.
 - PM ensures that pricing rules are applied correctly in the system.
 - FT finalizes the contract & ensures compliance with financial goals.
- Process B2B Bookings & Payments
 - TA makes reservations via the B2B portal.
 - OM ensures that inventory is available & booking is processed correctly.
 - FT manages invoicing, prepayments, and credit limits.
- Handle Booking Modifications & Cancellations
 - TA requests modifications or cancellations.
 - SM approves refunds, penalties, or rebooking options based on contract terms.
 - OM updates the system to reflect changes in availability & pricing.
- Provide Sales Reports & Performance Analysis
 - SM generates monthly sales reports for each B2B partner.
 - PM analyses best-selling tours & agency performance to optimize offerings.
 - FT ensures financial compliance & revenue tracking.



Metrics

- Total B2B Revenue The core metric to track overall sales success.
- Number of Active B2B Partners –How many agencies are actively booking
- Partner Retention Rate (%) –Are partners staying and booking consistently?
- Average Booking Value (ABV) –How much does each transaction contribute to revenue?
- Revenue per B2B Partner –Which partners contribute the most revenue?
- Booking Success Rate (%) –How often do bookings go through without issues?
- Booking Cancellation Rate (%) –How many confirmed bookings are later cancelled?

4. Business Process: Operational Marketing

Objective

Operational Marketing identifies high-demand products & prepares promo highlights:

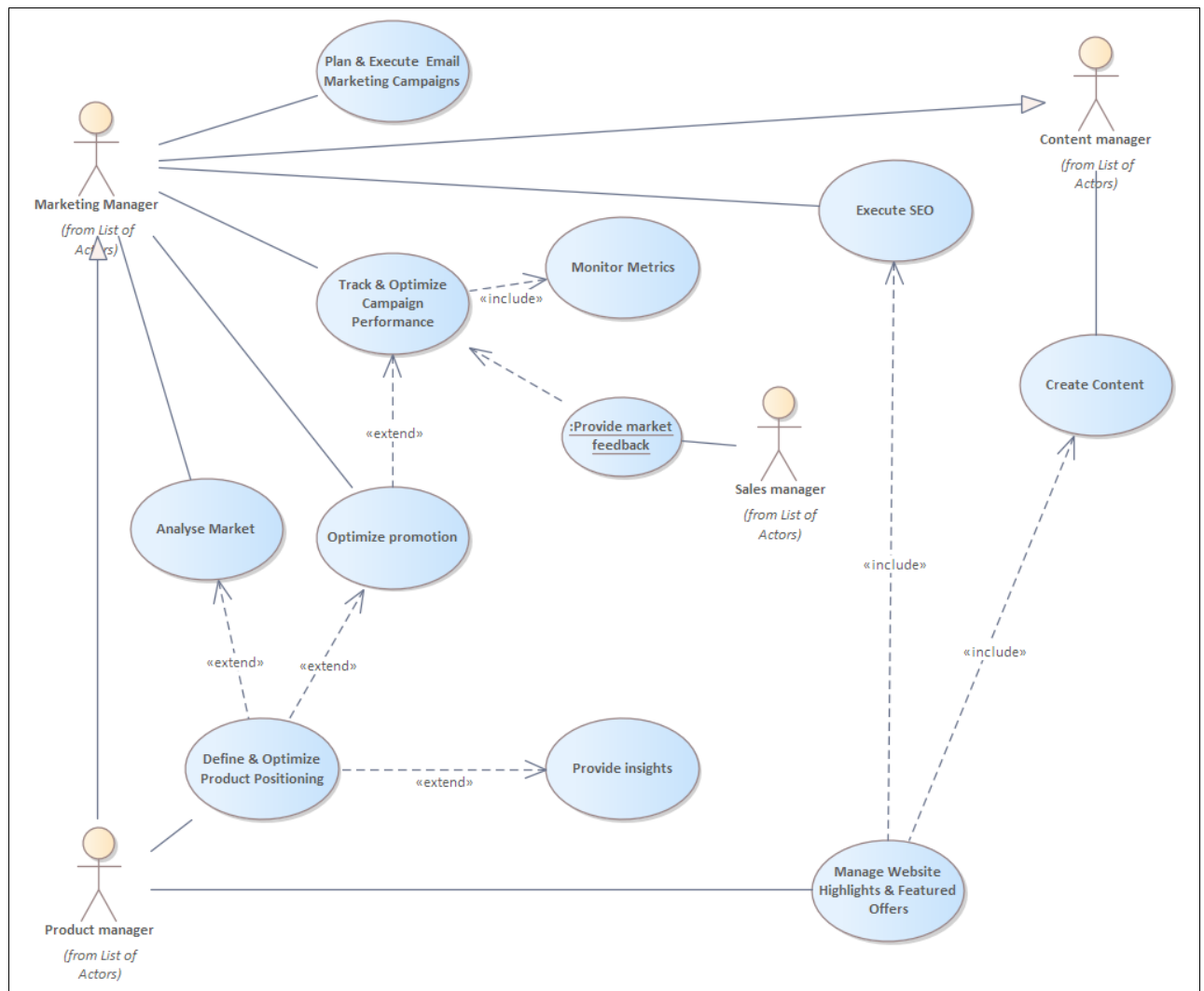
- Focuses on data-driven pricing & promotion planning.
- Defines which offers to highlight (Best Sellers, Special Deals, Dynamic Discounts).
- Oversees landing page optimization, website banners, and messaging.
- Plans & tracks customer behaviour insights & campaign effectiveness.

Actors

- *Marketing Manager (MM)* – Defines & executes marketing strategies.
- *Product Manager (PM)* – Provides product details & pricing strategies.
- *Sales Manager (SM)* – Provides sales insights for promotional efforts.
- *Content Manager (CM)* – Prepares & publishes marketing materials.

Use cases

- Define & Optimize Product Positioning
 - MM analyses market trends, demand, and competitor positioning.
 - PM provides sales & pricing insights.
 - MM defines promotion optimisation.
- Plan & Execute B2B Email Marketing Campaigns
 - MM creates an email strategy (newsletters, exclusive offers, updates).
 - CM prepares email content, visuals, and promotional details.
 - SM ensures the right B2B agencies receive targeted campaigns.
- Manage Website Highlights & Featured Offers
 - MM defines which products appear as Best Sellers, Special Offers, etc.
 - CM updates banners, featured listings, and promotional sections.
 - PM ensures correct pricing & availability for highlighted offers.
- Execute SEO & Content Marketing Activities
 - MM executes SEO
 - CM creates and publishes blog posts, landing pages, and destination guides.
 - PM ensures content aligns with product availability & strategy.
- Track & Optimize Campaign Performance
 - MM monitors metrics.
 - SM provides feedback on how marketing impacts B2B sales.
 - MM adjusts promotional activities based on data insights.
- Adjust dynamic pricing based on demand and market conditions
 - PM makes competitors' product and prices comparison, monitors metrics and makes dynamic pricing adjustments.
 - SM provides market feedback.
 - MM defines promotion optimisation



Metrics

- Lead-to-Booking Conversion Rate (%)
- Email Open Rate (%)
- Website Traffic
- Click-Through Rate (CTR) on Promotional Highlights
- Engagement Rate on Key Content
- Cost per Lead (CPL) from Paid Marketing

5. Business Process: Promotion Execution

Objective

Plan and execute promotional activities to increase product visibility and drive sales.

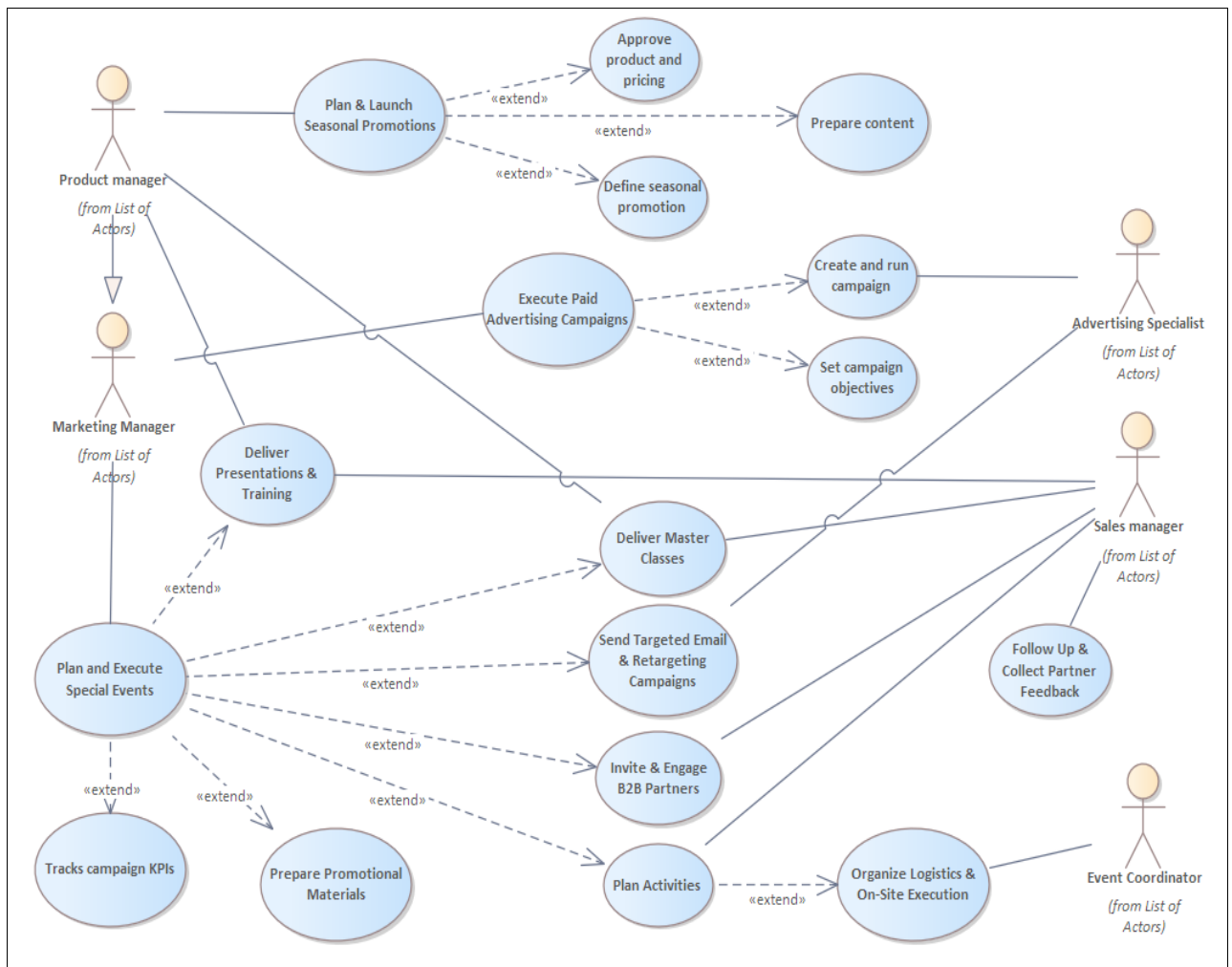
Actors

- *Marketing Manager (MM)* – Plans and executes promotional campaigns.
- *Sales Manager (SM)* – Aligns promotional efforts with B2B partners' needs.
- *Product Manager (PM)* – Ensures promotional offers align with pricing and availability.
- *Advertising Specialist (AS)* – Manages paid campaigns (Google Ads, Social Media).
- *Content Manager (CM)* – Designs and publishes promotional materials.
- *Event Coordinator (EC)* - handles logistics and execution.

Use cases

- Plan & Launch Seasonal Promotions
 - MM defines seasonal promotions & flash sales based on demand trends.
 - PM approves special pricing rules & product eligibility for promotions.
 - CM prepares banners, landing pages, and promotional copy.
- Execute Paid Advertising Campaigns
 - AS creates and runs campaigns.
 - MM sets campaign objectives (awareness, lead generation, conversion).
 - SM ensures promotions align with B2B partner strategies.
- Plan & Execute Special Events for B2B Partners
 - Define Event Strategy & Objectives
 - MM determines event type (Presentation, Exhibition, Fam Trip, etc.).
 - SM provides input on key partners and sales priorities.
 - PM aligns event goals with product launches and market needs.
 - Invite & Engage B2B Partners
 - SM creates a list of strategic travel agency partners.
 - MM prepares promotional materials (email invites, social media ads).
 - SM follows up with partners to confirm attendance.
 - Organize Logistics & On-Site Execution
 - EC arranges venue, travel, and accommodations for attendees.
 - MM & CM prepare event materials (banners, brochures, presentations).
 - EC ensures event registration and tracking.
 - Deliver Presentations & Training.
 - PM presents product details and leads training sessions.
 - MM highlights marketing strategies and promotional offers.
 - SM discusses partnership benefits and sales opportunities.
 - Follow Up & Collect Partner Feedback.
 - SM follows up with attendees for post-event sales opportunities.
 - MM distributes feedback surveys and analyzes event impact.

- PM adjusts product presentations based on partner insights.
- Send Targeted Email & Retargeting Campaigns
 - MM segments B2B partners based on booking history & engagement.
 - CM designs email marketing materials & remarketing ads.
 - AS executes retargeting ads on social media & Google Display Network.
- Monitor & Optimize Promotion Performance
 - MM tracks campaign KPIs (click-through rates, conversions, ROI).
 - SM gathers feedback from B2B clients on promotional effectiveness.
 - AS adjusts ad spend, targeting, and creatives based on data insights.



Metrics

- Lead-to-Booking Conversion Rate (%)
- Event Attendance Rate (%)
- Cost per Lead (CPL) from Promotions
- Post-Event Partner Engagement Rate (%)
- ROI of Promotional Events & Campaigns (%)
- Partner Satisfaction Score from Events & Promotions

6. Business Process: Customer Experience & Service Optimization

Objective

To increase sales through the support, loyalty programs and post-sale engagement.

Actors

- *Customer Support (CS)* – Handles inquiries, complaints, and post-sales support.
- *Sales Manager (SM)* – Maintains relationships with B2B partners and gathers feedback.
- *Marketing Manager (MM)* – Uses feedback to optimize customer engagement strategies.
- *Product Manager (PM)* – Ensures service quality aligns with product offerings.
- *Travel Agency (TA)* – B2B partners using and evaluating the service.
- *Account Manager (AM)* – Supports B2B partners and solves issues.

Use cases

- Handle B2B Inquiries & Support Requests
 - TA submits support tickets for booking issues, pricing discrepancies, or technical problems.
 - CS resolves issues or escalates them to AM, PM or OM when needed.
 - QA resolves issues.
- Manage Customer Reviews & Feedback Collection
 - MM collects B2B partner feedback via surveys, NPS scores, and reviews.
 - SM follows up with key partners for in-depth feedback discussions.
 - PM adjusts product offerings based on insights from reviews.
- Optimize Post-Sale Engagement & Retention
 - MM launches loyalty programs, exclusive perks, and re-engagement campaigns.
 - SM ensures B2B partners receive personalized follow-ups.
 - AM improves partners engagement.
- Monitor & Improve Service Performance Metrics
 - MM and QA analyse customer experience KPIs (NPS, resolution time, churn rate).
 - SM conducts regular partner check-ins to assess satisfaction.
 - PM proposes product-level improvements based on recurring issues.

