

## MARKET TOUR AND TRAVEL PRODUCTS

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

### 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 marketing strategies and marketing plans, promoting tour and travel products and performing post tour and travel marketing activities. Supervising tour and travel marketing feedback and implementing recommendations of the tour and travel marketing report. It applies in the Tourism and travel Industry.

### ELEMENTS AND PERFORMANCE CRITERIA

<b>ELEMENT</b> These describe the key outcomes which make the workplace function	<b>PERFORMANCE CRITERIA</b> These are assessable statements which specify the required level of performance for each of the elements.  <i>(Bold and italicised terms are elaborated in the Range)</i>
1. Conduct tour and travel feasibility study	1. 1Target markets are identified and selected as per their growth potential and the organisation`s strategic plan. 1. 2 <b>Customer profiles</b> are created and maintained as per available data on customer preferences. 1. 3Market is segmented based on customer profiles and organization objectives. 1. 4 <b>Tour and Travel products</b> are developed to match the market segments as per SOP and based on organisation`s objectives.
2. Develop tour and travel marketing strategies	2.1 Marketing objectives, consistent with the organisation`s business plan, are identified and prioritised 2.2 Marketing strategies are identified and developed in-line with the organisation`s business plan and financial potential 2.3 Marketing strategy is adopted and documented based on organization objectives.
3. Develop tour and travel marketing plans	3.1 Marketing schedules are developed for the identified market segments in-line with the marketing strategy. 3.2 <b>Resources for implementation of marketing plans</b> are identified from historical data and business projections. 3.3 Marketing schedules are implemented in line with the marketing strategy. 3.4 Implementation and performance of the marketing plan is monitored and evaluated against milestones and budgets.

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	3.5 Significant variances in performance against the developed marketing plan are addressed in line with organisational policies.
4. Perform tour and travel products promotion	4.1 <i>Features of tour and travel products</i> to be promoted are identified based on their unique selling points. 4.2 Resources for promotional activities are identified from the budget and their availability secured. 4.3 <i>Methods of promotion</i> are identified based on resources available. 4.4 <i>Promotional materials</i> are developed based on products identified unique selling points. 4.5 Logistics for promotional activities are identified as per the type of promotional activity. 4.6 Promotional activities are organised and implemented based on budget and target market preferences. 4.7 Promotional activities are evaluated and revised based on their performance. 4.8 Promotional activities are conducted in due regard to sustainable tourism. 4.9 Tour and travel products are sold based on customers' needs and preferences as per SOPs.
5. Perform post tour and travel marketing activities	5.1 Marketing reports are prepared as SOPs. 5.2 Recommendations in marketing reports are acted upon based marketing strategy and SOPs.
6. Supervise tour and travel marketing Feedback	6.1 Internal <i>feedback mechanisms</i> are developed as per the SOPs 6.2 Performance <i>indicators</i> are identified as per the SOPs 6.3 Feedback is assessed as per the SOPs 6.4 Feedback is disseminated to intermediaries as per the SOPs

## RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range <i>May include but not limited to:</i>
1. Customer profiles	<ul style="list-style-type: none"> <li>• Demographic: <ul style="list-style-type: none"> <li>○ Name,</li> <li>○ Address,</li> <li>○ Occupation,</li> <li>○ Age</li> <li>○ Nationality</li> </ul> </li> <li>• Psychographic: <ul style="list-style-type: none"> <li>○ Introverts/psychocentric</li> <li>○ Extroverts/allocentric</li> </ul> </li> </ul>
2. Tour and travel products	<ul style="list-style-type: none"> <li>• Special interest tours,</li> <li>• Group tours,</li> <li>• Individual tours,</li> <li>• Group inclusive tour,</li> <li>• Ground transport,</li> <li>• Car hire, conferences,</li> <li>• Business travel,</li> <li>• Tour packages</li> <li>• Airline seats (economy, business, first class),</li> <li>• Hotel rooms (standard, deluxe, suites, economy)</li> </ul>
3. Promotional Activities	<ul style="list-style-type: none"> <li>• Public relations</li> <li>• Advertisements</li> <li>• Familiarization trips</li> <li>• Direct point of sale</li> <li>• Tourism expos</li> <li>• Trade fairs</li> <li>• Web based methods,</li> <li>• Branding,</li> <li>• Personal selling,</li> <li>• Direct marketing,</li> <li>• Special offers,</li> <li>• Electronic media,</li> <li>• Word of mouth,</li> <li>• Trade shows and exhibitions</li> </ul>
4. Promotional materials	<ul style="list-style-type: none"> <li>• Brochures,</li> <li>• Posters,</li> </ul>

	<ul style="list-style-type: none"> <li>• Post cards,</li> <li>• Labels,</li> <li>• Leaflets,</li> <li>• Multi-media</li> <li>• Web-based</li> <li>• Collaterals</li> <li>• Banners</li> <li>• Flyers</li> <li>• Audio visual</li> <li>• Travel guides</li> </ul>
5. Resources for implementation of marketing plans	<ul style="list-style-type: none"> <li>• Financial resources</li> <li>• Logistical resources</li> <li>• Human resources</li> </ul>
6. Features of tour and travel products	<ul style="list-style-type: none"> <li>• Intangible</li> <li>• Perishable</li> <li>• Seasonal</li> <li>• Heterogeneous</li> <li>• Non transferable</li> <li>• Inseparable</li> </ul>

## **REQUIRED SKILLS AND KNOWLEDGE**

### **Required Skills:**

- Communication
- Marketing
- Selling
- Interpersonal relationship
- Risk assessment
- Analytical
- Decision making
- Problem solving
- ICT skills
- Negotiation
- Report writing
- Organizational
- Leadership
- Teamwork
- Persuasion
- Planning

- Control
- Numeracy

**Required knowledge:**

- Tourism destination knowledge
- Principles of marketing
- Marketing mix elements
- Market segmentation
- Marketing environments
- Market research and planning
- Legal aspects of tourism
- Components of tourism products
- Range of tourism suppliers
- Customer care knowledge
- Service quality standards
- Sustainable tourism
- Feedback mechanisms
- Promotion of the tour products
- Tourism source markets

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## EVIDENCE GUIDE

<p>1. Critical Aspects of Competency</p>	<p><b>Assessment requires evidence that the candidate:</b></p> <ul style="list-style-type: none"> <li>1. 1 Identified and selected target markets appropriately</li> <li>1. 2 Created and maintained customer profiles correctly.</li> <li>1. 3 Segmented market appropriately.</li> <li>1. 4 Developed tour products effectively.</li> <li>1. 5 Identified and prioritised marketing objectives appropriately.</li> <li>1. 6 Identified and developed marketing strategies correctly</li> <li>1. 7 Facilitated the adoption and documentation of the marketing strategy</li> <li>1. 8 Appropriately developed marketing schedules.</li> <li>1. 9 Effectively identified resources for implementation of marketing plans</li> <li>1. 10 Facilitated implementation of marketing schedules</li> <li>1. 11 Appropriately monitored and evaluated the implementation and performance of the marketing plan</li> <li>1. 12 Appropriately addressed significant variances in marketing plan performance</li> <li>1. 13 Identified features of tour products to be promoted correctly</li> <li>1. 14 Identified and secured availability of resources for promotional activities from the budget</li> <li>1. 15 Appropriately identified methods of promotion based on resources available.</li> <li>1. 16 Effectively developed promotional materials</li> <li>1. 17 Appropriately identified logistics for promotional activities</li> <li>1. 18 Appropriately organised and implemented promotional activities</li> <li>1. 19 Effectively evaluated and reviewed promotional activities</li> <li>1. 20 Demonstrated understanding of sustainable tourism marketing.</li> <li>1. 21 Sold tour products successfully.</li> <li>1. 22 Prepared marketing reports.</li> <li>1. 23 Implemented marketing report recommendations</li> </ul>
<p>2. Resource implications</p>	<ul style="list-style-type: none"> <li>2.1 A functional tour and travel operations office</li> <li>2.2 Simulated tour and travel marketing office</li> <li>2.3 An institution with fully equipped simulated training tour operations office</li> </ul>

3. Methods of Assessment	<p><b><i>Competency may be assessed through:</i></b></p> <p>3.1 Verbal questioning</p> <p>3.2 Project</p> <p>3.3 Observation</p> <p>3.4 Third party report</p> <p>3.5 Interview</p> <p>3.6 Written test</p>
4. Context of Assessment	<p>Competency may be assessed individually</p> <ul style="list-style-type: none"> <li>• On-the-job</li> <li>• Off-the-job</li> <li>• Workplace experience</li> </ul>
5. Guidance information for assessment	<p>This unit may be assessed on an integrated basis with others within this occupational sector</p>

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