

## TOURISM AND HOSPITALITY MARKETING EXPERIENCES

**UNIT CODE: TO/CU/TG/CC/02/4/A**

### RELATIONSHIP TO OCCUPATIONAL STANDARDS

This unit addresses the Unit of Competency: Hospitality/Tourism Marketing

**DURATION OF UNIT:** 60 hours

### UNIT DESCRIPTION

This unit describes the competencies required to promote hospitality marketing. It involves developing and implementing a sustainable tourism management system, monitoring the implementation of a sustainable tourism management system and preparing reports on sustainable tourism.

### SUMMARY OF LEARNING OUTCOMES

1. Conduct a feasibility study
2. Develop marketing Strategies
3. Develop a marketing plan
4. Develop new products and services
5. Monitor the marketing channels
6. Apply promotional strategy

### LEARNING OUTCOMES, CONTENT AND METHODS OF ASSESSMENT

Learning Outcome	Content	Methods of assessment
1 Conduct a feasibility study	<ul style="list-style-type: none"><li>• Theory:</li><li>• Conduct research on available products and services in a destination</li><li>• Create customer profiles for tourism and hospitality experiences</li><li>• Understand the concept of market segments</li><li>• Develop products and experiences that align with the objectives of the business</li></ul>	<ul style="list-style-type: none"><li>• Reports</li><li>• Observation</li><li>• Team projects</li></ul>

2.	Develop Marketing Strategies	<ul style="list-style-type: none"> <li>• Theory:</li> <li>• Develop marketing objectives that align with the organizations business plan and financial forecasts</li> <li>• Document the marketing strategy based on the organization's objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Reports</li> <li>• Observation</li> <li>• Team projects</li> </ul>
3.	Develop a marketing plan	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Principles of hospitality marketing</li> <li>• Marketing plan process</li> <li>• Sales forecasting</li> </ul> <p>Practice:</p> <p>Design a hospitality or Tourism marketing plan</p>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written</li> <li>• Oral</li> <li>• Third party report</li> </ul>
4.	Develop new products and services	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Planning for new products</li> <li>• Organising for the new product planning</li> <li>• New product development process</li> <li>• Identifying products and services</li> </ul> <p>Practice</p> <ul style="list-style-type: none"> <li>• Formulate a new tourism product</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written</li> <li>• Oral</li> <li>• Third party report</li> </ul>
5.	Monitor the marketing channels	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Channel strategy</li> <li>• Franchising</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Carry out impact assessment (case study)</li> </ul>	<ul style="list-style-type: none"> <li>• Oral</li> <li>• Observation</li> <li>• Written</li> <li>• Third party report</li> <li>• Case study</li> </ul>
6.	Apply promotional strategy	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Managing the promotional mix</li> <li>• Advertising management</li> <li>• Planning and evaluating advertising campaign</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Develop a comprehensive advertising campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Oral</li> <li>• Observation</li> <li>• Written</li> <li>• Third party report</li> </ul>

### Suggested Methods of Instruction

- Instructor lead facilitation of theory
- Practical demonstration of tasks
- Practice by trainee
- Simulation/Role play
- Group Discussion

### List of Recommended Resources

<ul style="list-style-type: none"><li>• Computers</li><li>• Business plans</li><li>• Telephones</li><li>• Office stationery</li><li>• Standard operating procedures</li><li>• Sample strategic plan</li><li>• Sample key performance indicators</li><li>• Communication policy</li></ul>	<ul style="list-style-type: none"><li>• Legal and statutory requirements</li><li>• Marketing Society of Kenya policy document</li><li>• Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]</li></ul>	<ul style="list-style-type: none"><li>• Cosumer protection Act 2012</li><li>• EMPLOYMENT ACT 2007</li><li>• EMCA 1999</li></ul>
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