

## TOUR AND TRAVEL PRODUCTS MARKETING

**UNIT CODE: TO/CU/TM/CR/05/5/A**

### Relationship to Occupational Standards

This unit addresses the unit of competency: Market tour and travel products

**Duration of Unit: 80 hours**

### Unit Description

This unit describes the competencies required to market tour and travel products. It involves conducting tour and travel feasibility studies, developing tour and travel products, pricing tour and travel products, promoting tour and travel products, distributing tour and travel products, develop tour and travel marketing strategies /marketing plan and selling tour and travel products.

### Summary of Learning Outcomes

1. Conduct tour and travel feasibility study
2. Develop tour and travel products
3. Price tour and travel products
4. Promote tour and travel products
5. Distribute tour and travel products
6. Develop tour and travel marketing strategies /marketing plan
7. Sell tour and travel products

### Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Conduct tour and travel feasibility study	<p>Theory:</p> <ul style="list-style-type: none"><li>• Meaning of marketing</li><li>• Marketing environment</li><li>• Principles of marketing<ul style="list-style-type: none"><li>○ Marketing mix</li><li>○ Market research</li></ul></li><li>• Market segmentation</li><li>• Consumer buying behaviour</li><li>• Customer care<ul style="list-style-type: none"><li>○ Development of customer profiles</li></ul></li></ul> <p>Practice:</p>	<p>Observation</p> <p>Written</p> <p>Oral</p> <p>Third party report</p>

	<ul style="list-style-type: none"> <li>• Develop customer profiles</li> <li>• Identify target market</li> </ul>	
2. Develop tour and travel products	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Meaning of product development</li> <li>• Types of tour and travel products</li> <li>• Components of tour and travel products</li> <li>• Characteristics of tour and travel products</li> <li>• Process of product development</li> <li>• Product positioning</li> <li>• Branding tour and travel products</li> <li>• Packaging tour and travel products</li> <li>• Product competitiveness</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Identify types of products</li> <li>• Develop a tour and travel product</li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral questioning</p>
3. Price tour and travel products	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Meaning of terms in pricing</li> <li>• Objectives of tour and travel product pricing</li> <li>• Pricing strategies</li> <li>• Factors to consider when setting tour and travel product price</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Develop tariffs and rates for travel and tour products</li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral questioning</p>
4. Promote tour and travel products	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Product promotion concept</li> <li>• Methods of promotion</li> <li>• Types of promotional materials</li> <li>• Resources for promotional activities</li> <li>• Organisation and implementation of promotional activities</li> <li>• Evaluation of promotional activities</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Design promotional materials</li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral questioning</p>

	<ul style="list-style-type: none"> <li>• Source promotional materials</li> <li>• Evaluate of promotional activities</li> </ul>	
5. Distribute tour and travel products	<p>Theory</p> <ul style="list-style-type: none"> <li>• Tourism and travel distribution channels</li> <li>• Role of tourism and travel distribution channels</li> <li>• ICT and tourism and travel product distribution</li> <li>• Development of a distribution strategy</li> <li>• Tour and travel products distribution channels management</li> <li>• Tour and travel product distribution resources</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Develop a given tour and travel product distribution strategy (case study)</li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral questioning</p>
6. Develop tour and travel marketing strategies /marketing plan	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Meaning of marketing strategies</li> <li>• Setting marketing objectives</li> <li>• Identification of market segments</li> <li>• Target marketing</li> <li>• Market positioning</li> <li>• Competitive analysis</li> <li>• Marketing mix strategy</li> <li>• Types of tourism plans</li> <li>• Implementation of marketing plans</li> <li>• Monitoring and evaluation of marketing plans</li> <li>• Review of the marketing plan</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Develop marketing strategic plan</li> <li>• Identify marketing objectives</li> <li>• Develop marketing strategies</li> <li>• Create a marketing budget</li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral questioning</p> <p>Third party report</p>

7. Sell tour and travel products	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Meaning of selling</li> <li>• Principles of selling</li> <li>• Methods of prospecting</li> <li>• Methods of approaching prospects</li> <li>• Identification of customer needs</li> <li>• Matching needs with products</li> <li>• Product offer presentation</li> <li>• Closing the sale</li> <li>• After sales follow up</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Sell a tour and travel product</li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral questioning</p>
8. Prepare sales and marketing report	<p>Theory:</p> <ul style="list-style-type: none"> <li>• Types of sales and marketing report</li> <li>• Components of sales and marketing report</li> <li>• Preparation of sales and marketing reports</li> <li>• Assessment of sales and marketing reports</li> <li>• Implementation of report recommendations</li> </ul> <p>Practice:</p> <ul style="list-style-type: none"> <li>• Prepare sales and marketing report for a specified period.</li> </ul>	<p>Observation</p> <p>Written</p> <p>Oral questioning</p>

**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>• Reservation systems</li> <li>• Telephones</li> <li>• Maps</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011]</li> <li>• The Occupational</li> </ul>	<ul style="list-style-type: none"> <li>• Cosumer protection Act 2012</li> <li>• EMPLOYMENT ACT 2007</li> </ul>
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<ul style="list-style-type: none"> <li>• Sample promotional materials</li> <li>• Sample tour products</li> <li>• Office stationery</li> <li>• List of tariffs</li> <li>• List of suppliers</li> <li>• Sample contracts</li> <li>• Standard operating procedures</li> </ul>	<p>Safety and Health Act, 2007</p> <ul style="list-style-type: none"> <li>• National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006]Lists of tour product quality standards</li> <li>• Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]</li> </ul>	<ul style="list-style-type: none"> <li>• EMCA 1999</li> <li>• Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]</li> <li>• CITES</li> <li>• IATA regulations</li> <li>• ICAO regulations</li> <li>• KCAA regulations</li> <li>• KAA regulations</li> <li>• KATA regulations</li> </ul>
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