

Back-office Trade Document



**By Kirsty Skidmore & Jasmine
Robinson**

I Acknowledge [AI Tool] (AI Tool url)] on (Date) to (purpose my work). I used the prompts.

- 1) Image, Canva, The Travel Sale 2024 has begun: the best promotions and trips in up to 24 interest-free installments on 11/01/26 to use on cover page.
- 2) Video, Canva, days itinerary - Mobile Video, 5th January 2026 for the PowerPoint.
- 3) Business cards, Canva, Copy of Japan busniess card - 3.5 x 2 Business Card (Rounded Corners) on 27th December 2025 for social media.
- 4) Travel checklist, Canva, travel checklist - A4 on 18th December 2025 for social media.
- 5) Instagram Post, Canva, Instagram post japan - Instagram Post (4:5) on 18th December 2025 for social media.
- 6) Logo, Canva, Voya Japan logo - Logo on 19th December 2025 for social media.

Kirsty Skidmore work will be in red

Jasmine Robison's work will be in

A range of travel transfers:

The train leaves Swansea at 06:26 on the 23rd of June to get the students to the Terminal 5 at 10.00 am. The students return to Swansea on the 6th of June at 8.34pm after leaving the airport at 5.12pm. The train costs students £134 without a railcard and £90 with a railcard. Heathrow Airport (n.d) advises that people should arrive at least 3 hours before an international flight which is why there is exactly three hours between when the students get to Heathrow and when they get on their flight. The flight leaves Heathrow Airport at 1.05pm on the 24th of June and arrives at Haneda Airport at 10.55am on the 25th of June and is 13 hours and 50 minutes. The flight taking the students back home leaves on the 6th of July at 9.45am and arrives at Heathrow Airport at 3.50pm, the flight is 14 hours and five minutes. The flights cost £943 per person.

This working document provides research evidence and operational notes supporting the design of a 15-day Japan study tour for a group of 20 university students (ages 18–30) studying travel, tourism, events, hospitality, and sustainability. The focus is on identifying, evaluating, and justifying international and in-destination transport options using appropriate travel trade terminology, with consideration given to guest needs, sustainability, cost, and educational outcomes.

It is important that that the Airport Transfers are looked at. Here are the options that was researched.

- The Narita Express (N'EX) is an airport rail service operated by JR East, connecting Narita Airport with central Tokyo stations (e.g., Tokyo, Shinagawa, Shibuya). Approx. ¥3,020–¥3,250 (≈ £18–£19) one way to Tokyo Station (students with JR Pass can use without seat surcharge if reserved). The N'EX was included as a primary airport transfer option because it offers fast, direct access to central Tokyo with reserved seating, making it reliable for groups. It integrates with JR Pass use, which simplifies transport costing and logistics. The rail-based option supports sustainability goals by reducing per-person emissions compared to road transfers.

- Keikyu Line provides direct rail connections from Haneda Airport to central Tokyo and also offers airport access from Narita via transfer at Shinagawa. From Haneda to Shinagawa: approx. ¥470–¥500 ($\approx$ £2.50–£3). From Narita (with transfer): combined tickets approx. ¥1,500–¥1,800 ($\approx$ £9–£11) The Keikyu Line is cost-effective and efficient, especially for groups arriving at Haneda. Rail integration with metro lines allows easy onward travel. Cost per person is significantly lower than road transport options, and it fits well with the sustainability and budget criteria for student travel. Selected: Yes (as standard public transport).
- Scheduled Airport Limousine Bus operate scheduled trips from Narita and Haneda Airports to major hotel districts and stations across Tokyo. Narita to central Tokyo areas: ¥3,200–¥3,500 ($\approx$ £19–£21) one way. Haneda to central Tokyo: ¥900–¥1,300 ($\approx$ £5–£8) one way Airport limousine buses are comfortable and require minimal transfers, which can be appealing for first-time international travellers. However, buses are subject to road congestion and have longer journey times compared to rail. While they present a reliable door-to-door option, they were secondary choices given rail's cost, speed, and more sustainable profile.
- Private Coach Transfers- Chartered coaches for airport pickups and group transfers. Narita Airport to central Tokyo (one way): approx. ¥25,000–¥40,000 ($\approx$ £150–£240) depending on bus size. Haneda to central Tokyo: approx. ¥15,000–¥30,000 ($\approx$ £90–£180). Private coaches offer convenience but come with higher costs per person and significantly higher emissions due to road travel and idling. For sustainability goals and student budgets, private coach transfers were not selected except in exceptional circumstances (e.g., mobility requirements that cannot be met by rail). The increased per-student cost and environmental impact made coaches inferior to scheduled public transport options. Selected: No (only as contingency, not planned).

- Individual or shared taxi services from airport to destination. Narita → Tokyo: ¥25,000+ (≈ £150+). Haneda → Tokyo: ¥7,000–¥10,000 (≈ £40–£60). Taxis provide convenience but are not cost-effective for a group and produce higher emissions per passenger. Given the availability of high-capacity scheduled transport, taxis were ruled out as a standard option for this itinerary.

Overall, Japan's rail-based transport system, supported by complementary low-impact modes, represents the most sustainable and effective option for this itinerary. The integration of multiple transport modes minimises environmental impact, enhances cultural immersion, supports local economies, and offers students real-world insights into sustainable transport planning within tourism.

Accommodation options:

The two factors that were considered the most were cost as students tend to be on a budget and location and how close it is to the destinations on the itinerary.

On the 24th and 25th of June the students are staying in Hostel Den which is £1,193 for 20 students. It was between this, Sakura Hotel (n.d.) and Imano Tokyo Hostel (n.d.). The Sakura Hotel was the cheapest hotel by £15 however Hostel Den (n.d) was the closest to the destinations the students were visiting.

On the 26th and 27th of June the students are staying in Hotel Suimeikan which is £1,215 for 20 students (Booking.com, n.d.). It was important to find a hotel near the Jigokudani Snow Monkey Park and that had enough beds for 20 students so that they weren't sharing so this was the cheapest option. Ryokan Biyunoyado (n.d.) was a consideration however it was £3,744 which is £2,529 more expensive.

On the 28th of June the students are staying in Lake Villa Kawaguchiko (n.d.) which is £868 for 20 students. It was important to have a view of Mount Fuji whilst still being cheap for students. K's House Fuji View (n.d) was an option that was considered however they only do two-night bookings or more.

On the 29th and 30th of June the students are staying in Imano Osaka Shinsaibashi (n.d.) Hostel which is £602. This was the only suitable place to stay in Osaka on the selected dates. The only other place to stay on those dates was Hostel J Culture 168 £1,289 5km from the city centre and only had two reviews of average service (Hostelworld, n.d.).

On the 31st of June until the 3rd of July the students are staying in Temple Lodging Shukubo Kakurinbo (Kakurinbo, n.d.).

On the 4th and 5th of July the students are staying in Ogi-Hashi Apartment.

Excursions and activities:

As part of the itinerary development process, several alternative excursions were researched and critically evaluated but ultimately excluded to ensure the final product remained affordable, sustainable, and educationally relevant for a student group aged 18–30.

Tokyo Disneyland / DisneySea (approx. ¥9,400 / £50 per person). Theme parks were considered due to their popularity among young travellers; however, they were excluded because of high entry costs, high visitor density, and limited relevance to tourism and hospitality learning outcomes. These attractions prioritise entertainment over cultural immersion and would reduce accessibility for budget-conscious students while increasing environmental pressures associated with mass tourism.

Robot Restaurant, Tokyo (approx. ¥8,000 / £43 per person). This attraction was reviewed for its novelty value but rejected due to concerns around cultural commodification, excessive energy use, and limited authenticity. While visually engaging, it offers minimal educational depth and does not align with responsible tourism principles or sustainable product design.

Mount Fuji Summit Climb (guided) (approx. ¥12,000–¥18,000 / £65–£95 per person). Although offering strong experiential appeal, a summit climb was excluded due to

seasonal constraints, physical demands, and elevated safety risks for a mixed-ability student group. Viewing points and managed walking areas were therefore selected as a safer and more inclusive alternative.

Sumo Tournament or Stable Visit (approx. ¥6,000–¥12,000 / £32–£65 per person). Sumo experiences were explored for their cultural significance; however, limited availability, strict group size restrictions, and inflexible scheduling made them operationally unsuitable for a 20-student itinerary. Hands-on cultural workshops were prioritised instead to ensure consistent access and learning value.

Helicopter Sightseeing Tours (approx. ¥30,000+ / £160+ per person)

Aerial tours were excluded due to extremely high per-person costs, high carbon emissions, and poor value for money. This option conflicted directly with the sustainability objectives and low-impact ethos of the itinerary.

These exclusions demonstrate that a broad range of excursion types were evaluated during the planning process. The final selections prioritise sustainability, inclusivity, safety, and educational relevance, ensuring the itinerary aligns with responsible tourism principles while meeting the expectations and needs of a university-level student cohort.

It is important for there to be a range of activities within the itinerary, that makes the day jam packed for the customers getting value for money, while meeting the needs at the same time. Within this 14-night Japan itinerary it has been deliberately designed to meet the needs of a student group aged 18–30 while supporting sustainability principles, experiential learning, and destination management objectives. Rather than prioritising high-volume tourist attractions alone, the itinerary balances cultural, natural, educational, and reflective experiences, which is considered best practice in sustainable tourism product development (UNWTO, 2021).

Cultural and heritage excursions, including Senso-ji Temple, Meiji Shrine, Fushimi Inari Shrine, Osaka Castle, and Kyoto's historic districts, are strategically included due to their accessibility, educational value, and low financial barriers. Many of these attractions are

free or low-cost, increasing inclusivity for budget-conscious student travellers while reducing the need for revenue-intensive mass tourism products (Gössling, 2020). However, these sites are also subject to overtourism pressures, particularly in Kyoto and Tokyo. The itinerary mitigates this risk by scheduling visits during off-peak hours (e.g. early morning visits to Arashiyama Bamboo Forest), demonstrating responsible visitor management of 20 students and 2 staff rather than avoidance of popular destinations altogether (UNWTO, 2021).

Experiential and skills-based excursions, such as the sushi-making class, origami workshop, samurai masterclass, and tea ceremony, are critically important in transforming the itinerary from passive sightseeing to active learning. These activities align strongly with hospitality, events, and tourism curricula by demonstrating experience design, cultural interpretation, and service delivery in practice (Pine and Gilmore, 2019). The use of local operators supports community-based tourism and helps retain economic benefits within host destinations. However, the tour has taken care to ensure that cultural practices are not commodified or simplified solely for tourist consumption. The inclusion of contextual learning and historical explanation reduces this risk and enhances authenticity.

Nature-based excursions, including Jigokudani Snow Monkey Park, guided forest walks in Nagano, Mount Fuji viewing areas, and optional river kayaking, was chosen to provide opportunities for environmental education and responsible nature tourism. These activities are delivered within managed environments using designated trails and licensed guides, which helps reduce ecological degradation and wildlife disturbance (Buckley, 2012). Nevertheless, wildlife tourism carries inherent ethical risks, particularly at popular sites such as the Snow Monkey Park. By emphasising observation rather than interaction and reinforcing strict visitor guidelines, the itinerary demonstrates a precautionary approach consistent with sustainable wildlife tourism principles (Gössling, 2020).

The overnight Buddhist temple stay at Mount Koya represents one of the most valuable components of the itinerary from a critical tourism perspective. Shukubo accommodation introduces students to non-commercial hospitality models, spiritual tourism, and low-impact accommodation practices. The inclusion of shojin ryori

(vegetarian monk cuisine) reinforces sustainable food systems and ethical consumption while providing a contrast to urban commercial dining experiences (UNWTO, 2021). While this experience may challenge some students due to early start times and limited amenities, this discomfort is pedagogically valuable, encouraging reflection on tourism beyond comfort-based consumption, where you would not find anywhere else.

Optional excursions, such as Shibuya Sky, eco-bars, TeamLab, shopping districts, and day trips to Yokohama, offer necessary flexibility and autonomy. This is particularly important for young adult travellers who value personal choice and independence (Gössling, 2020). From a product design perspective, optional activities reduce perceived risk by allowing students to manage costs and energy levels. However, optional experiences also risk fragmenting group cohesion; therefore, the itinerary balances structured core activities with free time rather than relying excessively on optional add-ons.

Risk management and travel advice are integrated throughout the excursion design to support a positive product experience. Clear guidance on onsen etiquette, religious site behaviour, wildlife safety, and urban navigation reduces cultural misunderstandings and enhances visitor confidence. Japan's strong transport infrastructure and low crime rate lower overall operational risk; however, students are briefed on earthquake awareness, emergency signage, and health considerations such as hydration and walking fatigue. This proactive risk communication aligns with responsible tour management standards (UNWTO, 2021).

The selected excursions were chosen in preference to alternative activities because they offer a stronger balance between sustainability, educational value, accessibility, and authentic cultural engagement, which is particularly important for a student cohort aged 18–30. Rather than prioritising high-cost, entertainment-led attractions such as theme parks or large-scale commercial shows, the itinerary emphasises culturally embedded, low-impact, and participatory experiences that align with responsible tourism principles (UNWTO, 2021).

Activities such as temple visits, hands-on cultural workshops, nature-based excursions, and community-supported dining were favoured as they generate lower environmental

impacts, distribute economic benefits to local providers, and encourage meaningful interaction with host destinations (Gössling, 2020). These experiences also support experiential learning by allowing students to actively engage with Japanese history, food culture, spirituality, and environmental management, rather than consuming destinations passively (Pine and Gilmore, 2019). While alternative activities may offer convenience or entertainment value, they often involve higher costs, increased resource consumption, and reduced educational relevance. Consequently, the chosen excursions represent a more appropriate and responsible product design, balancing guest satisfaction with sustainability objectives and academic learning outcomes.

Overall, the excursion mix demonstrates a strong alignment between sustainability, educational outcomes, and guest satisfaction. By combining high-profile attractions with reflective, community-based, and low-impact experiences, the itinerary avoids over-reliance on mass tourism products while still meeting student expectations. This balanced approach enhances learning, reduces environmental and social pressures, and delivers a resilient and responsible tourism product.

Details of final package and cost breakdown:

These are the other activities that was looked at that could have been part of the Japan Itinerary.

Cultural & Educational Activities

Tea Ceremony (Kyoto / Tokyo) – £25–£40

Traditional matcha preparation with cultural explanation. Strong educational value for hospitality and service design.

Calligraphy (Shodo) Workshop – £20–£30

Hands-on cultural activity focusing on mindfulness, heritage, and craftsmanship.

Japanese Language Mini-Class (2 hrs) – £15–£25

Basic conversational Japanese; useful for cultural immersion and confidence building.

Sake Brewery Tour & Tasting – £20–£35

Educational insight into production, branding, and responsible alcohol tourism (18+).

Sustainability & Nature-Based Experiences

Urban Sustainability Tour (Tokyo) – £15–£25

Guided walk focusing on green spaces, waste management, and transport systems.

Forest Bathing (Shinrin-yoku) Experience – £25–£40

Guided wellness walk; links strongly to sustainable and wellness tourism.

Organic Farm Visit (Day Trip) – £30–£45

Focus on farm-to-table tourism and local supply chains.

Modern Tourism & Entertainment

TeamLab Planets / Borderless – £25–£30

Digital art exhibition; strong link to experiential tourism and event design.

Tokyo Sky Tree or Tokyo Tower – £15–£25

Classic attraction with crowd management and visitor flow relevance.

Universal Studios Japan (Osaka) – £60–£75

Here are the final costings of the Itinerary for Japan:

All Costing Table – Japan Study Tour (20 Students)

A. Transport (UK & Japan)

Item	Cost per Person (£)	Group Cost (£)
Return Flight (Heathrow–Tokyo)	943	18,860
UK Rail – No Railcard (return)	134	<i>varies</i>
UK Rail – With Railcard (return)	90	<i>varies</i>
Shinkansen: Tokyo → Nagano	55	1,100
Shinkansen: Hakone → Osaka	95	1,900
Shinkansen: Kyoto → Tokyo	100	2,000
Mount Koya Railway (return)	20	400
Hakone Ropeway	15	300
Lake Ashi Pirate Ship	10	200
City Transport (metro & buses)	60	1,200
Local trains & transfers	45	900

B. Accommodation

Accommodation	Cost per Person (£)	Group Cost (£)
Hostel Den (Tokyo)	59	1,193
Hotel Suimeikan	60	1,215
Lake Villa Kawaguchiko	44	868
Imano Osaka Hostel	30	602
Temple Lodging (Shukubo)	172	3,443
Ogi-Hashi Apartment	26	522

C. Activities & Excursions

Activity	Cost per Person (£)	Group Cost (£)
Sushi-making class	70	1,400
Origami workshop	20	400
Samurai masterclass	60	1,200
Guided nature walk	30	600
Onsen entry	15	300
Temple & attraction fees	25	500

D. Temple Stay – Meals

Item	Cost per Person (£)	Group Cost (£)
Vegetarian monk dinner	25	500
Traditional breakfast	15	300

E. Administration & Operations

Item	Cost per Person (£)	Group Cost (£)
Planning & coordination	25	500
Supplier bookings	15	300
Risk assessments & duty of care	10	200
Emergency support	10	200

Total Cost Summary

Per Person Cost (excluding UK rail):

£2,054

Per Person Cost (including UK rail):

- **With Railcard:** £2,144
- **Without Railcard:** £2,188

Total Tour Cost (20 Students)

Scenario	Total Cost (£)
Excluding UK Rail	£41,080
Including Railcards	£42,880
Including No Railcards	£43,760

Taith funding represents a significant financial support mechanism for Welsh institutions delivering international study tours and mobility programmes. As a Welsh Government-funded international learning exchange programme, Taith is designed to increase access to global opportunities while promoting inclusion, sustainability, and educational value. Under Pathway 1 (Mobility), funding is allocated based on travel distance, duration, and participant numbers. For long-haul destinations such as Japan (approximately 9,500 km from the UK), eligible projects may receive a travel grant of up to £1,200 per participant, contributing towards international flight costs.

In addition, Taith provides daily subsistence funding to support accommodation, meals, and local transport, with rates varying by destination and length of stay. For higher-cost destinations outside the UK, subsistence rates are typically higher during the initial weeks of travel, which is particularly relevant for a 14-night study tour. Furthermore, institutions receive organisational support funding, which for a group of 20 students equates to approximately £400 per participant, helping to cover administrative costs, staff coordination, safeguarding, and risk management. Collectively, Taith funding can substantially reduce the financial burden on students while supporting the delivery of structured, educational, and sustainable international experiences, making overseas

study tours such as this Japan itinerary more accessible and viable (Welsh Government, 2024; Taith, 2024).

Detailed appendices:

This tour product/ itinerary has been designed in line with UK package travel regulations and consumer protection requirements. As the itinerary includes international flights combined with accommodation and excursions sold as a single package, it would fall under the Package Travel and Linked Travel Arrangements Regulations 2018. Therefore, the tour must be protected by an Air Travel Organiser's Licence (ATOL), issued by the UK Civil Aviation Authority (CAA), to ensure financial protection for customers in the event of tour operator insolvency (CAA, 2023).

ATOL protection would cover:

- Return flights to the UK if the company ceases trading while customers are abroad.
- Refunds for any unused elements of the package.
- Repatriation costs if required

In addition, the tour operator (Voya Japan) would hold ABTA membership, providing further consumer protection and adherence to a recognised code of conduct. ABTA protection applies to land arrangements such as accommodation, transfers, and excursions, offering dispute resolution and financial security for non-flight components of the package (ABTA, 2023). The combination of ATOL and ABTA bonding ensures a high level of consumer confidence and regulatory compliance.

All bookings for this itinerary would be managed through a centralised tour operator reservation system to ensure consistency, risk management, and cost control. Group flight bookings would be secured through scheduled airlines offering competitive economy fares, with carbon-offset options encouraged at point of sale. Flight reservations would be made under a group booking reference to allow flexibility for name

changes and group seating allocation. For the bookings it would be required to have an deposit of 35% of the tour.

Accommodation bookings prioritise budget-friendly, centrally located hostels, ryokan-style lodgings, and temple stays. Reservations would be confirmed in advance with negotiated group rates, including cancellation policies aligned with academic calendars. Accommodation contracts would include clear inclusions such as breakfast where applicable, luggage storage, and access to communal spaces to support social interaction.

Excursions and workshops, including sushi-making classes, cultural lessons, guided nature walks, and the samurai masterclass, would be booked directly with local suppliers. This approach supports local economies and allows for quality control, risk assessment, and alignment with sustainability values. Supplier contracts would include liability insurance confirmation, capacity limits, and clear health and safety procedures.

All bookings would be supported by comprehensive documentation, including:

- Confirmation invoices and vouchers for all suppliers.
- Emergency contact details for local operators
- 24-hour tour operator assistance line
- Copies of insurance certificates and supplier risk assessments

Students would receive a full pre-departure information pack containing flight details, accommodation addresses, transport instructions, cultural etiquette guidance, emergency procedures, and sustainability expectations. This documentation ensures transparency, compliance, and a high-quality product experience.

Marketing/ social media:

Marketing and social media posts are a critical component in the promotion and successful delivery of the Japan itinerary, particularly given the target market of students aged 18–30. This demographic is highly engaged with digital platforms and frequently uses social media as a primary source of travel inspiration and information. Therefore, marketing content allows the itinerary's key features, such as cultural immersion, sustainability, affordability, and educational value, to be communicated clearly and efficiently to potential participants (Hudson and Thal, 2013).

For this Japan itinerary, social media posts play an important role in highlighting the diversity of experiences offered, including iconic urban attractions in Tokyo and Osaka, traditional cultural activities in Kyoto and Mount Koya, and nature-based experiences in Nagano and Hakone. Visual content showcasing activities such as sushi-making classes, temple stays, onsen visits, and Shinkansen travel helps prospective students understand the balance between structured learning, cultural engagement, and independent exploration. This reduces uncertainty and manages expectations, which is particularly important for first-time visitors to Japan.

Marketing communications also support the itinerary's sustainability objectives by promoting responsible travel behaviours before departure. Posts can be used to emphasise the use of public transport, low-impact accommodation, plant-based dining options, and respect for cultural and natural environments. By embedding sustainability messages into marketing content, students are introduced early to the ethical values underpinning the tour, which can positively influence behaviour during the trip and reduce negative environmental and social impacts at destinations (Gössling, 2020; UNWTO, 2021).

Furthermore, social media marketing enhances engagement and peer-to-peer influence, which is highly relevant for student travel. User-generated content, testimonials, and interactive posts relating to destinations such as Shibuya, Kyoto's historic streets, or the Snow Monkey Park increase credibility and trust in the product, making it more appealing and competitive within the educational travel market (Xiang and Gretzel, 2010). This form of marketing also allows the tour operator to differentiate the itinerary from generic group

tours by emphasising its academic relevance, experiential learning components, and responsible tourism focus.

Overall, marketing and social media posts are essential in supporting the Japan itinerary by increasing visibility, clearly communicating the product's unique features, reinforcing sustainability values, and aligning guest expectations with the actual travel experience. Their strategic use strengthens both the educational and operational success of the tour while promoting responsible and informed student travel.

Below: are the marketing/ social media posts that have been created.



The logo, slogan, and brand name Voya Japan were carefully selected to reflect the identity, values, and target market of the Japan study tour while aligning with principles of sustainable and experiential tourism. The visual design of the logo incorporates instantly recognisable Japanese imagery, including Mount Fuji, traditional architecture,

cherry blossoms, and the Shinkansen. These elements were chosen to communicate a balance between Japan's cultural heritage and modern innovation, which directly mirrors the itinerary's structure combining historic temples, traditional practices, and advanced transport systems. The inclusion of the Shinkansen also symbolises efficiency, connectivity, and sustainability, reinforcing the itinerary's strong reliance on low-emission rail travel.

The artistic, watercolour-style illustration was selected to convey creativity, accessibility, and emotional engagement rather than a purely commercial or corporate aesthetic. This approach is particularly effective for a student audience aged 18–30, who are more likely to engage with visually appealing, story-driven branding on social media platforms. The soft colour palette and flowing design evoke a sense of movement and discovery, aligning with experiential tourism and the educational nature of the study tour rather than mass-market travel.

The brand name Voya Japan is derived from the word “voyage,” meaning a journey of exploration and learning. The shortened form “Voya” creates a modern, friendly, and memorable brand identity that is easy to recognise and adaptable across digital platforms. This choice reflects the itinerary's focus on travel as a process of cultural immersion, personal growth, and academic development, rather than simply visiting destinations. Using “Japan” explicitly in the name ensures clarity of destination and strengthens brand recognition, particularly in competitive online environments.

The slogan “one trip. a thousand memories.” reinforces the experiential and emotional value of the itinerary. It emphasises that the tour offers more than a single travel experience, instead delivering multiple meaningful moments through diverse activities such as cultural workshops, nature-based excursions, temple stays, and interactions with local communities. The informal, lower-case style of the slogan creates a relaxed and approachable tone, which resonates with younger travellers and supports the brand's identity as inclusive, reflective, and student-focused.

Overall, the logo, slogan, and brand name work cohesively to communicate the core values of Voya Japan: cultural authenticity, sustainable travel, emotional connection, and educational depth. Together, they create a strong visual and conceptual identity that

supports marketing objectives, differentiates the product from generic tour offerings, and accurately represents the experience offered within the Japan itinerary.



culture & scenery
the eastern capital.

Voya Japan
One Trip. A
thousand memories



#Japan



@Voya Japan

The Instagram post was created to promote the Voya Japan itinerary in a way that aligns with the digital behaviours and motivations of the target market of students aged 18–30. Instagram is a highly visual platform and a key source of travel inspiration for younger travellers, making it an appropriate channel for promoting an experiential and educational study tour (Xiang and Gretzel, 2010).

The central image of Tokyo’s skyline at sunset, featuring Tokyo Tower, was deliberately selected due to its strong destination recognition and symbolic value. Tokyo is the first location in the itinerary and functions as a gateway to the wider travel experience; therefore, showcasing the city helps establish familiarity and excitement. The use of warm tones and panoramic composition conveys energy, scale, and discovery, reflecting the itinerary’s blend of modern urban experiences, cultural exploration, and social engagement (Hudson and Thal, 2013).

Minimal text elements such as “culture & scenery” and “the eastern capital” were used to communicate value quickly within a fast-scrolling social media environment. These phrases reinforce Tokyo’s dual identity as a cultural and global city, aligning with itinerary activities including temple visits, historic districts, and contemporary neighbourhoods such as Shibuya and Shinjuku. The hashtag #Japan and @VoyaJapan handle improve discoverability and support consistent brand recognition.

Branding is integrated subtly through the Voya Japan logo and the slogan “One trip. A thousand memories”. This approach avoids overt sales messaging and instead emphasises emotional and experiential value, which is particularly effective for educational travel products where meaning and personal growth are key motivators (Pine and Gilmore, 2019). The slogan reflects the itinerary’s diversity, suggesting that a single journey can generate multiple memorable experiences across different regions and cultures.

Overall, the post effectively supports the Japan itinerary by building destination awareness, reinforcing brand identity, and appealing to the student market through visually engaging and value-driven content, while remaining consistent with responsible and sustainable tourism marketing principles (UNWTO, 2021).



The Voya Japan business cards were designed to reinforce brand identity, professionalism, and clarity while remaining visually aligned with the Japan itinerary and target student market. The front features the Voya Japan logo, incorporating Mount Fuji, cherry blossoms, and the Shinkansen. These elements symbolise Japan’s cultural heritage, natural beauty, and sustainable high-speed rail travel, which are central themes of the itinerary. Including the website prominently encourages digital engagement, reflecting how students primarily research and book travel online.

The back of the card prioritises clear, accessible contact information alongside the slogan “One trip. A thousand memories.” This reinforces the experiential focus of the itinerary, suggesting depth, variety, and personal meaning within a single journey. The clean layout and soft colour palette reflect reliability and trust while maintaining a modern aesthetic suitable for a younger audience. Overall, the business cards support brand recognition, credibility, and effective communication, acting as a professional extension of the itinerary and its sustainable, experience-led travel values.

travel checklist

- 1. Travel Documentation & Insurance**
I confirm my passport, visa requirements, and travel documents are valid.
I confirm I have obtained comprehensive travel insurance for the full tour.
- 2. Health, Safety & Risk Awareness**
I understand the health, safety, and emergency procedures outlined.
I agree to follow all risk management guidance provided by staff and suppliers.
- 3. Behaviour & Cultural Responsibility**
I agree to behave respectfully towards local cultures, communities, and traditions.
I will comply with local laws and group codes of conduct at all times.
- 4. Sustainability Responsibilities**
I understand my role in supporting sustainable travel practices.
I agree to minimise environmental impact and support local businesses.
- 5. Academic & Participation Commitment**
I acknowledge this is an educational study tour.
I agree to actively participate in learning activities and reflections.

STUDENT DECLARATION

I confirm that the information provided above is accurate and that I understand and accept the conditions of participation in the Japan Study Tour.

Student Name: _____

Student ID: _____

Signature: _____

Date: _____

謹賀新年

This travel checklist was designed to clearly communicate student responsibilities while supporting risk management and duty of care for the Voya Japan study itinerary.

Presenting essential information in a visual, structured format increases accessibility and comprehension for students, helping ensure that key requirements such as documentation, insurance, health, and safety procedures are understood before departure. By clearly outlining expectations, the checklist reduces potential risks and promotes preparedness, which is essential for international educational travel.

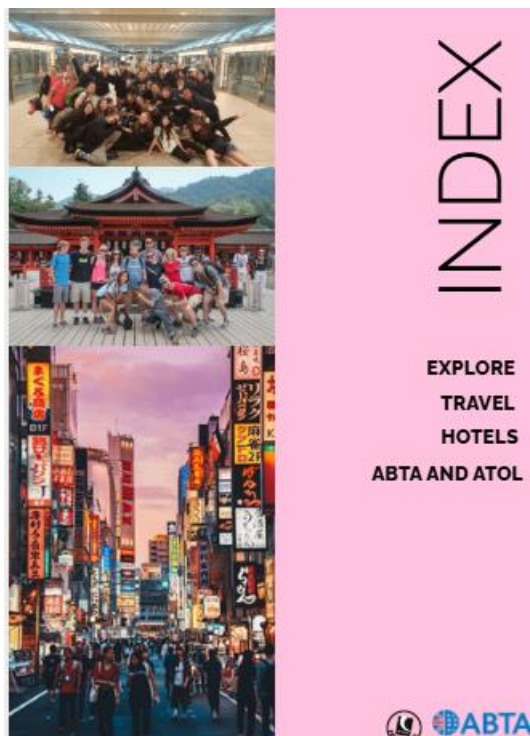
The inclusion of sections on cultural behaviour, sustainability responsibilities, and academic participation reinforces that the trip is both an educational and ethical experience rather than solely leisure based. These elements directly align with the itinerary's emphasis on respectful cultural engagement, low-impact travel, and experiential learning. The use of Japanese imagery supports destination relevance and brand consistency, while encouraging students to approach the trip with cultural awareness and responsibility.

A student declaration has been added because it ensures participants formally acknowledge their responsibilities, risks, and behavioural expectations before travel. It protects both the organisation and the student by confirming informed consent, understanding of health and safety requirements, and commitment to appropriate conduct. This is particularly important for international study tours, as it supports duty of care, risk management, and accountability while reinforcing that the trip is an educational experience rather than purely recreational.

Risk Assessment						
Risk Category	Identified Risk	L	I	Risk Score	Risk Level	Control / Mitigation Measures
Health & Medical	Illness, dehydration, fatigue	3	3	9	Medium	Medical declarations, insurance, hydration guidance, rest breaks
Transport	Students getting lost on public transport	3	2	6	Medium	Buddy system, IC cards, clear meeting points, staff supervision

Risk Category	Identified Risk	L	I	Risk Score	Risk Level	Control / Mitigation Measures
Transport Safety	Accident on trains, ropeways or ferries	2	4	8	Medium	Licensed operators, safety briefings, compliance with regulations
Environmental	Earthquake or extreme weather	1	5	5	Low	Emergency briefings, evacuation guidance, itinerary flexibility
Environmental	Slips/falls during nature walks	3	2	6	Medium	Guided walks, footwear advice, maintained trails
Cultural & Social	Cultural misunderstanding or offence	3	3	9	Medium	Cultural awareness training, code of conduct
Accommodation	Issues during hostel or temple stay	2	2	4	Low	Clear behavioural expectations, supervision
Activities	Minor injury during activities (onsen, cooking)	2	2	4	Low	Licensed providers, safety instructions
Security	Theft or loss of belongings	3	2	6	Medium	Advice on valuables, lockers, travel insurance
Behaviour	Alcohol misuse or nightlife incidents	2	3	6	Medium	Code of conduct, staff oversight, disciplinary procedures

Travel Trade Brochure



Explore

Visit Senso-ji Temple
Sushi-making Class
Origami Lesson
Visit an Onsen
Jigokudani Snow Monkey Park
Mount Fuji
Osaka Castle
Buddhist Temple Lodge
Bamboo Forest
Samurai Masterclass



Travel

Train:

23rd June

06:26 am - 10:01 am

Swansea - Heathrow Airport

Terminal 5

6th July

06:26 am - 10:01 am

Heathrow Airport Terminal 5 -

Swansea



Plane:

British Airways

23rd June - 24th June

20:55pm - 10:55am

Heathrow Airport - Tokyo

Haneda Airport



6th July

09:45am - 10:10am

Tokyo Haneda Airport -

Heathrow Airport



Hotels

24th - 25th June
Hotel Den

26th - 27th June
Hotel Suimeikan

28th June
Lake Villa Kawaguchiko

29th - 30th June
Imano Osaka Shinsaibashi Hostel

31st June - 3rd July
Ogi-Ohashi Apartment

4th - 5th
Ogi-Ohashi Apartment






ABTA AND ATOL

This tour product/ itinerary has been designed in line with UK package travel regulations and consumer protection requirements. As the itinerary includes international flights combined with accommodation and excursions sold as a single package, it would fall under the Package Travel and Linked Travel Arrangements Regulations 2018. Therefore, the tour must be protected by an Air Travel Organiser's Licence (ATOL), issued by the UK Civil Aviation Authority (CAA), to ensure financial protection for customers in the event of tour operator insolvency (CAA, 2018).

ATOL protection would cover:

- Return flights to the UK if the company ceases trading while customers are abroad.
- Refunds for any unused elements of the package.
- Repatriation costs if required.

In addition, the tour operator (Visit Japan) would hold ABTA membership, providing further consumer protection and ensuring an additional code of conduct. ABTA's protection applies to land arrangements such as accommodation, transfers, and excursions, offering dispute resolution and financial security for non-flight components of the package (ABTA, 2018). The combination of ATOL and ABTA bookings ensures a high level of consumer confidence and regulatory compliance.

All bookings for this itinerary would be managed through a centralised tour operator reservation system to ensure consistency, risk management, and cost control. Group flight bookings would be secured through established airlines offering competitive economy fares, with carbon offset options arranged as part of sale. Flight reservations would be made under a group booking reference to allow flexibility for name changes and group seating allocation. For the bookings it would be required to have an deposit of 50% of the cost.

Accommodation bookings prioritise budget-friendly, centrally located hotels, ryokan-style lodgings, and simple guesthouses. Reservations would be confirmed in advance with operational group rates, including cancellation policies aligned with academic calendars. Accommodation contracts would include clear inclusions such as breakfast where applicable, luggage storage, and access to communal spaces to support social interaction.

Excursions and workshops, including sushi-making classes, cultural lessons, guided nature walks, and the seasonal matsukichi, would be booked directly with local suppliers. This approach supports local businesses and allows for quality control, risk assessment, and alignment with sustainability values. Supplier contracts would include liability insurance confirmation, capacity limits, and clear health and safety procedures.

All bookings would be supported by comprehensive documentation, including:

- Confirmation letters and vouchers for all suppliers.
- Emergency contact details for local operators.
- 24-hour tour operator assistance line.
- Copies of insurance certificates and supplier risk assessments.

Customers would receive a full pre-departure information pack containing flight details, accommodation addresses, transport instructions, cultural etiquette guidelines, emergency procedures, and sustainability expectations. This documentation ensures transparency, compliance, and a high-quality product experience.

<https://www.flipsnack.com/6EAE58EEFB5/visit-japan>

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