

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M/533(1)/2013 - OPD (Mktg)

OFFICE OF THE VC & MD
MUSHIRABAD: HYDERABAD

Date: 30.12.2013.

To
All Regional Managers.

Sub - **Package Tour:** Instructions to the Field Managers for effective implementation of "Package Tours - Instructions issued - Reg.

The following Package Tours are to be operated throughout the state covering important pilgrim / tourist places from 01.01.2014 by the earmarked Depots.

I. Daily Package Tours

- 1) Thirupati-Kanipakam-Vellore (Golden Temple) - Thirupati. **(TPT Depot)**
- 2) Srisaillam - site seeing places (Sakshi Ganapathi, Phaladhara, Panchdhara, Hatekeshwaram, Shikaram, Srisaillam Dam and Pathalaganga). **(ATKR-K Depot)**

II. Weekend & Holidays Package Tours

- 1) Visakhapatnam - Araku - Borra caves - Mountain view - Coffee plantation - Visakhapatnam. **(VSP Depot)**
- 2) Nizamabad - Kuntala & Pochera waterfalls - Nirmal Handicrafts - Nizamabad. **(NZN-II Depot)**
- 3) Hanmakonda - Ramappa temple - Laknavaram lake - Hanmakonda. **(WL-II depot)**
- 4) Hyderabad - Chilukuru - Ananthagiri temple - Ananthagiri Sanitorium - Hyderabad. **(HYD-II Depot)**
- 5) Kadapa - Diguva Ahobilam - Eguva Ahobilam - Kadapa. **(KDP Depot)**
- 6) Kurnool - Orvakallu Rock formations- Yaganti - Belum Caves - Kashi Bugga - Kurnool. **(KRNL-II)**
- 7) Ananthapur - Lepakshi temple - Penugonda fort - Ananthapur. **(ATP Depot)**
- 8) Hyderabad - Nacharam Laxminarasimha swamy temple - Wargal Saraswathi temple - Keesaragutta Ramalingeshwara swamy temple - Hyderabad. **(HYD-II)**
- 9) Thirupathi - Thalakona - Chandragiri Fort - sound & light show - Thirupathi. **(TPT Depot)**
- 10) Nirmal - Basara - Alisagar - Quilla Ramalayam - Nirmal **(NRML Depot)**

The schedule of Package Tour covering the pilgrim places and tariff for adults and children are enclosed herewith. The concerned Depot Managers shall arrange to feed the package tour details for implementation w.e.f., 01.01.2014. Other charges viz., a) Reservation charge of Rs.10/- b) Applicable Passenger Cess c) Applicable Toll plaza amount & d) Service Tax @ 12.36% on basic amount of Tour Package (which may be revised from time to time) shall be added while creating the Tour Package Service. In this regard the following guidelines are issued.

- 1) The passenger is facilitated to book the tour package through OPRS at RTC counters, ATB Agent counters & through e-ticketing either with long distance passenger ticket link or individual package tour ticket.
- 2) Daily Package tours shall be operated throughout the year since the places proposed are attractive for visitors. Weekend / Holiday tours shall be operated on Sundays (Weekend) and on holidays. On the festival holiday day's viz., Dasara, Sankranti, Deepavali etc., Package Tour may not be viable since most of the public stick to their homes only to celebrate festival. Hence for operating Package tour on Holidays shall be decided if feasible.
- 3) Depot Managers shall open only one tour package with Express bus initially in BARAT. In case, there is demand and on full booking of the 1st Package Tour service then only 2nd bus (EXP / DLX) to be deployed.
- 4) For operating Package tour Depot Managers shall give only 2 drivers duties for 1 day package tour and 4 driver duties for 2 days package. For example for one day package tour a single driver is sent for operating the entire tour will be allowed special off on next day. If two drivers are sent, no special off is allowed. Conductors should not be booked for the above packages.
- 5) Depot Managers shall deploy drivers having good behavior service orientation for operating Package Tours to make them successful and also to avoid complaints from passengers.
- 6) Depot Managers may send proposals to Head Office, for making Darshan/ entry tickets Food arrangements to the passengers basing on the demand so as to include in the Package Tour by tying with an agency.
- 7) **A)** For the initial period of one month i.e., upto 31.01.2014, all the package tours shall be operated without insisting for minimum seating capacity, to promote them.
B) After one month of inception i.e., w.e.f., 01.02.2014 Package Tour shall be operated, subject to filling up of minimum seats basing on the type of service operated viz., 38 seats for Express and 30 seats for Deluxe.
- 8) One responsible supervisor of the Depot shall be entrusted to check and ensure that if the above said minimum seats are not filled up before 48 Hrs to the schedule Departure time of the tour, the "Package Tour" service on the concerned day shall be cancelled. Necessary software shall be provided to enable the Bus Station supervisors / Depot supervisors to cancel the service.
- 9) As soon as the service is kept under cancellation, an SMS will be forwarded to the mobile number disclosed by the passenger at the time of booking as **"APSRTC regrets to inform that the Package tour booked has been cancelled due to less occupancy & the 100% fare paid by you will be refunded – Contact APSRTC counter / ATB counter (in case of ticket purchased at RTC / ATB counter & in case of e-ticketing amount will be refunded to their bank account)".**

10) **A)** Existing cancellation rules shall be applied till one month of inception i.e., upto 31.01.2014 or modification of software by Computer Department whichever is earlier for implementing cancellation rules shown at 10 (B) for package tours, for cancellation of "package tour ticket" by the passengers as shown below.

B) Cancellation rules for cancellation of "package tour ticket" shall be implemented from 01.02.2014 on modification of program by the Computers Department as following.

SL NO	Advance notice of time	Deduction to be made
1	48 Hrs before to the schedule dep. time of "Package	10%
2	From 48 Hrs to the schedule dep. time of "Package	No refund

- However, the passenger is facilitated to postpone the date of package tour in case they can not undertake, without payment of any additional charges before 48 Hrs only to the schedule departure time of Package Tour. Postponement of ticket is allowed for one time only.
 - The Package Tour ticket once postponed shall not be allowed for cancellation.
 - In case of cancellation of Package tour, Service Tax shall also be refunded with the admissible refund amount in both the scenarios A & B.
- 11) In case of more number of "Package Tours" are available (some bus stations may have 2 or 3 different tours also) with different timings, they may be shown separately in BARAT to facilitate passenger to book "Package Tour" as per their convenience / choice.
- 12) The list of passengers booked package tour shall be viewed by the supervisor allocated on daily basis, for contacting the passengers and also to organizing Package Tour smoothly without communication gap. This report can be viewed as and when required or by generating Reservation chart.
- 13) It is also proposed to deploy "Tour Manager" for smooth completion of "Package tour" without any hassles to undertake the works viz., a) Explaining the importance of place of visit, b) coordinating with hoteliers for tea / Tiffin / meals etc., c) providing Darshan tickets d) to enthuse the pilgrims during the bus journey and also at tourist places to have a lasting experience to the passengers undertaken "Package Tour". One seat shall be allocated to the "Tour Manager".
- 14) Regional Managers shall give contract to the enthusiastic persons who are having acquaintance with the local places and having contacts with the hoteliers. The "Tour Manager" shall be permitted to sell snacks / cool drinks / water bottles and also for conducting events viz., Tambola, Musical Chair, Antyakshari, etc.
- 15) Identification of Tour Manager shall be completed within 15 days i.e., by 15.01.2014. Till such time CRC of the Depot shall follow the Package tour to guide the passengers and coordinating for Darshan and food arrangements for the passengers.
- 16) Existing commission rate of commission @ 3.05% (Non-AC buses) shall be paid to ATB agents on the package tour tickets also only on transport amount of Package tour.


- 17) The service tax amount @12.36% collected on the basic amount of "Package Tour" shall be taken into separate Account Head No AH 1042 and credited to DyCAO (SP & A) /HO through credit advice every month alongwith the receipt details communicated through Accounts Circular No 14/2013-14 Dt 26.12.2013.
- 18) Regional Managers shall conduct meeting with all the ATB Agents under their jurisdiction to educate them regarding operation of Package Tours and to make them success by giving proper information to the intending passengers who approach the ATB counter for Booking of Package Tour tickets.

PUBLICITY:

Proper publicity shall be given by the Regional Managers / Depot Managers concerned aggressively with flexi banners, pamphlets and also utlising public address system at the Bus Stations.

LAUNCHING:

The package tours shall be introduced from 01.01.2014 for daily package tours and from 05.01.2014 weekend / Holiday package tours by inviting local VIPs and giving wide coverage through print & electronic media. It is requested to arrange to inaugurate Package tour services immediately well before the 1st day of operation.


**VICE CHAIRMAN &
MANAGING DIRECTOR**

- Copy to Dir (V & S), FA & CAO, ED (O, MIS & AM), ED (A & P), ED (E & IT), ED (Medical) & Sec to Corp for information.
- Copy to all EDs of Zones for information and necessary action.
- Copy to all HODs for information.
- Copy to all Dy Chief Traffic Managers for necessary action.
- Copy to all Dy CAO's/ AO for necessary action.
- Copy to all Depot Managers for necessary action.
- Copy to all ATMs of Bus Stations for necessary action.