



Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

RQF LEVEL 5



TOURISM

TORPP501

PROMOTING TOUR
PACKAGE

TRAINEE'S MANUAL

April 2025

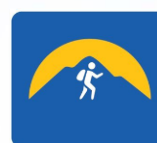


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PROMOTING TOUR PACKAGE



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LIST OF ABBREVIATIONS and ACRONYMS

4 P's: Product, Price, Place and Promotion

ADAMS: Accessible, Differentiable, Actionable, Measurable, Substantial

CBET: Competence Based Education and Training

DMA: Destination Management Areas

DMA: Destination Management Area

DMO'S: Destination Marketing Organization

DRC: Democratic Republic of Congo

GDS: Global Distribution Systems

KPIs: Key Performance Indicators

OTAs: Online Travel Agencies

PESTEL: Political, Economic, Socio-Cultural, Technological, Environmental, And Legal

PPC: Pay-Per-Click

RDB: Rwanda Development Board

ROI: Return On Investment

RQF: Rwanda Qualification Framework

RTB: Rwanda TVET Board

SEM: Search Engine Marketing

SEO: Search engine optimization

SWOT: strengths, weaknesses, opportunities, and threats.

TVET: Technical and Vocational Education and Training

USP: Unique Selling Proposition

UVP: Unique Value Proposition

VIP: Very Important Person

VR/AR: Virtual and Augmented Reality

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to **promote tour package**. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge, and attitudes about the unit. A discovery activity is followed to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures, and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses, and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

Module Units:

Unit 1: Identify tourism market demand

Unit 2: Describe consumer behavior

Unit 3: Select distribution strategies

Unit 4: Conduct promotional activities

UNIT 1: IDENTIFY TOURISM MARKET DEMAND



Unit summary

This unit provides you with the knowledge, skills and attitudes required to gather tourism market demand information, identify the market Segmentation process, Select Target Markets and apply product positioning.

Self-Assessment: Unit 1

- Referring to the unit illustration above, answer the following questions:
 - What does the illustration show?
 - What is the difference between the images in the illustration?
 - Basing on the Illustration, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.
- At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth the ideal tourist.					
Describe the steps of gathering tourism market demand information					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe different marketing channels					
Select different marketing channels					
Describe the process of market Segmentation					
Identify the types of consumer Behaviour					
Describe Consumer buying process					
Determine the distribution channels					
Select the distribution channels					
Describe marketing mix					
Identify the marketing environment					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe promotional tools					
Identify marketing innovations					
Use marketing innovations					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the types of tourism market demand	1. Classify the types of tourism market demand	1. Demonstrate team spirit while working with others
2. Describe the types of Market Segmentation	2. Apply market segmentation	2. Comply with safety precautions at the workplace
3. Identify the steps for Market Targeting	3. Select Target Markets	3. Pay attention to details
4. Identify the elements of product positioning	4. Identify the Product Positioning	4. While classifying the event guests
		5. Pay attention to details

Knowledge	Skills	Attitudes
		6. While building event agenda proposal



Discovery activity



Task 1:

Read the following statement and answer to the following questions.

A new adventure tourism destination is being developed in Rwanda, focusing on unique experiences like hiking, cave exploration, and bird watching. The destination aims to attract a niche market of thrill-seeking travelers.

1. What do you understand by tourism market demand?
2. What do you think are the types of tourism market demand?
3. How can you gather tourism market demand information?
4. What should be the purpose of Market Segmentation?
5. What should be the factors to consider in the Selection of Target Markets?
6. How can we proceed in product positioning?

Topic 1.1: Gathering of tourism market demand information



Activity 1: Problem-Solving



Task 2:

Read the following scenario and answer the questions provided:

The B&B Company Ltd located in Burera District is interested in expanding its tourism business to a new destination. To make an informed decision, they need to gather information about the tourism market demand in that specific location.

1. What do you understand by tourism market demand and tourism information?
2. What are the factors influencing tourism market demand in each destination?
3. What do you think are the types of tourism market demand?
4. How can you correct market demand information?

Key Facts 1.1a: Gathering of tourism market demand information

Companies conduct market research to learn more about their customer preferences and how to better market their product. The very first thing that one needs to consider is “whether there will be any demand for the product/service being planned to offer and or will that demand be enough to financial and otherwise survival of the business.

- **Key concepts**

The following are the explanations of key concepts.

- ✓ **Demand** is the quantity/volume of product or services that the potential buyers are willing and able to pay at a given price in a given time frame.” In present unit, we shall apply the concept of demand to tourism business and understand various facets of tourism demand.

- ✓ **Tourism demand** is “Tourism demand is defined as the number of people that plan to buy tourism products supported by sufficient purchasing power and spare time in order to meet tourism needs of people.”
- ✓ **Demands:** Human wants that are backed by purchasing power (ability to pay) become demands.
- ✓ **Customers:** He is a person who makes the decision to purchase a product and who pays for it.
- ✓ **Needs:** Needs are the basic requirements of human being such as food, cloth, shelter, recreation, education etc.
- ✓ **Wants:** Wants are the things that satisfy our needs. These are the needs directed to specific product or service.
- ✓ **Demands:** Human wants that are backed by purchasing power (ability to pay) become demands.
- ✓ **Product:** It is what a seller or marketer sells. A product is anything that can be offered to satisfy a need or want. It includes goods, services and ideas.
- ✓ **Exchange:** It is a process of obtaining a desired offer by sacrificing something in return.
- ✓ **Value:** It refers to benefits likely to get from the product or service in relation to the cost involved in acquiring that product or service.
- ✓ **Satisfaction:** It is expressed in terms of the Product’s perceived performance in relation to customer’s expectations.
- ✓ **Market:** It means a place where goods are bought and sold.
- ✓ **Supply** refers to the availability of goods/services. It refers to the availability of goods/services at a given price in the given period.

- **Gathering of tourism information**

Gathering tourism information for tourism market demand involves collecting and analyzing data on tourist preferences, behaviors, and market trends. This information helps tourism businesses understand their target audience, tailor their offerings, and make informed decisions to attract more visitors and enhance their overall tourism experience.

- ✓ **Ways of gathering of tourism information**

The following are different ways to gather and collect information that will benefit business and marketing.

- ✚ **Personal Research:** Personal research uses information that you as an individual or business already own or research that you can execute through various ways. More often than not doing personal research is easier for businesses that are already established. However, new businesses can also perform a few of these steps.

- ✚ **Owned Assets:** Information can be collected from any owned properties or assets that your business might have. Common properties might include your website and social media accounts. The same can be said for many social networks. If you operate a Facebook page you can see information about who your followers are and where they are from.

- ✚ **Personal Network:** Another way you can perform personal research is by reaching out to your personal network or your business' network of connections. This could be past and potential customers, friends and family, professional connections, or industry leaders. Speaking directly to these connections is a good approach to information collecting, and is more personal in many cases.

 **Available Research:** This information is available to help guide your tourism business and marketing. It includes raw statistics as well as trends within the NWT and Canadian tourism industries.

- **Characteristics of Tourism Demand**

Tourism demand exhibits various characteristics enlisted as follows:

- ✓ Tourism demand depends upon requirements of variety of tourism products in a particular market.
- ✓ Tourism demand depends upon supply of tourism products.
- ✓ Tourism demand is generally continuous except upon certain situations like global lockdowns and administrative failures of countries across the world.
- ✓ Tourism demand varies at different markets.
- ✓ Tourism demand is flexible.
- ✓ Tourism demand is sensitive to different internal and external factors.
- ✓ Tourism demand exhibit variations due to numerous dependent and independent variables.
- ✓ Tourism demand depends upon numerous factors i.e. Socio-cultural, psychological, geographical, climatic, seasonal, political and international factors.

- **TYPES OF DEMAND**

Tourism market demand refers to the desire, willingness, and ability of potential tourists to travel to a specific destination. It's influenced by various factors like economic conditions, cultural attractions, and marketing efforts. Understanding different types of tourism demand helps destinations tailor their offerings and marketing strategies to attract specific visitor segments.

The following are the types of tourism market demand:

- ✓ **Effective or Actual Demand/ Active demand:** It refers to total number of people, who are utilizing different tourism products in current time at a particular place / market.
- ✓ **Potential demand:** It refers to total number of people, who are currently not utilising any tourism product but may utilise or undergo any tour in near future at a particular place /market.
- ✓ **Deferred demand:** It refers to all those individuals, who have potential to undergo any tour but they have delayed their plan due to some reasons. These reasons may be lack of leisure / free time, health issue or any family problem etc.
- ✓ **Suppressed demand:** It refers to all those people, who can undergo tours but are not utilising any tourism product because of lack of motivation and sufficient information. This demand can be converted into active demand through variety of motivational efforts.
- ✓ **Future demand:** It refers to requirement of different tourism products in near future / coming days. It may increase or decrease depending upon changes in lifestyles of people.
- ✓ **Creative demand:** It refers to requirement of new types of tourism products with lots of creative aspects. It may involve new tourism trends and exploration and development of new tourism destinations.
- **Types of data**
 - ✓ **Primary data** is data collected directly by the researcher for the specific purpose of their research. It is original and firsthand, gathered through methods like surveys, interviews, and experiments.
 - ✓ **Secondly data** is data that has already been collected by someone else for a different purpose. It is pre-existing and readily available, often found in sources like books, journals, and government publications.

- **Method of gathering tourism market demand information**

Tourism market demand information is essential for understanding the needs and desires of potential visitors, which helps in making informed decisions about tourism product development and marketing strategies. There are various methods for gathering this information, including surveys, interviews, focus groups, and analyzing historical data. These methods provide insights into visitor demographics, travel motivations, spending patterns, and satisfaction levels, enabling tourism businesses to tailor their offerings to attract and retain visitors.

- ✓ **Surveys:** Questionnaires administered to potential or existing tourists to gather insights on preferences, motivations, travel behaviors, and satisfaction levels.
- ✓ **Interviews:** In-depth conversations with tourists or industry stakeholders to gain detailed qualitative information.
- ✓ **Focus Groups:** Group discussions with a selected sample of tourists to explore specific topics and gather diverse perspectives.
- ✓ **Observation:** Observing tourist behavior at attractions, accommodations, and other touchpoints to understand their preferences and experiences.
- ✓ **Government Data:** Official tourism statistics, demographic data, and economic indicators.
- ✓ **Industry Data:** Data from tourism organizations, travel agencies, and industry publications.
- ✓ **Academic Research:** Studies and reports on tourism trends, consumer behavior, and destination analysis.
- ✓ **Online Data:** Information from social media, travel review websites, and online booking platforms.

- **Source of tourism demand information**

Tourism information encompasses the data, resources, and guidance that travelers need to plan and enjoy their trips. It encompasses a wide range of topics, from destination information and accommodation options to transportation logistics and cultural insights.

Reliable sources of tourism information empower travelers to make informed decisions, optimize their itineraries, and maximize their travel experiences.

- ✓ **The internal source.** The consumer searches for any relevant product information from his memory box. If the information is not available and in the case of supporting available information from internal source for making a purchase decision he may collect information from external sources.

- ✓ **External sources** for desired information can be grouped into four categories.

- + Personal Sources (family, friends, neighbors and peer group)
- + Commercial Sources or Market Dominated Sources (advertisements, salesmen, dealers and company owned sales force)
- + Public Sources (mass media, consumer rating organizations, trade association publications)
- + Experiential Sources (handling, examining and using the product)

- **The Steps of gathering tourism market demand information**

Understanding tourism market demand is crucial for destinations and businesses to effectively plan, market, and deliver exceptional experiences.

- ✓ **Define Your Target Market:**

- + **Identify your ideal tourist:** Consider factors like age, income, interests, and travel preferences.
- + **Segment your market:** Break down your target market into smaller, more specific groups.

- ✓ **Conduct Market Research:**

- + **Surveys and Questionnaires:** Create surveys to directly gather information from potential tourists.
- + **Interviews:** Conduct in-depth interviews with key stakeholders and potential customers.

- + **Focus Groups:** Organize discussions with small groups of people to gain insights into their preferences.

- + **Analyze existing data:** Utilize data from tourism boards, industry reports, and online resources.

- + **Study competitor analysis:** Understand the offerings and strategies of your competitors.

✓ **Identify Key Market Trends:**

- + **Monitor industry trends:** Keep track of emerging trends in the tourism industry, such as sustainable tourism or adventure travel.

- + **Analyze consumer behavior:** Understand how tourists make decisions, what influences their choices, and how they consume travel products.

✓ **Assess Destination Competitiveness:**

- + **Evaluate your destination's strengths and weaknesses:** Identify unique selling points and areas for improvement.

- + **Benchmark against competitors:** Compare your destination to similar destinations in terms of attractions, infrastructure, and marketing efforts.

✓ **Forecast Future Demand:**

- + **Use historical data:** Analyze past trends to predict future demand patterns.

- + **Consider external factors:** Factor in economic conditions, political stability, and global events.

- + **Utilize forecasting models:** Employ statistical models to project future demand.

✓ **Analyze Data and Draw Insights:**

- + **Organize and clean data:** Ensure data accuracy and consistency.

- + **Identify patterns and trends:** Use data analysis techniques to uncover valuable insights.

 **Draw conclusions and recommendations:** Summarize findings and propose strategies based on the data.

✓ **Implement Findings and Monitor Results:**

 **Develop marketing strategies:** Tailor marketing campaigns to target specific segments and address their needs.

 **Refine product offerings:** Adjust your offerings to meet changing demands and preferences.

 **Track performance:** Monitor key performance indicators (KPIs) to measure the effectiveness of your strategies.



Activity 2: Guided Practice



Task 3:

Read the following scenario and perform the task described below

A small eco-park area is experiencing a surge in tourism interest, but lacks comprehensive data on market demand. This lack of information hinders effective tourism planning and investment decisions. Suppose that you are hired by the company for correcting market demand information, you are requested to:

1. Identify the components of market demand information that this eco-park should focus on to understand tourist preferences?
2. Correct market demand information?



Activity 3: Application



Task 4:

Kivu lake Ltd, is a tourism promoting company located in Karongi District, it is known for its pristine beaches and diving spots, is experiencing a decline in tourism revenue. The tourism board suspects that their current offerings are no longer meeting the evolving demands of the market. To address this, they decided to conduct market research to gather information on tourist preferences, expectations, and behaviors, suppose that you are hired as tourist manager of the company and you are tasked to:

- a) Select appropriate method for data correction
- b) Develop data correction tools
- c) Gather all information related to tourism preferences, expectations, and behaviors.

Topic 1.2: Identification of Market Segmentation



Activity 1: Problem Solving



Task 5:

The Volcanoes National Park, known for its luxurious mountain visit and exceptional service, effectively segments its market to cater to diverse customer needs. They identify high-income individuals seeking exclusive experiences, families prioritizing comfort and convenience, and business travelers requiring efficient and productive stays. By tailoring their offerings to each segment, The Volcanoes National Park ensures customer satisfaction and loyalty while optimizing revenue

1. What do you understand by the term “market segment”

2. What are the criteria for market segmentation?
3. What should be the types of market segments for this Volcanoes National Park?
4. What is the process of market segmentation?

Key Facts 1.2: Identification of Market Segmentation

- **Market Segmentation**

Every tourist feels attracted by different tourist destinations, likes to engage in different activities while on vacation, makes use of different entertainment facilities and complains about different aspects of their vacation. While all tourists are different, some are more similar to each other; many people enjoy culture tourism, many tourists like to ski during their winter holiday and many tourists require entertainment facilities for children at the destination. Acknowledging that every tourist is different and that tourism industry cannot possibly cater for each individual separately forms the basis of market segmentation.

- ✓ **Market segmentation** is the process of dividing the total market into relatively distinct homogeneous sub-groups of consumers with similar needs or characteristics that lead them to respond in similar ways to a particular marketing programme. The following picture displays of a larger market in which the individuals, groups, or organisations share one or more characteristics that cause them to have relatively similar product needs.

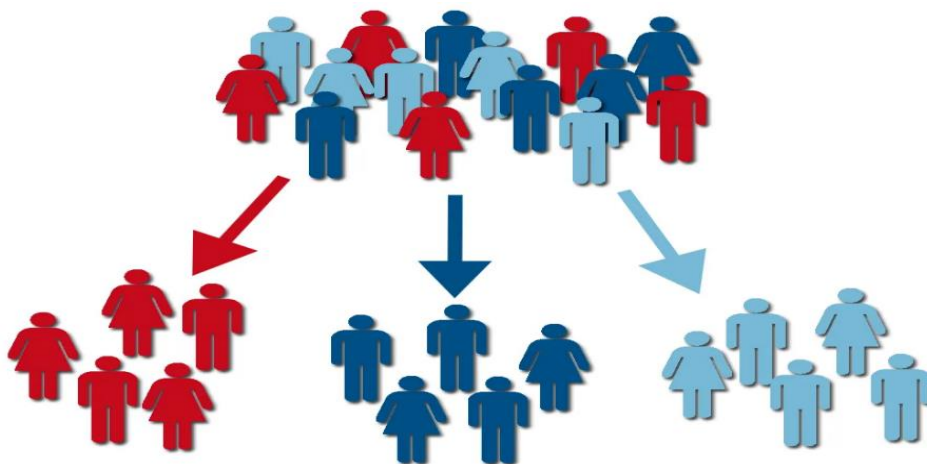


Figure 1: Market segmentation

- **Requirements for Effective Segmentation**

For market segmentation to be effective, it needs to meet several key requirements. These are often summarized using the acronym "ADAMS":

- ✓ **Accessible:** You must be able to effectively reach and communicate with the chosen segments through your marketing channels.
- ✓ **Differentiable:** The segments should respond differently to different marketing mixes (product, price, place, promotion). This allows you to tailor your strategies for each group.
- ✓ **Actionable:** You should be able to create specific marketing programs to attract and serve the identified segments.
- ✓ **Measurable:** The size, purchasing power, and other characteristics of your target segments should be measurable. This allows you to track the effectiveness of your marketing efforts.
- ✓ **Substantial:** The segments should be large and profitable enough to justify the resources you will invest in targeting them.



Figure 2: Effective segmentation

- **Conditions of market segmentation**

- ✓ A marketer must determine whether the market is heterogeneous. If the consumers' product needs are homogeneous, then it is senseless to segment the market.
- ✓ There must be some logical basis to identify and divide the population in relatively distinct homogeneous groups, having common needs or characteristics and who will respond to a marketing programme.
- ✓ The total market should be divided in such a manner that comparison of estimated sales potential, costs and profits of each segment can be estimated.
- ✓ One or more segments must have enough profit potential that would justify developing and maintaining a marketing programme.
- ✓ It must be possible to reach the target segment effectively. It is also possible that paucity of funds prohibits the development required for a promotional campaign.

- **Need for market segmentation**

- ✓ It enables the marketer to have better control over the market
- ✓ It is possible to satisfy the varying needs of the buyers
- ✓ The marketer can adopt the right strategy at right time
- ✓ The resources of the business can be more utilized more efficiently
- ✓ The segment requiring greater attention can be given more weightage

- **Types of Market Segmentation**

- ✓ **Approaches to market segmentation**

There are two main approaches for market segmentation

On the basis of consumer personal characteristics

Market segmentation based on consumer personal characteristics involves dividing the market into smaller groups based on individual traits and attributes. This approach considers factors such as demographic, geographic, psychographic, and behavioral segmentation, each focusing on different aspects of customer data to identify distinct groups within the market to identify specific consumer segments with distinct needs and preferences. Consumer characteristics approach is called as people-oriented market segmentation.

- ✓ **Geographic:** In this segmentation, the whole market is divided into different geographical units. Generally, the market is divided into regions- northern, southern, western, eastern and so on.

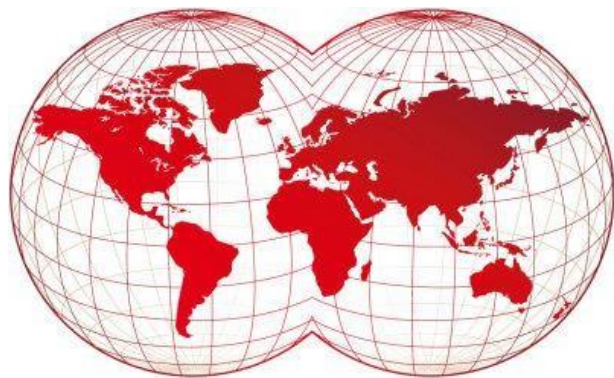


Figure 3:Geographic segmentation

Each region may consist of several states and districts. Each state or district consist region or zone for business operations.

- ✓ **Demographic:** Market is sub-divided into different parts based on demographic variables such as family size, sex, age, marital status, education, rural-urban, religion etc. The below represent the demographic variables are the most popular bases for segmenting the marketplace.



Figure 4:Demographic segmentation

- ✓ **Socio-economic:** Income, occupation, education and social classes are the important socio-economic data required for market segmentation. These are required to target population in the market. This type of segmentation base

generally used for durable products such as automobiles, household appliances, electronic items etc.

- ✓ **Psychographic:** Consumers are subdivided into different groups based of personality, life style and values.

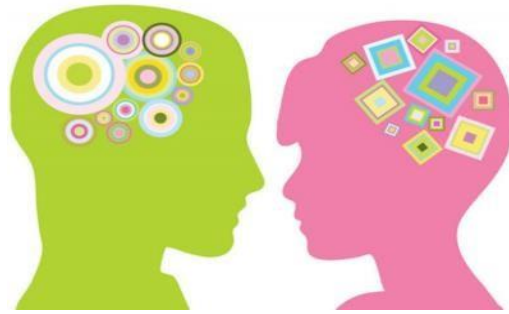


Figure 5: Psychographic segmentation¹

The personality variables are dominance, aggressiveness, objectivity, achievement etc. all these influences the buyer behavior. on the way the product.



Figure 6: Behaviour segmentation²

For their classification it includes need motivation, perception, learning involvement, attitude occasions, benefits and the usage rate.

- ✓ **Value based segmentation:** the segmentation should be the outcome of a match between the product features and the customer the market mast calculate total lifetime value of their customer and discounted to arrive at an excellent value Customer's value
- ✓ **Benefit segmentation:** market segmentation provides opportunities that exist in market and a firm has to decide which of these opportunities to target with their marketing efforts all the benefits of segmentation. The main benefits of product

¹ https://www.adelaide.edu.au/global-food/ua/media/522/Market_segmentation.pdf

can also be used as a basis to classify customer high quality, low price, good taste, speed example of benefits for example some air travellers prefer economy class, other seek executive class for comfort and status symbol.

On the basis of consumer responses

Market segmentation based on consumer responses groups customers into segments based on their behaviors, attitudes, and preferences. This approach focuses on how customers interact with products and brands, such as their purchase frequency, brand loyalty, and responses to marketing campaigns.

This approach is also known as product-oriented approach. It includes the following:

- **Benefits:** Under this, the consumers are sub-divided into specific groups in relation to the various benefits that the buyer is seeking from a product in particular. These benefits are the aspects of quality, services, economy and specialty etc.
 - **Quality:** There are people for whom the quality is important
 - **Services:** People buy things to avail some specific service
 - **Economy:** The price may be important deciding factor in case of any purchase
 - **Specialty:** People can be adventurous and sporty in purchase decisions
- **User Status:** Markets can be segmented into various classes depending on the usage rate and consumption pattern of buyers. The difference categories are:
- **Light User:** These are the categories of the users who are very infrequent users. In case of cosmetics an average housewife who is not very fashion conscious is a light user of cosmetics.
- **Medium User:** The fashion-conscious teenagers are the medium users of cosmetics, that is, they use it frequently.

- **Heavy User:** There are people for whom the cosmetics are the most important purchase and they are heavy users of it. Celebrities in entertainment world, the models etc. need cosmetics on a regular basis, as it is the most important of their profession.
- **Loyal Status:** Consumers have varying degrees of loyalty to specific brands, stores and other entities. Buyers can be divided into four groups according to brand loyalty status.
 - **Hard-Core Loyal:** Consumers who buy one brand all the time. We find people who have been using colgate for years without caring which other brands are coming in and going out of the market.
 - **Spilt or Safe Core Loyal:** Consumers who are loyal to two or three brands. Pepsodent after its launch found some customers of Colgate switching between the two brands.
 - **Shifting Loyal:** Consumers who shift from one brand to another. Customers can be found to keep on switching off from Colgate to Close-up and then to Pepsodent without consistency.
 - **Switchers:** Consumers who show no loyalty to any brand. These are the people who will buy any brand that is available in the market.
- **Attitude:** A market may be segmented by classifying people in it according to their enthusiasm for a product. Five attitude groups found in a market and are:
 - **Enthusiastic:** These are the people having tendency of impulsive purchase. They may not carry cash all the time but suddenly decide to buy something.
 - **Positive:** They are serious but mobile people who need to buy suddenly at any time.
 - **Negative:** People can spend thrifts who fear of losing money or misusing it.

- **Indifferent:** These are some people who are technology averse with systematic purchasing pattern. They would prefer to purchase with cash after thinking over the need for purchase.
- **Hostile:** People at times become very much irritated either by sales-people calling or meeting any time, giving false promise or by the service provided.

✓ **Market Segmentation Process**

A step-by-step outline of common-sense segmentation is given in Figure 1. Common-sense segmentation consists of four distinct steps: first, a segmentation criterion has to be chosen. For example, destination management may want to attract tourists from Rwanda. Country of origin represents the segmentation criterion in this case. In Step 2 all Rwanda tourist become members of segment 1 and all other tourists (or a more specific subset of other countries of origin) become segment 2 members.

 Define Your Overall Market:

- **Identify your target market:** Determine the broad geographic area or type of traveler you want to attract.
- **Understand your destination's strengths:** Pinpoint what makes your destination unique and appealing.

 Choose Segmentation Variables:

- **Geographic:** Segment based on location (country, region, city, etc.)
- **Demographic:** Segment based on factors like age, gender, income, education, family size, etc.
- **Psychographic:** Segment based on lifestyle, interests, values, personality traits, etc.
- **Behavioral:** Segment based on travel behaviors like frequency, spending habits, travel motivations, etc.

 Develop Segment Profiles:

- **Create detailed descriptions:** For each segment, outline their key characteristics, preferences, and needs.
- **Use data and research:** Utilize market research data, surveys, and customer feedback to inform your profiles.

Evaluate Segment Attractiveness:

- **Assess profitability:** Determine the potential revenue and profitability of each segment.
- **Consider accessibility:** Evaluate how easily you can reach and communicate with each segment.
- **Evaluate compatibility:** Ensure that your destination's offerings align with the needs and preferences of each segment.

Select Target Segments:

- **Prioritize segments:** Choose the segments that are most attractive and compatible with your destination's offerings.
- **Focus on specific segments:** Concentrate your marketing efforts on the chosen segments to maximize impact.

Develop Targeted Marketing Strategies:

- **Tailor your marketing messages:** Create marketing materials that resonate with the specific needs and preferences of each segment.
- **Utilize appropriate channels:** Choose the most effective channels to reach your target segments (e.g., social media, travel agents, influencers).
- **Offer customized experiences:** Develop products and services that cater to the unique desires of each segment.

Monitor and Adjust:

- **Track performance:** Continuously monitor the effectiveness of your segmentation strategy.

- **Gather feedback:** Collect feedback from customers to identify areas for improvement.
- **Adapt your strategy:** Be prepared to adjust your segmentation approach as market trends and customer preferences evolve.

✓ **Criteria for Successful Segmentation**

The following are the criteria for Successful Segmentation

- ✚ Homogeneity: Within a segment, customers should share similar characteristics and respond similarly to marketing efforts.
- ✚ Measurability: The size, purchasing power, and other characteristics of the target segments should be measurable.
- ✚ Substantiality: The segments should be large and profitable enough to justify the resources you will invest in targeting them.
- ✚ Accessibility: You must be able to effectively reach and communicate with the chosen segments through your marketing channels.
- ✚ Profitability: The segments should offer sufficient profit potential to warrant the development and maintenance of targeted marketing programs.
- ✚ Responsiveness: The segments should respond differently to different marketing mixes (product, price, place, promotion).
- ✚ Growth Potential: The segments should offer opportunities for future growth and expansion.



Activity 2: Guided Practice



Task 6:

Read the following scenario and perform the task provided below

Akagera international park in eastern province of Rwanda is experiencing a decline in tourism revenue. The government and tourism board are seeking to revitalize the sector by attracting a wider range of visitors. They decide to implement a market segmentation strategy to better understand their target audiences and tailor their offerings accordingly.

1. Correct information about akagera international park products and services
2. Segment the market according to the identified products and services in akagera international park.



Activity 3: Application



Task 7:

Rwanda, known for its remarkable recovery from the 1994 genocide, is now a leading tourist destination in Africa. The country offers diverse attractions, from gorilla trekking in Volcanoes National Park to safaris in Akagera National Park and cultural experiences in Kigali. However, the tourism market is becoming increasingly competitive. Rwanda must effectively segment its market to tailor its offerings and marketing strategies to specific groups of tourists. Assume that you are appointed to maintain its growth and appeal to tourists, you are required to:

- a. Gather all information related to tourists' preferences, expectations, and behaviours
- b. Select appropriate basis for market segmentation
- c. Conduct market segmentation

Topic 1.3: Selection of Target Markets



Activity 1: Problem Solving



Task8:

Scenario:

Imagine you are the marketing manager for a newly established eco-lodge in a remote, mountainous region known for its stunning natural beauty and diverse wildlife. The lodge offers luxurious accommodations, sustainable practices, and unique adventure activities like guided hikes, birdwatching tours, and cultural immersion programs.

1. What do you understand by target markets?
2. What are the factors to consider while targeting markets?
3. What do you think are the strategies' for selecting target markets?
4. What are the approaches for selecting Target Markets
5. How can you select target markets?

Key Facts 1.3: Selection of Target Markets

- **Introduction**

Target market is all about deciding on which segment to serve. According to the topic 2, the tourism market is segmented using certain bases, like Demography, Geography, Psychographic, behavioural segmentation and so on. It is very obvious that a company can only select the segment whom they can satisfy so they evaluate the segments. Thus, evaluating and selecting some market segments can be said as market targeting.

The picture below shows the selected market in cycle.



Figure 7: Target Market

After having evaluated and identified the tourism market segments the travel company selects one or more segments and develops products, marketing mixes like price, promotional efforts, people etc and distribution network accordingly.

- **Importance of target market in tourism**

Targeting market leads to enhance the marketing strategies related to product development, promotional activities, branding and positioning and customer loyalty.

- ✓ **Developing new tourism products:** If any travel company or destination marketing organization (DMO'S) targets a market it becomes very easy for them to develop a new product that will satisfy the needs and wants.
- ✓ **Develop appropriate branding:** Target marketing helps the travel companies and DMO, S to develop appropriate and competitive brands. Brands having large and varied markets do not reach the customers but if a particular segment is targeted the marketers can easily reach them.
- ✓ **Enhance promotional activities:** Target marketing helps to choose an appropriate communication medium among the marketers and targeted market for advertising the products. It also helps in enhancing public relations to the selected segment with ease.

✓ **Customer loyalty:** If the specific needs and wants of the target market are identified and the services are satisfactory, it is likely that these customers will be more loyal towards your brand. If they are more loyal, they will continue to cater for your services for a longer period of time.

✓ **Improved services:** Target marketing helps us to know and understand the customers more intimately. You can find ways to enhance or improve your offerings and the features which attract the targeted segment can be changed accordingly.

- **Factors to consider while targeting a market**

Once the firm has identified its market segment opportunity it has to decide how many and which one to target. The firm must look at the following factors:

- ✓ Market Size
- ✓ Competition
- ✓ Customer Needs and Preferences
- ✓ Accessibility
- ✓ Profitability
- ✓ Resources
- ✓ SWOT Analysis.

- **Approaches for selecting Target Markets**

It's important to know your product and understand your customers' needs in order to target the right audience.

✓ **Market Segmentation:** Divide the overall market into smaller, more manageable groups based on shared characteristics (demographics, psychographics, behavior, etc.). This helps identify specific customer needs and preferences.

- ✓ **Market Research:** Gather data on potential customers, competitors, and market trends. This information helps you understand the market landscape and identify promising target segments.
- ✓ **Competitive Analysis:** Analyze your competitors' target markets, strengths, weaknesses, and marketing strategies. This helps you identify market gaps and opportunities.
- ✓ **SWOT Analysis:** Evaluate your own company's strengths, weaknesses, opportunities, and threats. This helps you determine which target markets align best with your company's capabilities and resources.
- ✓ **Profitability Analysis:** Assess the potential profitability of each target market by considering factors such as market size, growth potential, and competitive intensity.

- **Strategies for selecting Target Markets**

- ✓ **Total market approach:** This strategy aims to appeal to the entire market with a single marketing mix, assuming that all consumers have similar needs and wants.
- ✓ **Concentration approach:** This strategy focuses on a single, well-defined market segment with a specialized marketing mix, allowing for a deep understanding and strong positioning within that niche.
- ✓ **Multi-segment approach:** This strategy targets multiple market segments with distinct marketing mixes tailored to the specific needs and preferences of each segment.

- **Steps for Market Targeting**

- ✓ **Establish Criteria to Measure Market Attractiveness:**
 - ✚ Define key factors like market size, growth potential, profitability, and competitive intensity.
 - ✚ Develop a scoring system to weigh the importance of each factor.
 - ✚ Create a checklist to assess each potential segment against these criteria.
- ✓ **Evaluate Market Attractiveness:**

- ✚ Analyze the market size, growth rate, and profitability of each potential segment.
- ✚ Assess the level of competition and the potential for differentiation.
- ✚ Evaluate the cultural, economic, and political stability of the target market.
- ✓ **Assess Current Position of Each Potential Segment:**
 - ✚ Evaluate the current market share and brand awareness of the destination within each segment.
 - ✚ Assess the current level of visitor satisfaction and loyalty.
 - ✚ Identify any existing barriers or challenges that may hinder market penetration.
- ✓ **Project the Future Position:**
 - ✚ Forecast future trends in the tourism industry, such as emerging technologies and changing consumer preferences.
 - ✚ Analyze the potential impact of external factors like economic conditions, political events, and environmental issues.
 - ✚ Predict the future market size, growth rate, and profitability of each segment.
- ✓ **Evaluate Segment Profitability:**
 - ✚ Estimate the potential revenue and costs associated with targeting each segment.
 - ✚ Calculate the expected return on investment (ROI) for each segment.
 - ✚ Assess the potential for long-term profitability and sustainability.
- ✓ **Evaluate Implications of Possible Future Changes:**
 - ✚ Identify potential risks and opportunities that may impact the target market.
 - ✚ Develop contingency plans to address unforeseen challenges.
 - ✚ Monitor market trends and adjust the marketing strategy as needed.



Activity 2: Guided Practice



Task 9:

Kivu belt travel agency is looking to revitalize its tourism products in Rubavu district. They have beautiful beaches, lush rainforests, and a rich cultural heritage, but have been struggling to attract visitors in recent years. As an event assistant, you are required to:

1. Identify the factors to consider for selecting the target market for the product
2. Select the target market which travel agency might consider



Activity 3: Application



Task 10:

Visit one of the nearest tourism destination offices with your class. Confirm that the officer will be available to welcome and give you access to the business services in which they are selecting their target market. You are required to prepare a report about:

1. Approaches for selecting target markets
2. Steps for selecting target market

Topic 1.4: Application of product positioning



Activity 1: Problem Solving



Task8:

Rubavu district in the Rwanda is aiming to revitalize its tourism industry. The district boasts beautiful beaches, lush rainforests, and a rich cultural heritage, but it has been overshadowed by larger, more developed neighbors. The tourism board is tasked with developing a new positioning strategy to attract visitors. As an assistant marketing officer, you are required to respond to the following questions.

1. What do you understand by the term product positioning?
2. What are the types of product positioning?
3. What are the steps in product positioning
4. What are the elements of product positioning
5. What are the techniques of Product positioning?

Key Facts 1.4: Application of product positioning

Product positioning is the strategic process of defining a product's unique place in the market, shaping how consumers perceive it. It's about differentiating the product from competitors by highlighting its distinct features, benefits, and value proposition.



It involves identifying a unique and compelling position for the product in consumers' minds. This positioning is based on factors such as the product's features, benefits, and value proposition.

- **Factors to consider regarding positioning the product**

To improve our positioning, we must choose one or several distinctive factors that differentiate us from our competitors.

- ✓ Price,
- ✓ Quality of service,
- ✓ Innovation,
- ✓ Exclusivity
- ✓ Location
- ✓ Customer service,
- ✓ Wide range
- ✓ Flexibility

³ <https://www.crowdspring.com/blog/brand-positioning/>

The table below explain vividly the product positioning.

Aspect	Explanation
Concept Overview	Product Positioning is a strategic marketing process that involves defining and establishing a distinct and desirable place for a product or brand in the minds of target customers within a competitive marketplace.  <i>Figure 9: Description of tourism</i> The goal of product positioning is to create a clear and favorable perception of a product relative to competitors, making it more attractive and relevant to the target audience. Effective positioning helps a product stand out, communicate its unique value, and fulfill customer needs.
Key Elements	Product positioning comprises several key elements: 1. Target Audience: Identifying the specific customer segment or audience that the product aims to serve. 2. Competitive Analysis: Understanding the strengths and weaknesses of competitors in the same market. 3. Unique Value Proposition (UVP): Defining what makes the product unique and valuable to customers. 4. Branding and Messaging: Crafting compelling messaging and branding that resonates with the target audience. 5. Perceptual Map: Visualizing the product's position relative to competitors on a perceptual map.

	6. Communication Strategy: Planning how to communicate the positioning to the target market through various marketing channels.
Positioning Strategies	There are several positioning strategies that companies can employ: 1. Value-Based Positioning: Emphasizing the product's value and cost-effectiveness compared to competitors. 2. Quality Positioning: Highlighting the product's superior quality or premium features. 3. Differentiation Positioning: Focusing on what sets the product apart from competitors in terms of features, design, or benefits. 4. Benefit Positioning: Emphasizing the specific benefits or solutions the product provides to customers. 5. User-Based Positioning: Positioning the product based on the user's lifestyle, preferences, or demographics. 6. Competitive Positioning: Positioning the product as a direct alternative or superior choice to a specific competitor.
Process	The product positioning process typically involves the following steps: 1. Market Research: Conduct research to understand customer needs, preferences, and the competitive landscape. 2. Identify Unique Attributes: Determine what makes the product unique or superior. 3. Define Positioning Strategy: Choose a positioning strategy that aligns with the product's strengths and customer preferences. 4. Develop Messaging: Craft compelling messaging and branding that conveys the chosen positioning. 5. Test and Refine: Test the positioning with target customers and refine it based on feedback. 6. Implement and Monitor: Execute the positioning strategy across marketing channels and monitor its effectiveness over time.

Benefits	Effective product positioning offers several benefits: 1. Competitive Advantage: Helps the product stand out in a crowded marketplace. 2. Brand Recognition: Builds brand recognition and loyalty among customers. 3. Customer Engagement: Resonates with customers and increases their engagement with the product. 4. Increased Sales: Attracts more customers and drives sales growth. 5. Clarity: Provides clarity in marketing and messaging efforts.
Challenges	Challenges in product positioning include accurately identifying customer preferences, staying ahead of changing market dynamics, and maintaining consistency in branding and messaging across different channels and regions.

- **Types of tourism product positioning**

Effective product positioning helps create a distinct brand image, addresses customer needs, and communicates why the product is superior or different from alternatives. It guides marketing efforts, influencing messaging, pricing, and distribution to align with the chosen position, ultimately aiming to capture the target market and gain a competitive edge.

- ✓ **Attribute Positioning:**

- ✚ Focus on specific features or characteristics of the product or destination.
- ✚ Examples: "The most luxurious resort in the Caribbean," "The most affordable family vacation destination," "The best place for adventure tourism."

- ✓ **Benefit Positioning:**

- ✚ Emphasizes the advantages or benefits that consumers gain from using the product or visiting the destination.

- ✚ Examples: "Relax and rejuvenate in a tropical paradise," "Experience authentic local culture and traditions," "Create unforgettable memories with your loved ones."

✓ **Use-Based Positioning:**

- ✚ Positions the product or destination based on how it can be used or consumed.
- ✚ Examples: "The perfect honeymoon destination," "The ideal weekend getaway for city dwellers," "The ultimate adventure playground for thrill-seekers."

✓ **User-Based Positioning:**

- ✚ Targets a specific group of consumers based on their demographics, psychographics, or lifestyle.
- ✚ Examples: "The ultimate luxury experience for discerning travelers," "The perfect family vacation for active kids," "The ideal destination for solo female travelers."

✓ **Competitive Positioning:**

- ✚ Directly compares the product or destination to its competitors, highlighting its unique selling points.
- ✚ Examples: "More affordable than our competitors without compromising on quality," "A more authentic experience than mass tourism destinations," "The only destination with [unique feature]."

✓ **Product Class Positioning:**

- ✚ Positions the product or destination within a specific category or industry.
- ✚ Examples: "The leading eco-tourism destination in the region," "The most luxurious spa resort in the country," "The best value-for-money hotel chain."

✓ **Price-Quality Positioning:**

- ✚ Positions the product or destination based on its price and perceived quality.

- ✚ Examples: "The most affordable luxury experience," "High-quality at a budget-friendly price," "The ultimate luxury experience for the discerning traveler."

✓ **Cultural Positioning:**

- ✚ Highlights the cultural heritage, traditions, and experiences offered by the destination.
- ✚ Examples: "Immerse yourself in ancient history and culture," "Experience authentic local traditions and festivals," "Discover the heart and soul of a vibrant city."

✓ **Experiential Positioning:**

- ✚ Emphasizes the unique experiences and memories that visitors can create.
- ✚ Examples: "Unforgettable adventures and lifelong memories," "Create your own personalized travel experience," "Discover hidden gems and off-the-beaten-path destinations."

✓ **Sustainable Positioning:**

- ✚ Focuses on the destination's commitment to environmental sustainability and social responsibility.
- ✚ Examples: "A sustainable paradise for eco-conscious travelers," "Support local communities and preserve cultural heritage," "Reduce your carbon footprint and travel responsibly."

• **Repositioning**

The term, "Repositioning," refers to the process of changing a target market's understanding or perception of a product or service. A product's positioning involves what customers think about its features and how they compare it to competing products.

✓ **Techniques for Product positioning**

- ✚ **Competitive Analysis:** Identify competitors, analyze their strengths and weaknesses, and identify opportunities for differentiation.

-  **Value Proposition Development:** Clearly articulate the unique value proposition that sets the product apart from competitors, highlighting its key benefits and advantages.
-  **Market Research:** Conduct thorough market research to understand customer needs, preferences, and behaviors to tailor the product positioning accordingly.
-  **Messaging and Branding:** Develop a consistent brand identity and messaging strategy that effectively communicates the product's positioning to the target market.
-  **Perceptual Mapping:** Create a visual representation of how customers perceive the product in relation to competitors, identifying areas for improvement and potential positioning opportunities.
-  **Testing and Refinement:** Continuously test and refine the product positioning strategy based on customer feedback, market trends, and competitive analysis.



Activity 2: Guided Practice



Task 9:

Scenario:

Imagine you're the marketing officer for a small, family-owned hotel in a charming coastal town of Karongi district in Rwanda. Your hotel offers comfortable rooms, a cozy restaurant, and easy beach access. However, a large, luxurious resort chain has recently opened nearby, boasting world-class amenities, celebrity chef restaurants, and a lavish spa. Referring to the information provided above, you are required to:

1. Identify the factors to consider while positioning a product
2. Select different types of positioning a product
3. Conduct product positioning for the tour operator



Activity 3: Application

Visit a new eco-tourism resort in a remote, mountainous region particularly in Musanze District. The resort offers luxurious accommodations, sustainable practices, and unique experiences like guided nature hikes, stargazing tours, and local cultural immersion programs. Based on the visit, Prepare a report about the positioning of the Eco-tourism resort



Formative Assessment

Read the following statement, they are related with identification of tourism market demand, answer by circling the correct answer

1. What is the primary purpose of gathering tourism market demand information?
 - A. To identify potential competitors.
 - B. To understand the needs and preferences of potential visitors.
 - C. To determine the best marketing channels to use.
 - D. To forecast future economic trends.
2. Which type of demand refers to people who are currently not using tourism products but have the potential to do so in the future?
 - A. Effective Demand
 - B. Potential Demand
 - C. Deferred Demand
 - D. Suppressed Demand
3. Which type of demand refers to the future need for tourism products, which may fluctuate based on changing lifestyles?
 - A. Effective Demand
 - B. Potential Demand
 - C. Deferred Demand
 - D. Future Demand

II. Fill the empty space in the paragraph below by the words in parenthesis: (Demographic, Psychographic, Behavioral, Geographic)

Dividing a market based on factors like age, gender, income, and occupation is called _____ segmentation. Segmenting a market based on personality traits, lifestyle, and values is known as _____ segmentation. Grouping customers based on their buying behaviors, such as brand loyalty or usage rate, is called _____ segmentation. Dividing a market based on geographic location, such as country, region, or city, is called _____ segmentation.

4. Read the scenario and perform the task follow:

Rwanda, known for its remarkable recovery and stunning natural beauty, aims to significantly increase its tourism revenue within the next five years. To achieve this goal, the Rwanda Development Board (RDB) needs to understand the evolving tourism market demand and tailor its strategies accordingly.

- a) Gather tourism market demand information
- b) Conduct the market Segmentation process
- c) Select Target Markets
- d) Conduct product positioning



Points to Remember

- Clearly identify the specific group of travelers you want to attract. Consider factors like age, income level, interests, and travel preferences.
- Conduct research to understand what motivates your target market to travel, what they seek in a destination, and what their budget constraints are
- Choose relevant factors to divide your overall market into smaller segments. Common segmentation bases include demographics (age, gender, income), psychographics (lifestyle, interests, values), behavioral (usage rate, brand loyalty), and geographic (location, climate).

- Choose the most promising segments that align with your business goals and resources. Prioritize segments with high growth potential, profitability, and accessibility.
- Develop a clear and compelling USP that differentiates your product from competitors. Highlight what makes your product unique and valuable.



Self-Reflection

At the end of every unit trainee should:

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

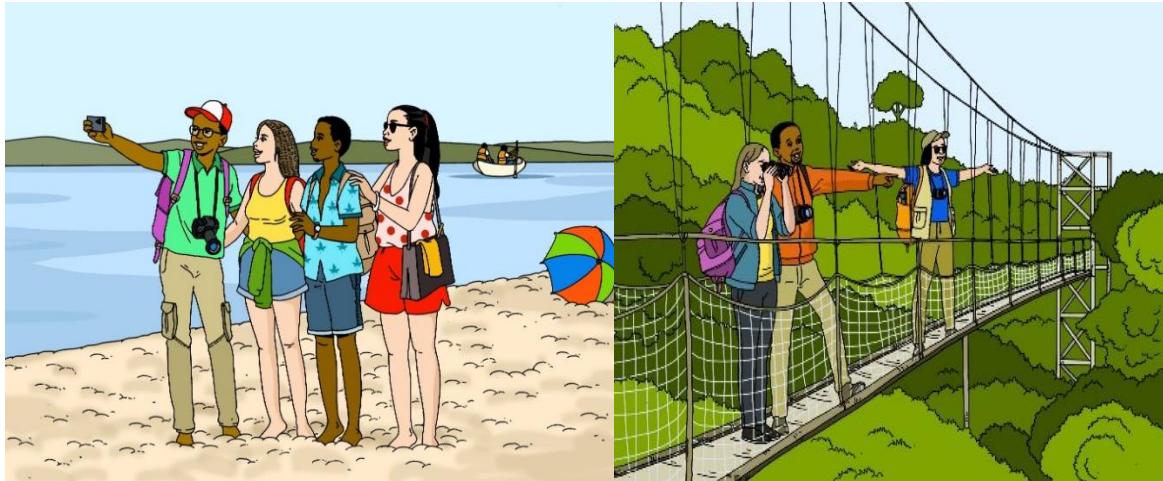
Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth Deep understanding of the ideal tourist.					
Describe the Steps of gathering tourism market demand information					
Describe different marketing channels					
Select different marketing channels					
Describe the process market Segmentation					
Identify the types of Consumer Behaviour					
Describe Consumer buying process					
Determine the distribution channels					
Select the distribution channels					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe marketing mix					
Identify the marketing environment					
Describe promotional tools					
Identify marketing innovations					
Use marketing innovations					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 2: Describe consumer behavior



Unit summary

This unit provides you with the knowledge, skills and attitudes required to Identify the types of Consumer Behavior, Identify the factors influencing Consumer Behavior and Describe Consumer buying process

Self-Assessment: Unit 2

1. Referring to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. What is the difference between the features in the picture?
 - c. Basing on the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.
3. At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth knowledge of the Types of consumer Behavior					
Classify the Types of consumer Behavior					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Identify buying motives					
Determine the Factors determining Consumer Behavior					
Describe the Stages of buying decision process					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the types of consumer Behaviour	1. Classify the types of consumer Behaviour	1. Demonstrate team spirit while working with others
2. Describe the factors determining Consumer Behavior	2. Identify buying motives	2. Comply with national and international standards during work execution

Knowledge	Skills	Attitudes
3. Identify the stages of buying decision process	3. Describe the Stages of buying decision process	3. Take responsibility for detailed activities



Discovery activity



Task 1:

Huye city with a rich historical and cultural heritage is looking to revitalize its tourism sector. They want to attract a new generation of travellers who are more interested in authentic experiences and sustainable practices than traditional sightseeing.

1. What do you understand by “consumer behavior”?
2. What are the types of consumer behavior?
3. What are the characteristics of consumer behavior?
4. What are the types of buying motives?
5. What are the factors determining consumer behavior?
6. What are the stages of buying decision process?

Topic 2.1: Identification of the Consumer Behavior



Activity 1: Problem Solving



Task 2:

Imagine you are the marketing manager for a new eco-tourism resort in a remote, natural setting. Your resort offers unique experiences like accommodation, nature walks with local guides, and cultural workshops. To get customers requires an understanding of consumer behavior to attract the right target market and ensure their satisfaction. Referring to the above information:

1. What are the types of consumer behavior
2. What are the characteristics of consumer behavior
3. What are the types of buying motives
4. What are the factors determining consumer behavior?

Key Facts 2.1: Identification of the Consumer Behavior

• Introduction

The study of consumer behavior (CB) is helpful to the marketers to understanding and it enables them to know and predict buying behavior of consumers within the marketplace; it's concerned not only with what consumers buy, but also with why they buy, when and where and the way they buy, and the way often they buy, and also how they consume it & dispose it.

The behavior of tourists is the most important indicator or predictor of future tourist behavior. Considering the social role of the tourist, the behavior of an individual tourist can also be an indicator of the behavior of others. With their behavior, tourists set the social norms of behavior in the context of tourism.



Figure 10: Consumer behaviour

- ✓ **Consumer behavior** is the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. It delves into the psychological, sociological, and cultural factors that influence consumer choices and behaviors.
- ✓ **Consumer buying behavior** is defined “The behavior displayed by consumers in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

Questions that help to understand the definition of consumer buying behavior.

- a) Who buys products or services?
- b) How do they buy products or services?
- c) Where do they buy them?
- d) How often do they buy them?
- e) When do they buy them?
- f) How often do they use them?

- **Types of consumers buying behavior**

Studying these behaviors can help marketers understand the types of things that may, and may not, influence a purchasing decision.



Figure 11: Types of consumers buying behaviour⁴

- ✓ **Complex buying behavior:** This occurs when consumers are highly involved in a purchase decision and perceive significant differences between brands. They carefully evaluate the product or service before making a decision. This behavior is common for high-priced, infrequently purchased items like cars, houses, or technology.
- ✓ **Dissonance-reducing buying behavior:** This behavior is similar to complex buying behavior, but with lower levels of brand differences. Consumers are highly involved in the purchase decision but don't perceive significant differences between brands. They may experience post-purchase dissonance (buyer's remorse) and seek information to justify their choice. This behavior is common for products like appliances or furniture.
- ✓ **Habitual buying behavior:** This behavior occurs when consumers have low involvement in the purchase decision and perceive few differences between brands. They often purchase products out of habit or routine, without much thought or evaluation. This behavior is common for everyday items like toothpaste, laundry detergent, or snacks.

- ✓ **Variety-seeking buying behavior:** This behavior occurs when consumers have low involvement in the purchase decision but perceive significant differences between brands. They often switch brands to try something new or different. This behavior is common for products like snack foods or soft drinks.

- **Characteristics of Consumer Behavior**

- ✓ **Process-Oriented:** Consumer behavior is not just about the final purchase decision but encompasses a series of stages, including:

- ✚ **Need Recognition:** Identifying a need or want.

- ✚ **Information Search:** Gathering information about potential solutions.

- ✚ **Evaluation of Alternatives:** Comparing different options based on criteria.

- ✚ **Purchase Decision:** Making the final choice.

- ✚ **Post-Purchase Behavior:** Evaluating satisfaction and potential repeat purchases.

- ✓ **Mental and Physical:** Consumer behavior involves both cognitive (mental) and physical actions. It includes:

- ✚ **Cognitive Processes:** Thinking, reasoning, and decision-making.

- ✚ **Physical Actions:** Searching for information, visiting stores, making purchases.

- ✓ **Complex and Dynamic:** Consumer behavior is influenced by a multitude of factors that constantly change:

- ✚ **Internal Factors:** Psychological factors like motivation, perception, learning, and attitudes.

- ✚ **External Factors:** Social, cultural, economic, and environmental factors.

- ✓ **Influenced by Multiple Factors:** Consumer decisions are shaped by a combination of:

-  **Psychological Factors:** Individual personality, lifestyle, and values.

-  **Social Factors:** Reference groups, family, and cultural norms.

-  **Economic Factors:** Income, occupation, and economic conditions.

-  **Cultural Factors:** Cultural values, subcultures, and social class.

- ✓ **Continuous Process:** Consumer behaviour is not a one-time event.

It's a continuous cycle that starts before the purchase and continues after it.

- **Types of buying motives**

Buying motives are the internal or external factors that drive a consumer to make a purchase. They are categorized into two main types:

- ✓ **Rational Motives:** These are based on logic, reason, and practicality. Consumers driven by rational motives carefully weigh the pros and cons, compare prices and features, and make decisions based on value and utility. Examples include:

- ✓ **Price:** Seeking the best deal or value for money.

- ✓ **Quality:** Prioritizing durability, reliability, and performance.

- ✓ **Functionality:** Choosing products that serve a specific purpose efficiently.

- ✓ **Safety:** Prioritizing safety features and considerations.

- **Emotional Motives:** These are based on feelings, emotions, and psychological needs. Consumers driven by emotional motives often make impulsive decisions or are influenced by factors like brand image, social status, and personal gratification. Examples include:

- ✓ **Status:** Buying products to enhance social status or prestige.

- ✓ **Pleasure:** Seeking enjoyment, excitement, or sensory experiences.

- ✓ **Fear:** Avoiding negative consequences or risks.

- ✓ **Love:** Gifting items to express affection or appreciation.

- ✓ **Self-expression:** Using products to reflect personal identity and values.

- **Factors determining Consumer Behavior**

Consumer behaviors are shaped by a myriad of internal and external influences, making it crucial for top executives to analyze these factors to effectively cater to their audience.



Figure 12: Factor of consumer behaviour

- ✚ **Psychological Factors:** These internal factors, such as motivation, perception, learning, beliefs, and attitudes, influence how consumers process information and make decisions.
- ✚ **Social Factors:** External influences like family, reference groups, social roles, and status impact consumer behavior by shaping preferences and decision-making processes.
- ✚ **Cultural Factors:** Cultural norms, values, and beliefs play a significant role in shaping consumer preferences and behaviors.
- ✚ **Personal Factors:** Demographic characteristics like age, occupation, lifestyle, economic situation, and personality influence consumer choices.
- ✚ **Economic Factors:** Economic conditions, such as inflation, interest rates, and consumer confidence, impact purchasing power and spending habits.
- ✚ **Technological Factors:** Technological advancements influence consumer behavior by providing new ways to access information, shop, and interact with brands.



Activity 2: Guided Practice



Task 3:

Volcanoes International Park, known for its lush rainforests, diverse wildlife, and stunning crater lake, has become a popular destination for eco-tourists. These tourists are drawn to the country's commitment to sustainability and its unique natural beauty. A local tour operator in Rwanda is planning to launch a new eco-tourism package that includes a combination of rainforest trekking, wildlife spotting, and sustainable community visits. They want to understand the primary motivations of their target audience to tailor their marketing efforts effectively.

1. Describe the characteristics of Consumer Behavior
2. Collect information about buying motives of the travelers



Activity 3: Application



Task 4:

Visit one of the nearest tourism destination offices with your class. Confirm that the officer will be available to welcome and give you access to the business services in which they are giving a briefing to the travelers. You are required to prepare a report about:

1. Categorize the tourist based on type of consumer behavior
2. Classify them based on their buying motives.

Topic 2.2: Description of Consumer buying process



Activity 1: Problem Solving



Task8:

Scenario:

Imagine you're planning a dream vacation to Rwanda, known for its stunning landscapes, rich culture, and unique wildlife experiences. You've always wanted to see the mountain gorillas in Volcanoes National Park and explore the Kigali Genocide Memorial.

1. What do you think should be the steps to undergo for taking decision of buying a tourism product?
2. How can you proceed to make a decision of buying a tourism product?

Key Facts 2.2: Description of Consumer buying process



The consumer buying process is a series of steps a consumer takes to make a purchase decision

The consumer buying process is a series of steps that consumers go through when making a purchase decision. It typically involves the following five stages:

Figure 13: Consumer buying process

1. **Need Recognition:** This is the initial stage where the consumer becomes aware of a need or want. This can be triggered by various factors, such as a physical need (e.g., hunger, thirst), a psychological need (e.g., self-esteem, belonging), or external stimuli (e.g., advertising, social media).
2. **Information Search:** Once a need is recognized, the consumer starts gathering information about potential solutions. This can involve internal searches (drawing on past experiences and knowledge) and external searches (seeking information from various sources like friends, family, online reviews, or product comparisons).
3. **Evaluation of Alternatives:** The consumer evaluates different options based on their criteria and preferences. They may consider factors like price, quality, brand reputation, features, and benefits. This stage involves comparing and contrasting different products or services to make an informed decision.
4. **Purchase Decision:** After evaluating alternatives, the consumer makes a decision to purchase a specific product or service. This decision is influenced by various factors, including personal preferences, perceived value, and external factors like promotions or sales.

5. **Post-Purchase Behavior:** The final stage involves evaluating the purchase decision after the product or service has been used. The consumer assesses whether the product meets their expectations and whether they are satisfied with the purchase. This stage is crucial for building customer loyalty and encouraging repeat purchases.

Notice: If a customer finds that the product has matched or exceeded the promises made and their own expectations, they will potentially become a brand ambassador influencing other potential customers in their stage 2 of their next customer journey, boosting the chances of your product being purchased again.



5

The same can be said for negative feedback which, if inserted at stage 2, can halt a potential customer's journey towards your product.



Activity 2: Guided Practice



Task 9:

A family of four, consisting of two parents and two teenage children, is planning a safari vacation to Rwanda. They have a keen interest in wildlife, particularly gorillas, and are looking for an immersive experience. Based on the scenario above, you are tasked to:

1. Identify the factors that should trigger the family's desire for a safari vacation?
2. Conduct information Search about the product needed

⁵ <https://www.bazaarvoice.com/blog/what-is-the-consumer-buying-process/>



Activity 3: Application



Task 10:

A group of travelers from German made a reservation to visit Rwanda as their tourism destination. Suppose that you're a marketing manager for a luxury safari tour operators in Rwanda where by you're tasked with understanding the consumer buying process for high-end travelers interested in experiencing Rwanda's unique wildlife and cultural offerings.

1. Conduct the consumer buying process of this group of travelers to satisfy their needs



Formative Assessment

1. "Why is understanding consumer behavior important for marketers?" **Cycle the correct answer:**
 - A. To increase sales
 - B. To improve brand loyalty
 - C. To develop effective marketing campaigns
 - D. All the above
2. What is the study of how individuals, groups, or organizations select, purchase, use, or dispose of products and services to satisfy their needs and wants? **Choose one letter**
 - A. Marketing Research
 - B. Consumer Behavior
 - C. Economics
 - D. Psychology
3. Read the following factors and choose one Which is NOT a key factor influencing consumer behavior?
 - A. Cultural Factors
 - B. Social Factors
 - C. Economic Factors

- D. Technological Factors
- E. Environmental Factors

4. Read the scenario below and perform the task given:

A family of four (two adults and two teenagers) is planning a summer vacation in a destination where you are working as tourism destination assistant. They are considering various destinations, including beach resorts, adventure travel, and cultural tours. They are looking for an experience that is both relaxing and exciting, and that will appeal to all members of the family. As tourism destination assistant perform the following tasks:

- a) Identify the factors influencing Consumer Behavior
- b) Describe the factors influencing Consumer Behavior
- c) Assess the consumer decision-making process.



Points to Remember

- Consumer buying behavior is influenced by multiple factors: These factors include cultural, social, personal, and psychological elements.
- Consumers exhibit different buying behaviors based on the product or service: There are four main types of consumers buying behavior: complex, dissonance-reducing, habitual, and variety-seeking.
- Understanding consumer buying behavior is crucial for business success: By gaining insights into consumer motivations, perceptions, and decision-making journeys, businesses can develop effective marketing campaigns, improve product offerings, and enhance customer satisfaction.



1. Re-take the self-assessment you did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

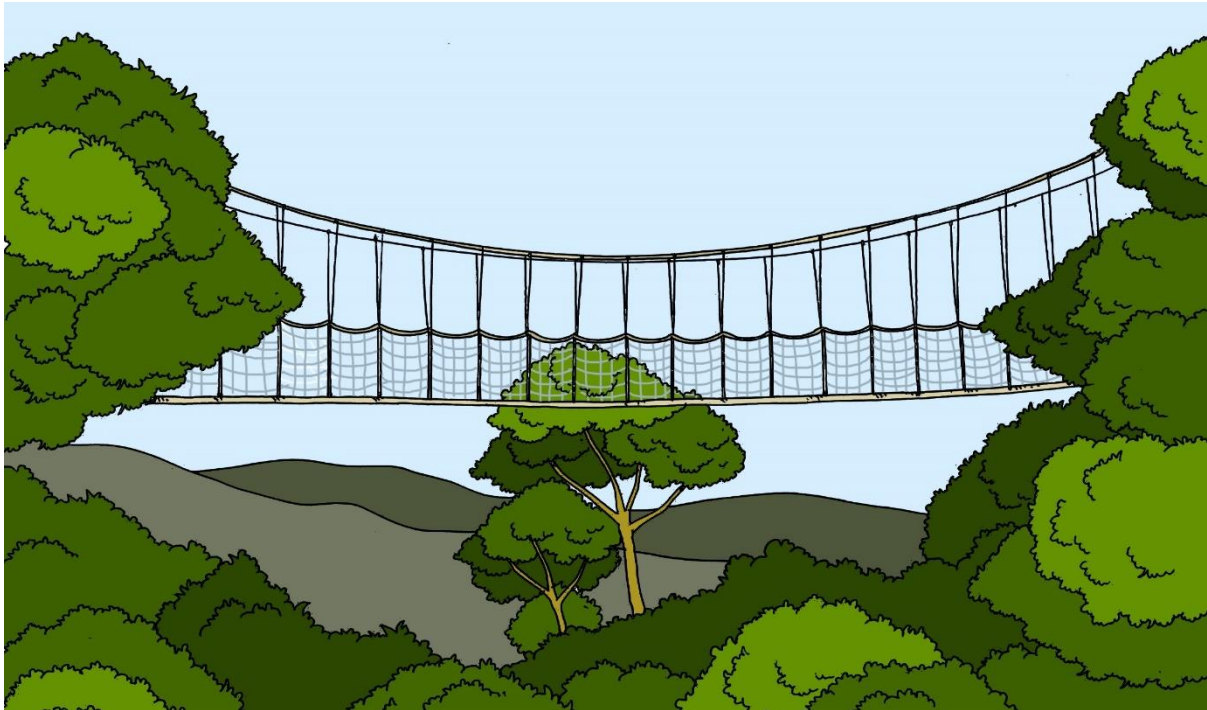
Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth knowledge of the Types of consumer Behavior					
Classify the Types of consumer Behavior					
Identify buying motives					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Determine the Factors determining Consumer Behavior					
Describe the Stages of buying decision process					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 3: SELECT DISTRIBUTION STRATEGIES



Unit summary

This unit provides you with the knowledge, skills and attitudes required to identify factors, determine the distribution channels, identify the types of distribution channels and implement distribution strategies.

Self-Assessment: Unit 1

1. Referring to the unit illustration above, answer the following questions:
 - a) What does the picture show?
 - b) What is the difference between the features in the picture?
 - c) Basing on the illustration, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a) There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b) Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c) Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.
3. At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth knowledge of the Steps to identify the distribution channels					
Identify the factors determining the distribution channels					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Classify the types of marketing channels					
Describe the distribution strategies					
Determine the steps of distribution strategies					



Key Competencies:

Knowledge	Skills	Attitudes
1. Identify the distribution channels	1. Describe distribution channels	1. Demonstrate teamwork while working with others
2. Explain the distribution strategies	2. Classify distribution channels	2. Pay attention to details while classifying distribution channels
	3. Determine the distribution channels	3. Comply with national and international standards related to distribution strategies
	4. Implement distribution strategies	



Discovery activity



Task 1:

Suppose that you are the marketing manager for a newly established hotel in Kigali, Rwanda. Your hotel offers unique experiences like cultural immersion programs, sustainable practices, and personalized service. You need to select the most effective distribution strategies to reach your target audience (luxury travelers, adventure seekers, and culturally curious individuals) and ensure high occupancy rates.

Referring to the scenario above, answer the following questions.

1. How do you understand the word “distribution” in tourism?
2. How can you identify the distribution channels?
3. What are the factors determining the distribution channels?
4. What are the types of marketing channels / Levels of channel?
5. What are the types of distribution channels?
6. What are the steps of distribution strategies?

Topic 3.1: Identification of the distribution channels



Activity 1: Problem Solving



Task 2:

Nyungwe eco-lodge in Rwanda is struggling to attract international visitors. Despite offering unique experiences like rainforest canopy tours and sustainable wildlife safaris, the lodge has limited reach and relies heavily on word-of-mouth referrals.

Referring to the scenario above, answer the questions below:

1. What are the factors determining the distribution channels?
2. What are the types of Levels of channel?
3. What are the types of distribution channels?
4. What are the steps to identify the distribution channels?

Key Facts 3.1: Identification of the distribution channels

- **Introduction**

Tourism product distribution is the process of making tourism services and experiences accessible to potential travellers. It involves various channels and intermediaries that connect tourism suppliers (like hotels, airlines, and tour operators) with consumers. Effective distribution ensures that the right products reach the right customers at the right time, maximizing revenue and customer satisfaction.

- ✓ **Key concepts**

-  **Distribution:** The process of making a product or service available to the intended market.
-  **Product Distribution:** The process of moving goods from the point of production to the point of consumption.
-  **Tourism Product Distribution:** The process of making tourism services (accommodation, transportation, tours, etc.) Available to potential travellers.

 **Distribution Strategies:** The planned approach used to move products or services from the producer to the consumer, encompassing the selection and management of channels.

 **Distribution Levels/Marketing Channel:** A chain of intermediaries (wholesalers, retailers, agents) involved in the transfer of a product from producer to consumer.

✓ **Factors determining the distribution channels**

The choice of distribution channels for a tourism product is influenced by several factors:

 Product-Related Factors

▪ **Nature of the Product:**

- **Tangible Products:** Products like souvenirs or handicrafts can be distributed through traditional retail channels.
- **Intangible Products:** Services like accommodation, transportation, and tours often require more complex distribution channels, such as online booking platforms, travel agencies, and tour operators.

▪ **Product Life Cycle Stage:**

- **Introduction:** Direct channels or strategic partnerships with key intermediaries can be effective.
- **Growth:** Expanding distribution channels to reach a wider audience is crucial.
- **Maturity:** A mix of direct and indirect channels can be used to maintain market share.
- **Decline:** Focusing on core distribution channels and reducing less profitable ones may be necessary.

 Company-Related Factors

▪ **Company Size and Resources:**

- **Small Businesses:** May rely on direct channels or partnerships with local intermediaries.

- **Large Corporations:** May have the resources to establish their own distribution networks or partner with global intermediaries.

- **Financial Capabilities:**

- **Budget Constraints:** May limit the options for distribution channels.
- **Strong Financial Position:** Can invest in multiple channels and marketing efforts.

- **Organizational Structure and Expertise:**

- **In-House Expertise:** Can manage direct distribution effectively.
- **Lack of Expertise:** May rely on intermediaries for distribution.

Competitive Factors

- **Competitive Intensity:**

- **High Competition:** Requires a diverse range of distribution channels to gain a competitive advantage.
- **Low Competition:** May allow for a more focused distribution strategy.

- **Competitor's Distribution Strategies:**

- **Analyzing competitors' channels:** Can help identify opportunities and threats.

- **Competitive Advantage:**

- **Unique Selling Proposition (USP):** Can be leveraged to attract customers through specific distribution channels.

Market-Related Factors

- **Target Market:**

- **Individual Travelers:** Direct channels or online platforms may be effective.
- **Group Travelers:** Tour operators and travel agents can be used to distribute products.

- **Geographic Scope:**

- **Local Market:** Local distribution channels may suffice.

- **International Market:** Global distribution systems (GDS) and online travel agencies (OTAs) are necessary.

- **Customer Preferences:**

- **Understanding customer behavior:** Can help select the most appropriate channels.

 Other Factors

- **Technological Advancements:**

- **E-commerce:** Online distribution channels can significantly impact the tourism industry.
- **Social Media:** Can be used to directly reach potential customers and promote products.

- **Economic Conditions:**

- **Economic Growth:** Can influence the choice of distribution channels.
- **Economic Downturn:** May require adjustments to distribution strategies.

- **Legal and Regulatory Factors:**

- **Licensing and Permits:** Can affect distribution, particularly in international markets.
- **Tax Regulations:** Can impact pricing and distribution.

The distribution channels link the customers with the businesses. Given to the nature of tourism and hospitality product's complex nature, the network of tourism distribution channels is an extremely complicated system. Advent of technological developments, advent of online social networks and online reviewing websites have added supplementary distribution channels to the existing traditional tourism distribution channel network making it even more complex system.

Since selection of channel members in any business has a great significance, it becomes an area of great concern for many businesses. Carefully selected channel members help organization's products and services penetrate the market by promoting their sales into

the market like a responsible partner while any challenge faced post selection can prove fatal for business success.

The chain of distribution

Distribution channels enable customers to buy or gain access to travel products. Therefore, they may refer to all aspects of the link between the businesses and their customers (whether individual consumers, groups or corporate customers).

The chain of distribution in tourism refers to the businesses and platforms involved in selling, distributing, and bundling tourism products. This process begins with the primary tour and activity provider all the way to the end consumers experiencing it. Generally, there are four steps to the distribution chain:

- a. Suppliers/principals:** Suppliers or principals include the primary providers across accommodation, transportation and car hire companies, attractions, and experiences.
- b. Wholesales:** Wholesalers develop packages of travel products for retailers to sell on, though in some cases they may actually sell directly to the consumer. These packages or itineraries might include tours, activities, accommodation, transport, and/or travel insurance. Wholesalers can include:
 - 1. **Destination Management Organisations (DMOs)** or inbound tour operators, such as government tourism boards or tourism authorities
 - 2. **Global Distribution Systems (GDSs)** are used by retailers such as OTAs to easily see an inventory of availability from tourism operators.
- c. Resellers:** Resellers purchase and bundle experiences to be sold directly to the consumer. A common example includes traditional travel agents, which create personalized travel packages. However, online travel agents (OTAs) such as Expedia and Tripadvisor are more commonly used these days. They provide accessibility to a

range of tourism products such as airline tickets, hotel bookings, tours and activities, and more.

- d. End consumers: Consumers** are the most critical component of the distribution chain. That is because they are the end user of the product. The choices and decisions consumers make have a huge impact on the rest of the distribution chain. Trends in consumer behavior, or individual decisions all influence how tourism products are marketed and sold.

The distribution chain for a particular product can go through all of the steps depending on its distribution channel. For example, direct distribution won't require wholesalers or resellers, as suppliers sell their products directly to consumers, whereas indirect distribution requires intermediaries.

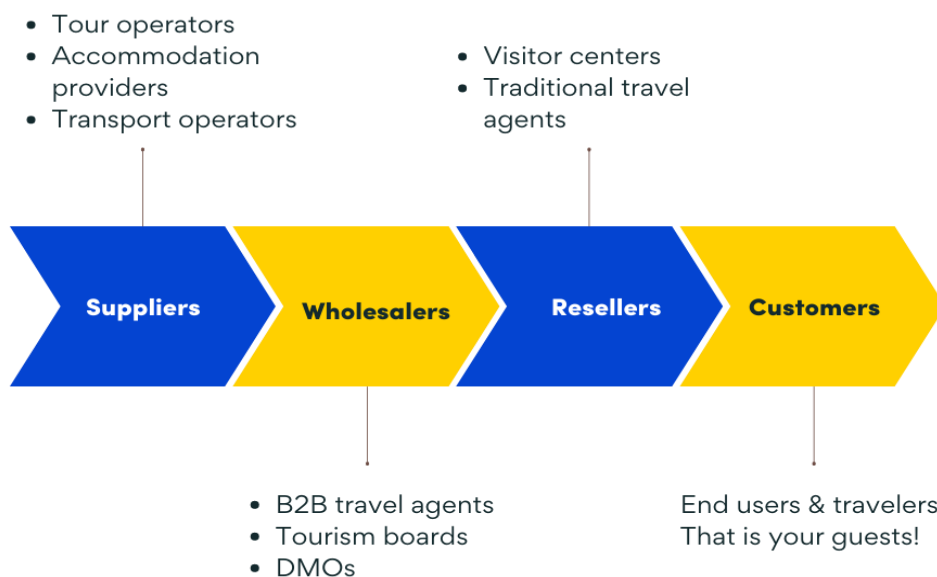


Figure 14: Distribution channels

- **Types of Distribution Channels**

Tourism distribution refers to the various channels and intermediaries through which tourism products and services are made available to consumers. These channels play a crucial role in connecting travelers with destinations, accommodations, transportation, and other travel-related experiences.

The primary goal of tourism distribution is to ensure that travelers have easy access to the information and booking options they need to plan and book their trips. Effective distribution channels can help tourism businesses reach a wider audience, increase sales, and improve customer satisfaction.

✓ **Direct Channel:**

A direct channel involves a direct connection between the producer and the consumer without any intermediaries. This allows for greater control over the distribution process, pricing, and customer experience.

▪ **Advantages of Direct Channel:**

- **Higher Profit Margins:** Eliminating intermediaries reduces costs and increases profit margins.
- **Stronger Customer Relationships:** Direct interaction allows for better understanding of customer needs and preferences, leading to stronger relationships.
- **Greater Brand Control:** Direct channels provide full control over brand image and messaging.
- **Faster Time-to-Market:** Products can reach consumers more quickly without relying on intermediaries.

▪ **Disadvantages of Direct Channel:**

- **Higher Costs:** Setting up and managing a direct channel can be costly, particularly for smaller businesses.
- **Limited Reach:** Reaching a wider audience may require significant investment in marketing and distribution infrastructure.
- **Increased Operational Burden:** Handling all aspects of distribution, from inventory management to customer service, can be demanding.

✓ **Indirect Channel:**

An indirect channel involves intermediaries such as wholesalers, distributors, and retailers to distribute products to consumers. This approach can help businesses reach a wider market and reduce the burden of distribution.

- **Advantages of Indirect Channel:**

- **Wider Market Reach:** Intermediaries can help expand market reach and distribution coverage.
- **Reduced Operational Burden:** Intermediaries handle various aspects of distribution, such as warehousing, transportation, and sales.
- **Established Distribution Networks:** Leveraging existing distribution networks can accelerate market entry.

- **Disadvantages of Indirect Channel:**

- **Lower Profit Margins:** Sharing revenue with intermediaries can reduce profit margins.
- **Less Control Over Distribution:** Intermediaries may have their own priorities and strategies, which can impact the distribution process.
- **Potential for Channel Conflict:** Conflicts can arise between different intermediaries competing for the same market.

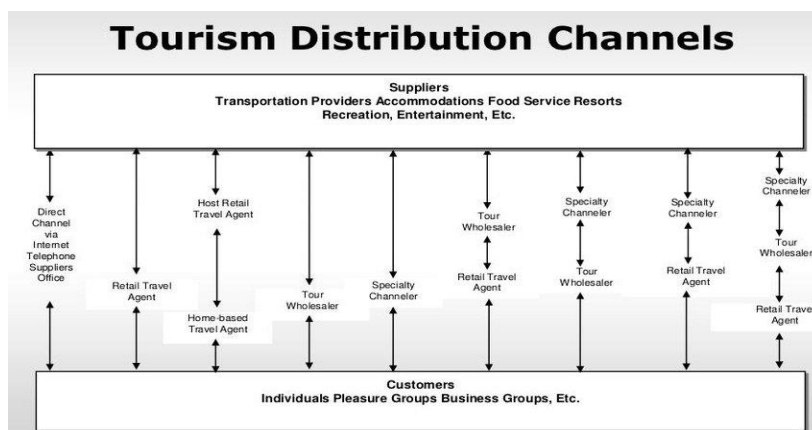


Figure 15: Tourism distribution channels

They can be direct (e.g., selling directly through the supplier's website) or indirect (involving intermediaries like travel agents or online travel agencies).

Intermediaries: These are organizations that facilitate the distribution process. The simplest definition of a travel intermediary is a “distribution agent that participates in the sale and/or brokerage of travel and tourism-related products and services.”

Travel intermediaries act as middlemen between suppliers and consumers, buying and reselling products and services related to tourism, such as packaged holidays, tickets, tours, accommodation, car hire, etc.

They include:

- **Travel agents:** Professionals who provide travel advice and book services on behalf of clients.
- **Tour operators:** Companies that create and sell packaged tours, combining various tourism components.
- **Online travel agencies (OTAs):** Websites that allow customers to compare and book travel products online.
- **Global Distribution Systems (GDS):** Technology platforms that connect travel suppliers with travel sellers
- **Types of marketing channels / Levels of channel (length of channel)**
 - ✓ **Direct marketing channel / zero level channel**

Direct marketers can use a number of channels for reaching prospects and customers. These include face to face selling, direct mail, catalogue marketing, telemarketing, TV and other direct response media, kiosk marketing and online marketing.
 - ✓ **Indirect marketing channels**
 -  One level channel

When the product is not sent directly from the producer to the consumer but the producer sells the product to the retailer who, in turn, sells to the consumer. This channel is also known as distribution through retailers.
 -  Two level channels

This channel encompasses two intermediary levels- a wholesaler and a retailer
 -  Three level channels

Includes wholesalers, retailers, and direct to- consumer sales.

✓ **Steps to identify the distribution channels**

Identifying the most effective distribution channels for your product or service is crucial for reaching your target market and achieving your business goals. The process involves careful analysis of your product, target audience, competitive landscape, and market conditions. This analysis helps you select the right channels that will efficiently and effectively deliver your product to the intended customers. The following are the key steps to identify the most effective distribution channels for your tourism product:

Define Your Target Market

- **Demographics:** Age, gender, income level, education, occupation.
- **Psychographics:** Interests, hobbies, lifestyle, values.
- **Behavioral:** Purchase behavior, brand loyalty, usage rate.
- **Geographic:** Location, travel patterns, preferred destinations.

Understand Your Product

- **Nature of the Product:** Tangible (souvenirs, handicrafts) or intangible (accommodation, tours).
- **Product Life Cycle Stage:** Introduction, growth, maturity, or decline.
- **Unique Selling Proposition (USP):** What sets your product apart from competitors?

Analyze your target market's preferences

- **Preferred Booking Channels:** Online, offline, or a combination.
- **Device Usage:** Mobile, desktop, or tablet.
- **Information Sources :** Travel agents, online reviews, social media, etc.

Evaluate Distribution Channel Options

- **Direct Channels:**
 - **Website:** Sell directly to customers through your own website.

- **Mobile App:** Offer mobile booking and payment options.
- **Social media:** Utilize social media platforms to promote and sell directly.
- **Indirect Channels:**
 - **Travel Agents and Tour Operators:** Partner with intermediaries to reach a wider audience.
 - **Online Travel Agencies (OTAs):** List your products on platforms like Booking.com, Expedia, and Agoda.
 - **Global Distribution Systems (GDS):** Connect with travel agents worldwide through GDS platforms.
 - **Wholesalers:** Sell your products in bulk to wholesalers who distribute them to retailers.



Consider Your Resources and Capabilities

- **Financial Resources:** Budget for marketing, technology, and staffing.
- **Technical Expertise:** Ability to manage online bookings, payment processing, and customer service.
- **Distribution Network:** Existing partnerships or the need to build new ones.



Assess the Cost-Benefit Analysis

- **Cost:** Consider the costs associated with each channel, such as commission fees, technology investments, and marketing expenses.
- **Revenue Potential:** Evaluate the potential revenue generated by each channel.
- **Return on Investment (ROI):** Calculate the expected return on investment for each channel.

 Monitor and Adjust

- **Track Performance:** Monitor sales, bookings, and customer satisfaction.
- **Analyze Data:** Use analytics to identify trends and opportunities.
- **Adapt Your Strategy:** Adjust your distribution strategy as needed to optimize results.

**Activity 2: Guided Practice****Task 3:**

Kivu lake, is known for its pristine beaches, lush rainforests, and unique cultural heritage, aims to increase its tourism revenue and visitor numbers. However, it recognizes the need to diversify its distribution strategy to reach a wider audience and adapt to the changing preferences of modern travelers. Assume that you are hired for the country to distribute the product

- Identify the distribution channels for the country
- Select distribution channels for the country to increase its tourism revenue and visitor numbers

**Activity 3: Application****Task 4:**

As a trainee, you are requested to visit a nearby tour operation or travel agency, collect all information related to their distribution channels used to distribute tourism products and services by focusing on the following key points:

- Types of marketing channels / Levels of channel
- Steps applied to identify the distribution channels
- Make a report on the visit.

Topic 3.2: Implementation of distribution strategies



Activity 1: Problem Solving



Task 2:

Referring to the scenario 1 above, answer the questions below:

A boutique hotel in Kigali, Rwanda, is struggling to attract international tourists. They have unique accommodation, exceptional service, and prime location, but their occupancy rates are consistently below expectations. The hotel owner recognizes the need for a robust distribution strategy to increase visibility and bookings.

1. What are the distribution strategies to increase visibility and bookings?
2. How can you implement the distribution strategies to increase visibility and bookings?

Key Facts 3.2: Implementation of distribution strategies

Tourism product distribution strategies refer to the various methods and channels used to make tourism products and services accessible to consumers. These strategies play a crucial role in connecting tourism suppliers (like hotels, airlines, tour operators) with potential customers.



Figure 16: Distribution strategies⁶

⁶ <https://www.linkedin.com/pulse/travel-tourism-distribution-chain-channels-mohamed-elkordy>

Distribution Strategies: These are the overall approaches used to reach target markets. They can involve a combination of direct and indirect channels, as well as various marketing and sales techniques.

- **Importance of distribution strategies:**

- ✓ **Increased market reach:** Distribution strategies help expand the reach of tourism products to a wider audience.
- ✓ **Enhanced customer convenience:** By offering multiple distribution channels, businesses can cater to different customer preferences and needs.
- ✓ **Optimized revenue generation:** Effective distribution can lead to increased sales and revenue for tourism businesses.
- ✓ **Strengthened brand awareness:** Distribution channels can help promote brand visibility and recognition.

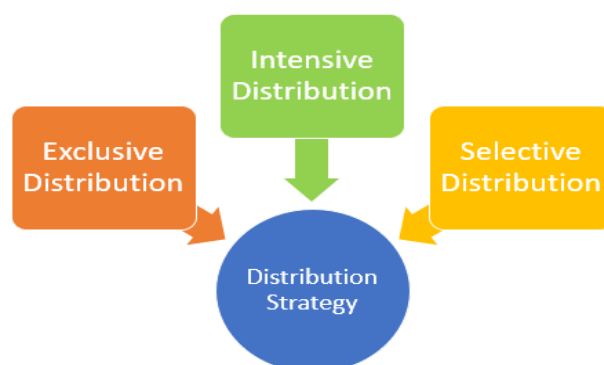
- **Key Characteristics tourism product distribution strategies:**

- ✓ It is a route or pathway through which goods and services flow from the manufacturers to consumers
- ✓ **The** flow of goods and services is smooth and sequential and usually unidirectional
- ✓ It is composed of intermediaries
- ✓ Not include partner services such as shipping companies, railway companies, road transporters, banks etc.
- ✓ It performs functions which facilitate transfer of ownership title and possession of goods and services from manufactures to consumers
- ✓ The intermediaries are paid in the form of commission for the services rendered by them.

- **Types of Distribution Strategy**

Distribution Strategy is a strategy or a plan to make a product or a service available to the target customers through its supply chain.

Overall, there are 3 major distribution strategies



✓ **Exclusive Distribution**

Exclusive distribution includes have exclusive stores/partners to sell products leads to more control. This can be good for niche, luxury or specialty goods where in a single partner or niche partners can help you reach core audience.

✓ **Intensive Distribution**

Intensive distribution is about maximizing outlets from a small retail to big retail stores to maximize sales of the products. This is good for mass products which have to reach maximum target audience and the manufacturing is also high as compared to other normal goods.

✓ **Selective Distribution**

Selective Distribution approach includes carefully choosing multiple channels and partners.

This is more hybrid approach and needs to be carefully formulated to make sure that there is optimized distribution of the product/service.



*Figure 17: Selective distribution*⁷

⁷ <https://ordersinseconds.com/brand-potential-with-selective-distribution/>

Selective Distribution is an approach that lies between exclusive (1-2 partners) to intensive (maximum partners and territories).

- **Steps of distribution strategies**

Tourism distribution is the process of delivering tourism products and services to consumers. It involves a complex network of intermediaries and channels that facilitate the sale of travel packages, accommodations, transportation, and other tourism experiences.

In today's digital age, the tourism industry has undergone a significant transformation, with online distribution channels playing a pivotal role. However, traditional distribution channels such as travel agents and tour operators still hold importance, particularly for niche markets and complex itineraries.

The process of developing a robust distribution strategy typically involves several key steps:

- ✓ **Define Your Target Market:**

- ✚ Identify your ideal customer
- ✚ Understand their buying behavior

- ✓ **Choose Your Distribution Channels:**

- ✚ **Direct Distribution:** Sell directly to customers through your own channels (e.g., online store, retail outlets).
- ✚ **Indirect Distribution:** Utilize intermediaries like wholesalers, distributors, or retailers to reach a wider audience.

- ✓ **Select Your Distribution Partners**

- ✚ **Research potential partners:** Consider factors like reputation, market reach, and alignment with your brand values.
- ✚ **Establish strong relationships:** Build trust and open communication with your partners.

- ✓ **Develop a Distribution Plan**

- ✚ **Set clear objectives:** Define what you want to achieve with your distribution strategy (e.g., increase market share, boost sales).
- ✚ **Create a timeline:** Outline key milestones and deadlines for implementing your plan.

 **Allocate resources:** Determine the budget and personnel needed to execute your strategy.

✓ **Monitor and Evaluate Performance:**

 **Track key metrics:** Monitor sales figures, market share, and customer satisfaction.

 **Analyze performance:** Identify areas for improvement and adjust your strategy as needed.



Activity 2: Guided Practice



Task 3:

A small, family-owned hotel in a remote coastal town in Rwanda is struggling to attract international tourists. They have beautiful rooms, delicious food, and a friendly staff, but they lack the marketing budget and expertise to reach a global audience. Referring to the above information, you are required to:

1. Identify the distribution strategies to attract international tourists
2. Select the distribution strategies to attract international tourists
3. Develop distribution strategies to attract tourists



Activity 3: Application



Task 4:

1. Visit a nearby tour operation or travel agency, ask an access to their distribution strategies used to distribute tourism products and services.
 - a) Identify the Distribution strategies used by the tour operation
 - b) Select the types of distribution channels
2. Make a report on the steps of distribution strategies used by the tour operation



Formative Assessment

1. Read the following statement and answer by cycling the correct letter

Which of the following is NOT a common type of distribution channel in the tourism industry?

- a) Direct sales
- b) Online travel agencies (OTAs)
- c) Retail stores
- d) Manufacturing plants

2. Which distribution strategy involves making a product available in as many outlets as possible, aiming for maximum market coverage?

- a) Intensive Distribution
- b) Exclusive Distribution
- c) Selective Distribution

3. Read the tourism example given in the table then match the distribution strategy in the first column with its corresponding description. Write the numerical number with its corresponding letter.

Distribution Strategy	Description	Example in Tourism	Answer
1. Intensive Distribution	A. Making the product available in as many outlets as possible.	A luxury, high-end hotel chain with a limited number of properties in exclusive locations.	...
2. Exclusive Distribution	B. Giving a limited number of dealers the exclusive right to distribute the product in their territories. 1	A popular fast-food chain with outlets in numerous locations worldwide.	...
3. Selective Distribution	C. Using more than one, but less than all, of the intermediaries who are willing to carry the company's products.	budget airline that partners with a select few travel agencies for ticket sales.	...

4. Read the Scenario below and work on the tasks given:

Imagine you're the marketing manager for a luxury eco-lodge in a remote rainforest region of Cyamudongo Forest. Your lodge offers unique experiences like guided nature walks, birdwatching tours, and traditional cooking classes. You're tasked with developing a distribution strategy to reach high-end, environmentally conscious travelers.

- a) Identify the Factors determining the distribution channels,
- b) classify the types of distribution channels
- c) prepare the distribution strategies in tourism



Points to Remember

- Distribution channels are the pathways through which products or services reach their target market
- Well-managed distribution channels can optimize logistics, reduce costs, and enhance marketing efforts.
- Align Your distribution Strategy with Your Product and Target Audience
- Distribution Strategies Are Not Static: As markets evolve, consumer preferences change, and competition intensifies, your distribution strategy may need to adapt



Self-Reflection

1. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes after covering this unit.
 - a. There is no right or wrong ways to answer this assessment.
 - b. It is for your reference and self-reflection on the knowledge, skills and attitudes acquired during the learning process.
2. Think about yourself:
 - a. Do you think you have the knowledge, skills and attitudes to do the task?
 - b. How well?

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth knowledge of the Steps to identify the distribution channels					
Identify the factors determining the distribution channels					
Classify the types of marketing channels					
Describe the distribution strategies					
Determine the steps of distribution strategies					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 4: CONDUCT PROMOTIONAL ACTIVITIES



VISIT RWANDA



Unit summary

This unit provides you with the knowledge, skills and attitudes required to Assess marketing mix, Assess the marketing environment, use promotional tools and apply marketing innovations

Self-Assessment: Unit 1

1. Referring to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. What is the difference between the features in the picture?
 - c. Basing on the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.
3. At the end of this unit, you will assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth knowledge of the elements of marketing mix					
Describe features of marketing environment					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Classify the marketing environment					
Conduct Environmental scanning and analysis					
Classify of promotional tools					
Describe promotional tools					
Determine marketing innovations					
Classify marketing innovations					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the elements of marketing mix	1. Apply elements of marketing mix	1. Comply with national and international standards related to

Knowledge	Skills	Attitudes
2. Describe the features of marketing environment	2. Classify marketing environment	2. Pay attention to details while scanning and analysis
3. Identify the promotional tools	3. Conduct Environmental scanning and analysis	3. Demonstrate team spirit while working with others
4. Identify the marketing innovations	4. Classify promotional tools	4. Demonstrate endurance in the utilization of marketing innovations
	5. Implement marketing innovations	



Discovery activity



Task 1:

Mukura is a district in Ndorwa that established itself as an ecotourism destination. It offers unique experiences like guided nature walks, traditional cultural performances, and sustainable accommodation. The village tourism board is tasked with promoting this destination to attract international tourists. The region boasts unique cultural attractions, stunning natural landscapes, and opportunities for adventure tourism.

Referring to the scenario above, answer the following questions.

1. What are elements of marketing mix?
2. What are the factors determining the marketing mix?

3. What are the features of the marketing environment?
4. What are the types of marketing environment?
5. How can you conduct environmental scanning and analysis?
6. What are the promotional tools?
7. What are the types of marketing innovations?

Topic 4.1: Assessment of marketing mix



Activity 1: Problem Solving



Task 2:

The Kivu lake of Rwanda, known for its pristine beaches and rich cultural heritage, is experiencing a decline in tourism revenue. The Tourism Board attributes this to outdated marketing strategies and a lack of understanding of the evolving needs and preferences of modern travelers. To address this, they have decided to conduct a comprehensive assessment of their current marketing mix.

Referring to the scenario 1 above, answer the questions below:

1. What is the meaning of the term “marketing mix”?
2. What are the elements of marketing mix?
3. What are the factors determining the marketing mix?

Key Facts 4.1: Assessment of marketing mix

A firm's marketing efforts should start and end with the customers. The marketing mix- Four Ps are the important tools or instruments used by the marketing manager in formulating marketing planning to suit the customer's needs. A share in the market and the goodwill depends upon the marketing plans. Change is constant.

The customer's need and desire may change often, because of the changes that take place in the market. The decisions on each element of four Ps are aimed to give greater consumer satisfaction. The elements of Four Ps are interrelated, complementary and mutually supporting ingredients.

Thus, marketing mix is used as a tool towards the customers in order to ascertain their needs, tastes, preferences etc. Marketing mix must face competition. It must satisfy the demands of the society. Then firms can attain the objectives profit, market share, return on investment, sale-volume etc.



Figure 18: Marketing mix

- **Definition of key concepts**
 - ✓ **Marketing** is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for

customers, clients, partners, and society at large.” Mix means to combine, blend or consider together.

- ✓ **The marketing mix** in tourism refers to the controllable variables that a tourism business uses to influence its target market. These variables are often referred to as the 4Ps: Product, Price, Place, and Promotion.
- ✓ **Product:** This refers to the tourism product being offered, which can include attractions, accommodations, transportation, and activities.
- ✓ **Price:** This refers to the cost of the tourism product, which can be influenced by factors such as seasonality, demand, and competition.
- ✓ **Place:** This refers to the distribution channels used to reach the target market, such as travel agencies, online booking platforms, and tour operators.
- ✓ **Promotion:** This refers to the marketing communications used to promote the tourism product, such as advertising, public relations, and sales promotions.
- ✓ **The choice of marketing mix depends upon:**
 -  Marketing environment of the organization
 -  Marketing objectives
 -  Resources position of the firm
 -  Marketing organization structure and information system

- **The Traditional Marketing Mix**

The framework of marketing-mix consists of four elements product, place, price and promotion, often called the four P’s of marketing.

- ✓ **Product:** Product refers to a good, a service or a unique combination of goods and services offered by a firm to satisfy the needs and wants of consumers. The product includes both the tangible and intangible elements of the service offering. Product decisions involve product attributes such as quality, brand name, packaging, product logos, trademarks, the breadth and mix of the product line and services such as warranties and guarantees.
- ✓ **Place:** Place refers to the distribution of the products to the consumers. It involves the movement of the product from the sellers to the buyers, as well as

storage at different points to make these available at convenient time and locations to the buyers.



Figure 19: Marketing mix components

- ✓ **Promotion:** Promotion refers to all the tools and methods used to inform the buyers about the product and to persuade them to make a purchase. It includes various tools like advertising, personal selling, sales promotion, direct marketing, publicity, public relations etc. A suitable combination of these methods of promotion is required to yield good results.
- ✓ **Price:** Price refers to the monetary value of the product. It is the value placed by a firm on its products and services. This is what the buyer pays to the seller, including discounts, allowances, credit terms, payment period etc. In the service industry, the term price often passes under a number of names- interest, rent, salary, fees etc. Prices should be such that they create profit.
- **Expanded marketing mix**

For a long time, the four Ps frameworks were used to target markets. But it was felt to be limiting for services that offered different set of benefits to the consumers. Later, an expanded marketing mix was proposed by Boom and Bitner that added three more Ps of people, process and physical evidence as marketing mix variables for services marketing.

- ✓ **People:** People imply the human elements involved in the service experience. The buyers and the sellers are the most visible elements engaged in exchange. The people employed in the organization decide the quality of services that the

customers get. The marketer should understand the contribution of people to the marketing mix and make efforts to enhance the quality of people through proper human resource management (HRM) practices.

customers are another category of people who the service experience through their involvement. The marketers need to know the methods of improving this experience through people.

- ✓ **Process:** Process involves procedures, activities, mechanisms,

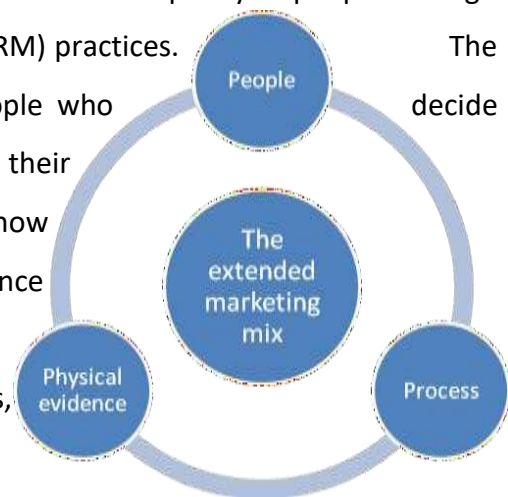


Figure 20: Extended marketing mix

task schedules and routines by which a product or service

is delivered to the customer. The process of service delivery decides the level of satisfaction of the customers. The deficiencies of a poor process cannot be overcome by any other element of marketing mix.⁸

- ✓ **Physical evidence:** Physical evidence creates tangibility for the intangible services. It portrays a positive image through physical presence such as buildings, décor, employee uniform etc. Intangible services are heavily dependent on physical evidence. If the physical evidence is not created, the customers are likely to perceive higher risk in the exchange process. In creating this evidence, the marketers must ensure its compatibility with the image of the product.

⁸ file:///C:/Users/user/Desktop/MIX.pdf

- **The tourism marketing mix**

Tourism marketing mix is a mechanism by which a tourism enterprise provides services to its target market through the various market offerings. One of the fundamental

responsibilities of the tourism service provider is to develop a marketing mix.



Figure 21: Tourism marketing mix

It is concerned about allocating and adjusting marketing inputs to create a unique offering that satisfies the wants and needs of the guests and thereby achieve the organizational goals.

The marketing mix in tourism is a strategic framework that helps businesses within the tourism industry effectively reach their target market. It typically includes the following elements:

- ✓ **Product:** This refers to the specific tourism offerings, encompassing attractions, accommodations, transportation, activities, and overall experiences.
- ✓ **Price:** This involves determining the appropriate pricing for tourism products, considering factors like seasonality, competition, and perceived value.
- ✓ **Place:** This focuses on the distribution channels used to make tourism products available, such as travel agencies, online platforms, and direct sales.
- ✓ **Promotion:** This encompasses the various marketing and communication efforts used to attract tourists, including advertising, public relations, social media, and partnerships.
- ✓ **People:** This emphasizes the importance of the human element in providing quality service and ensuring a positive experience for tourists.
- ✓ **Process:** This refers to the operational procedures and processes involved in delivering tourism services, ensuring efficiency and customer satisfaction.
- ✓ **Physical Evidence:** This includes the tangible aspects of the tourism experience, such as the environment, facilities, and amenities.

- **Developing marketing mix**

Intuition and creative thinking are key requirements for a marketing manager. But relying only on these qualities is incorrect and can lead to inaccurate assumptions that may not provide the desired results. To ensure that the marketing mix is based on research and combines facts with innovation, a manager should go through the following process:

- ✓ **Step 1** The first step on the marketing manager's list is to define the unique features the product offers, the customer surveys or focus groups and identify the importance of unique feature to consumers and whether they can increase the sales of the product.
- ✓ **Step 2** The second step is to understand the consumer that would purchase the product, what they need, what value they associate. All the other elements of the marketing mix will be designed in accordance with the customer. This understanding will enable the product offered be relevant and targeted.
- ✓ **Step 3** The next step is to understand the competition. The prices and related benefits such as discounts, warranties and special offers need to be assessed. An understanding of the subjective value of the product and a comparison with its actual manufacturing distribution cost will help set an ideal price point.
- ✓ **Step 4** At this point the marketing manager needs to evaluate the options of place to understand where the customer is most likely to make a purchase and the costs associated with using this channel. Multiple channels may help target a wider customer base and ensure easy access. A product which serves a niche market would concentrate distribution to a specific area or channel; hence value of the product is closely related with availability of the product.
- ✓ **Step 5** Based on the target audience and the price identified the communication strategy can be developed. The promotional methods need to appeal to the customers and ensure that the key features and benefits of the product are clearly communicated and understood.
- ✓ **Step 6** A last step needs to be taken at this point to see how all the elements identified and planned relate to each other. All marketing mix variables are interdependent and rely on each other for a strong strategy. It has to be seen whether the selling channels strengthen the perceived value of the product or the promotional material supports the selected distribution channels. The marketing

plan is finalized after ensuring that all four elements are in harmony and there are no conflicting messages, either direct indirect.

- **Types of marketing mix**

Marketing mix is mainly of two types.

- ✓ **Product marketing mix:** It comprises of Product, price, place and promotions and is mainly used in the case of tangible goods.
- ✓ **Service marketing mix:** The service marketing mix has three more variables including which are people, physical evidence and process.

- **The factors determining the marketing mix**

Factors influence the marketing mix, ensuring it aligns with the specific needs and circumstances of a business:

- ✓ **Target Market:**

- + **Demographics:** Age, gender, income, education, occupation, etc.
- + **Psychographics:** Lifestyle, interests, values, personality traits.
- + **Behavior:** Purchase habits, usage patterns, brand loyalty.
- + **Product/Service Characteristics:**
 - + **Nature of the product:** **Tangible** vs. intangible, durable vs. non-durable.
 - + **Stage in product lifecycle:** Introduction, growth, maturity, decline.
 - + **Unique selling proposition (USP):** What differentiates the product from competitors.

- ✓ **Competitive Landscape:**

- + **Competitor analysis:** Strengths, weaknesses, strategies, market share.
- + **Competitive advantage:** How to differentiate and outperform competitors.
- + **Pricing strategies of competitors:** Price wars, price discrimination, etc.

- ✓ **Marketing Objectives:**

- + **Sales targets:** Increase market share, revenue growth, profitability.
- + **Brand building:** Enhance brand awareness, image, and loyalty.
- + **Customer acquisition and retention:** Attract new customers and retain existing ones.

✓ **Economic Factors:**

- ✚ Economic growth: Affects consumer spending power and demand.
- ✚ Inflation: Impacts pricing decisions and consumer purchasing power.
- ✚ Interest rates: Influence consumer borrowing and spending habits.
- ✚ Technological Factors:
 - ✚ E-commerce and digital marketing: Online platforms, social media, mobile marketing.
 - ✚ Automation and AI: Streamlining processes, personalized marketing.
 - ✚ Data analytics: Gathering and analyzing customer data for insights.
- ✚ Legal and Regulatory Environment:
 - ✚ Consumer protection laws: Advertising regulations, product safety standards.
 - ✚ Competition laws: Antitrust regulations, price discrimination laws.
 - ✚ Environmental regulations: Sustainability and environmental impact considerations.

✓ **Social and Cultural Factors:**

- ✚ Social trends: Changing lifestyles, values, and attitudes.
- ✚ Cultural norms: Impacting consumer preferences and behavior.
- ✚ Ethical considerations: Social responsibility, sustainability, fair trade practices.



Activity 2: Guided Practice



Task 3:

Rwanda, known for its remarkable recovery from genocide and stunning natural beauty, has seen a surge in tourism in recent years. However, to sustain growth and attract a wider range of visitors, the Rwanda Development Board (RDB) hires you as a tourism marketing officer to:

1. Describe the factors determining the marketing mix
2. Conduct a comprehensive assessment of its tourism marketing mix.



Activity 3: Application



Task 4:

Suppose that you are the marketing manager for a small, family-owned bed and breakfast (B&B) nestled in a charming village in the heart of Musanze, Northern province of Rwanda. The B&B has been in operation for over 20 years, offering a unique blend of rustic charm and modern comfort. However, in recent years, you've noticed a decline in bookings, particularly from younger travelers. You suspect that your marketing mix may need a refresh to attract a new generation of guests, to do this you are requested to develop a competitive and attractive marketing mix to reach potential guests

Topic 4.2: Assessment of the marketing environment



Activity 1: Problem Solving



Task 5:

A small, family-owned bed and breakfast in a charming coastal town is experiencing a decline in bookings despite the peak tourist season. The owners are concerned about the increasing competition from large hotel chains and online travel agencies, as well as the potential impact of changing consumer preferences and economic fluctuations. Based on the provided information:

1. What do you understand by the term “marketing environment”?
2. What are the features of the marketing environment?
3. What are the types of marketing environment?
4. How can you conduct environmental scanning and analysis?

Key Facts 4.2: Assessment of the marketing environment

Most organisations devote a large part of their effort in managing the internal controllable elements, whereas they need to respond and adapt to the external environmental changes. Though they cannot significantly influence the external environment, but they can be responsive to larger social and other environmental changes, which is likely to affect their business in both short run and long run. It is imperative for an organization to understand the market as well their consumers really well.

- **Definition of key concepts**

- ✓ **Marketing Environment:** The sum of all internal and external factors that influence a company's marketing activities.

- ✓ **Macro Environment:** The broad external forces that impact a company's ability to operate and succeed in the market.
- ✓ **Micro Environment:** The internal and external factors that directly affect a company's ability to serve its customers and achieve its marketing objectives.
- ✓ **Marketing Environment Scanning:** The process of continuously monitoring and gathering information about the marketing environment.
- ✓ **Marketing Environment Analysis:** The process of evaluating and interpreting the information gathered through marketing environment scanning.

- **Features of marketing environment**

The marketing environment encompasses all the internal and external factors that can influence a company's marketing activities. The following are some key features:

- ✓ **Complex:** The marketing environment is a complex interplay of various factors.
- ✓ **Dynamic:** The marketing environment is constantly changing and evolving.
- ✓ **Interrelated:** The various components of the marketing environment are interconnected.
- ✓ **Uncontrollable:** Many factors in the marketing environment are beyond the control of a company.

- **Types of marketing environment**

There are two types of environmental forces, which influence an organisation's marketing activities. Some of these forces are external to the firm and the organisation has little control over them. The other type of forces comes from within the organisation and can be controlled by it. Hence, the marketing environment can be divided into two major components:

- ✓ **Macro environment:** Consists of demographics and economic conditions, socio-cultural factors, political and legal systems, technological developments, etc. These constitute the general environment, which affects the working of all the firms.

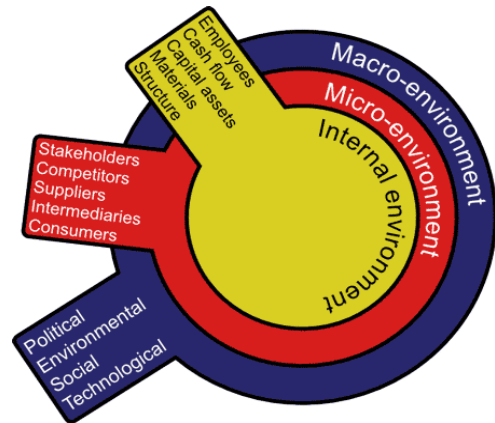


Figure 22: Marketing environment

- ✓ **Microenvironment:** Consist of suppliers, consumers, marketing intermediaries, etc. These are specific to the said business or firm and affect its working on short term basis.
- ✓ **Internal Environment**

This refers to factors existing within a marketing firm. They are also called as CONTROLLABLE FACTORS, because the company has control over these factors. It can alter or modify factors as its personnel, physical facilities, organization and function means, such as marketing mix, to suit the environment. The following are the internal environment:

Suppliers:

Provide resources needed to produce goods and services. Important link in the “value delivery system. Most marketers treat suppliers like partners and Decisions like „make or buy“ depend upon suppliers

Competitors:

Competitors are those who sell the goods and services of the same and similar description, in the same market. Apart from competition on price, there are like product differentiation. Therefore, it is necessary to build an efficient system of marketing. Those who serve a target market with products and services that are viewed by consumers as being reasonable substitutes, Company must gain strategic advantage against these organizations

 **Marketing Intermediaries:** Helps the company to promote, sell, and distribute its goods to final buyers

Resellers, Physical distribution firms, Marketing services agencies. And Financial intermediaries

Customer

Purchase requirements vary from customer to customer. Individual customers are influenced by cultural, social and psychological factors

- They are large in number, scattered, poorly informed, buy in small quantities and frequently and are guided by personal considerations
- Industrial customers are limited in number, geographically concentrated, buy in large in bulk, demand is derived, buy on reciprocal basis, depend on lease hold
- Dealers buy for resale.
- Government buys for public welfare, defense

Publics

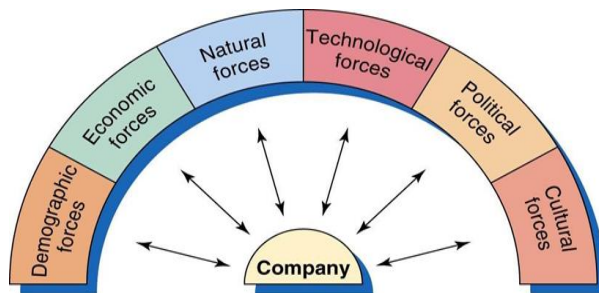
Any group that has an actual or potential interest in or impact on a company's ability to achieve its objective

- Group that has an interest in or impact on an organization's ability to achieve its objectives
- Financial public: financial institutions, investment houses, insurance co
- Government public: Govt. departments like Taxation, License, Registration etc.
- Citizen action public: consumer organizations, environmental groups, minority groups etc.
- General public: public image
- Internal **public**: employees, Board, labour unions, press and media

✓ **External Environment**

External factors are beyond the control of a firm, its success depends to a large extent on its adaptability to the environment.

Macro Environment: Macro environment factors act externally to the company and are quite uncontrollable. These factors do not affect the marketing ability of the concern directly but indirectly influence marketing decisions of the company



Factors affecting organization in Macro environment are known as **PEST** (**P**olitical, **E**conomic, **S**ocio-cultural factors and **T**echnological)

Figure 23: External environment of marketing mix

Demographic

- Demography gives „Consumer Profile“
- It is the study of population in respect of its size, density, location, age, occupation, marital status, education, income level etc.
- Demography is the study of human populations in terms of size, density, location, age, gender, race, occupation
- These factors help in - Market segmentation, demand forecasting, determination of market potential



- Demographics change over time and companies must keep up with them

- The economic environment consists of factors that affect consumer purchasing power and spending patterns
- It is not enough to have people, the people MUST have buying power

Economic

- Consists of factors that affect consumer's purchasing power and spending patterns

Figure 24: Demographic factor



Figure 25: Economic Factor

- Global economic dealings, such as currency exchange rates, have a large impact on travel and tourism across the world

Natural

- Availability of natural resources as inputs/ raw materials
- Pollution. Protection of wildlife & ocean wealth
- Environmental regulations for packaging materials & disposal of wastages
- Environment friendly measures



Figure 26: Natural Factor

Technological

- The hospitality industry is greatly affected by changes in technology like The Internet, computerized systems, key cards, etc.

- Marketers must be aware of new developments in technology



Figure 27: Technological factor

- Technological developments may put some people out of business and at the same time, open up new business opportunities to others

Political/ Legal

- Includes Laws, Government Agencies, and Pressure Groups that influence or limit various Organizations and Individuals in a Given Society

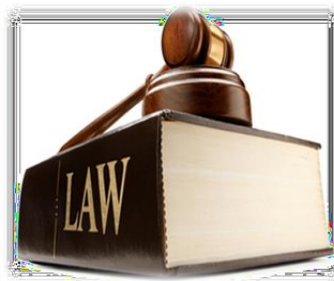


Figure 28: Political and Legal factor

Cultural

- Forces that affect a society's basic values, perceptions, preference, and behaviors
- Advertisements and culture
- Festivals
- Dressing Style
- Food habits



Figure 29: Cultural Factor

- **Marketing Environmental Scanning and Analysis**

Marketing environmental scanning and analysis is a crucial process for businesses to understand the forces

that shape their market and make informed strategic decisions. It involves systematically gathering, analyzing, and interpreting information about the internal and external factors that can impact a company's marketing activities and overall performance.

- **Key Components of Environmental Scanning and Analysis:**

- ✓ **Internal Environment:**

- ✚ **Strengths:** Internal capabilities, resources, and competitive advantages.

- ✚ **Weaknesses:** Internal limitations and areas for improvement.

- ✓ **External Environment:**

- ✚ **Macro Environment:**

- **Political:** Government regulations, policies, and political stability.
 - **Economic:** Economic growth, inflation, interest rates, and consumer spending power.
 - **Socio-cultural:** Social trends, demographics, cultural values, and lifestyles.
 - **Technological:** Technological advancements, digital marketing, and e-commerce.
 - **Environmental:** Climate change, natural disasters, and environmental sustainability.

- ✚ **Microenvironment:**

- **Customers:** Needs, wants, preferences, and behaviors of target tourists.
 - **Competitors:** Actions, strategies, and market share of competitors.
 - **Suppliers:** Availability and quality of resources and services from suppliers.

- **Intermediaries:** Travel agents, online platforms, and other channels used to reach customers.
- **Techniques for Environmental Scanning:**
 - ✓ **Market Research:** Surveys, focus groups, interviews, and observation.
 - ✓ **Competitive Intelligence:** Analyzing competitor's products, pricing, marketing strategies, and financial performance.
 - ✓ **Industry Analysis:** Studying industry trends, growth potential, and competitive landscape.
 - ✓ **SWOT Analysis:** Identifying strengths, weaknesses, opportunities, and threats.
 - ✓ **PESTEL Analysis:** Analyzing political, economic, socio-cultural, technological, environmental, and legal factors.
 - ✓ **Scenario Planning:** Developing alternative future scenarios to anticipate potential challenges and opportunities.
- **Benefits of Environmental Scanning and Analysis:**
 - ✓ **Improved Decision-Making:** Informed decisions based on a thorough understanding of the market.
 - ✓ **Proactive Response to Change:** Ability to anticipate and adapt to changing market conditions.
 - ✓ **Identification of Opportunities:** Discovering new market opportunities and competitive advantages.
 - ✓ **Risk Mitigation:** Reducing the risk of unforeseen events and challenges.
 - ✓ **Enhanced Competitiveness:** Gaining a competitive edge by understanding and responding to market dynamics.



Activity 2: Guided Practice



Task 6:

You are hired to be the marketing officer of the resort hotel nestled in a charming village in a popular tourist destination in Northern province nearest of the Volcanoes national park. The resort has been in business for generations, offering a unique, personalized experience to its guests. However, in recent years, the owners have noticed a decline in bookings, particularly from younger travelers, the family must analyse the business environment. As a marketing officer you are tasked to:

1. Describe the marketing environment
2. Conduct environmental scanning and analysis



Activity 3: Application



Task 7:

1. Read the scenario below and do as instructor

Visit different tourist destination sites nearby the school that are suffering from the decline of visitors and carry out the following tasks:

- a) Identify various features of marketing environment
- b) Describe the types of Marketing Environment available
- c) Conduct environmental scanning and analysis
- d) Make a report of what you performed.

Topic 4.3: Application of promotional tools



Activity 1: Problem Solving



Task8:

Scenario:

Imagine you are the marketing manager for a small, up-and-coming tourism destination in Southeast Asia. Your destination boasts stunning beaches, rich cultural heritage, and unique adventure activities like jungle trekking and diving. However, it is relatively unknown compared to its more popular neighbors. You need to develop a comprehensive marketing strategy to attract visitors and establish your destination as a must-visit travel spot.

1. What do you understand by the term “promotion”?
2. What are the promotional tools?
3. What are the factors affecting promotional tools?
4. What are the types of promotion tools?

Key Facts 4.3: Application of promotional tools

Promotion is how an organisation communicates with its customers and other stakeholders. Organisations use many promotional tools to achieve a range of objectives including increasing awareness of their product or service offering; communicating brand values; and building relationships with their customers and other stakeholders.

Promotional tools are the various methods and strategies used by businesses to communicate with their target audience, promote their products or services, and ultimately drive sales. These tools play a crucial role in marketing efforts by creating awareness, generating interest, and persuading potential customers to choose a particular brand or product.

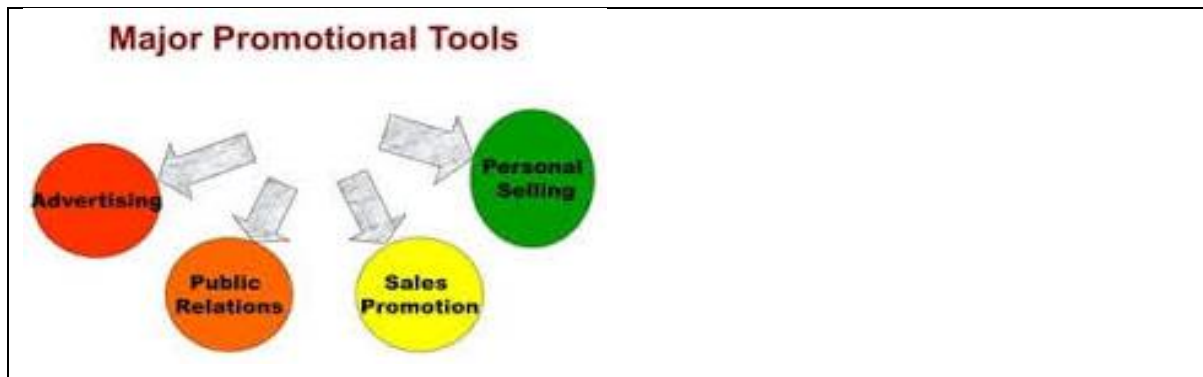


Figure 30: Promotional tools

The basic promotional mix consists of advertising, sales promotion, personal selling and PR.

- **Definition of key concepts**

- ✓ **Promotion:** In marketing, it refers to the methods used to communicate with the target audience and promote products or services.
- ✓ **Tourism Promotion:** The coordinated marketing efforts to attract visitors to a specific destination. It involves creating awareness, generating interest, and persuading potential travelers to choose that destination.
- ✓ **Promotional Tools:** The various methods and strategies used to communicate with the target audience, promote products or services, and ultimately drive sales. These tools can include advertising, public relations, sales promotions, direct marketing, and digital marketing.

- **Promotional objectives**

Effective promotion starts with an analysis and formulation of clear-cut objectives. These include:

- ✓ Identification of the target audience to be reached
- ✓ Identification of the purpose of communication
- ✓ Formulation of message to achieve the goal

- ✓ Choice of media for delivering the message to the target audience
- ✓ Allocation of the budget to achieve the desired purpose
- ✓ Evaluation in terms of sales and feedback obtained from the customers.

- **The promotional mix**

After knowing about the main objectives of promotion, let us understand the four main elements of the promotional mix. A company's total marketing communication mix- also called its promotion mix- consists of the specific blend of advertising, sales promotion, public relations, and personal selling that the company uses to pursue its advertising and marketing objectives. The four major promotional tools of promotion are as follows:

- ✓ **Advertising:** Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.
- ✓ **Features:** Paid, non-personal communication about an organization, product, or service.
- ✓ **Types of Advertising Media:** Television, radio, newspapers, magazines, billboards, internet (search engine advertising, social media advertising, display advertising, etc.), direct mail.
- ✓ **Factors Governing the Selection of Advertising Media:** Target audience, budget, reach, frequency, and the nature of the product or service.
- ✓ **Techniques of Advertising:** Informative advertising, persuasive advertising, reminder advertising, comparative advertising, emotional advertising.
- **Personal Selling:**
 - ✓ **Sales Promotion:** Short term incentives to encourage the purchase or sale of a product or service.



Figure 31: Personal selling

- ✓ **Features:** A two-way communication process between a salesperson and a potential customer.
- ✓ **Types of Personal Selling:** Door-to-door selling, telemarketing, retail selling, wholesale selling, industrial selling.
- ✓ **Personal Selling Process:**
 - ✚ **Prospecting:** Identifying potential customers who may be interested in the product or service. This can involve various methods such as referrals, cold calling, networking, and database searches.
 - ✚ **Pre-approach:** Gathering information about the potential customer, their needs, and their company. This helps the salesperson tailor their approach and presentation.
 - ✚ **Approach:** The initial contact with the potential customer. This is crucial for building rapport and establishing a positive first impression.
 - ✚ **Presentation:** The core of the sales process, where the salesperson presents the product or service to the customer, highlighting its benefits and addressing their needs. This may involve demonstrations, product samples, and visual aids.
 - ✚ **Handling Objections:** Addressing any concerns or doubts the customer may have about the product or service. This requires active listening, empathy, and the ability to provide convincing solutions.

✚ Closing the Sale: Asking the customer to make a purchase decision. This can involve various techniques such as the trial close, the assumptive close, and the alternative close.

✚ Follow-up: After the sale, the salesperson follows up with the customer to ensure satisfaction, address any issues, and build long-term relationships. This helps to retain customers and generate repeat business.

- **Public Relations**



Public Relations: Building a good reputation of the company with the public by obtaining favorable publicity, good corporate image, and handling unfavorable events if any.

Figure 32: Public Relation

- ✓ **Functions:** Building and maintaining a positive image for the organization, managing crises, promoting goodwill, and generating publicity.
- ✓ **Types of Public Relations:** Press releases, media relations, community relations, employee relations, investor relations, crisis communication.
- ✓ **Sales Promotion**

Personal Selling: The sales force of the company makes personal presentations to make sales.

✚ **Types of Sales Promotion:** Discounts, coupons, contests, sweepstakes, samples, loyalty programs, point-of-sale displays.

 **Difference Between Advertisement and Sales Promotion:** Advertisement is a long-term strategy aimed at building brand awareness, while sales promotion is a short-term tactic aimed at generating immediate sales.

- **Direct Marketing**

Direct marketing is a marketing strategy that involves communicating with consumers directly, rather than through a third party like mass media. The goal of direct marketing is to ask potential customers to buy a product or service.

- ✓ **Types of Direct Marketing:** Direct mail, telemarketing, email marketing, catalog marketing, direct response advertising.

- **Internet and Online Marketing**

Internet marketing and online marketing are the same thing and refer to the use of the internet and digital technology to promote products, services, or brands to potential customers

Internet marketing is a form of marketing that uses the Internet to promote a brand, product, or service via social media, search, email, and other digital channels. It is also known as online marketing, digital marketing, or website marketing

- ✓ **Types of Internet Marketing:** Search engine optimization (SEO), search engine marketing (SEM), social media marketing, content marketing, email marketing, affiliate marketing, ¹ display advertising.



Activity 2: Guided Practice



Task 9:

Imagine you're the marketing officer for Nyungwe DMA in the Eastern province of Rwanda. Your country boasts pristine beaches, lush rainforests, vibrant culture, and delicious cuisine, yet tourism numbers remain stagnant. You're tasked with developing comprehensive marketing tools to attract more visitors. To do this you are requested to:

1. Select promotion tools to attract more visitors
2. Use promotional tools to attract more visitors



Activity 3: Application



Task 10:

1. Visit the one of the RDB-department of tourism that oversees promoting Rwanda tourism industry.
 - a. Describe promotional tools used to promote the tourism industry in Rwanda
 - b. Describe the factors affecting promotional tools used to promote the tourism industry in Rwanda
 - c. Describe the types of promotional tools used to promote the tourism industry in Rwanda
 - d. Make a comprehensive visit report

Topic 4.4: Application of marketing innovations



Activity 1: Problem Solving



Task 2:

A family-owned bakery in Nyagatare district of Rwanda, for generations, they've relied on word-of-mouth and local newspaper ads to attract customers. Their traditional pastries are beloved by locals, but sales have plateaued, and younger generations are increasingly drawn to trendy cafes and online delivery services

Referring to the scenario above, answer the questions below:

1. What are the types of marketing innovations?
2. What are the examples of marketing innovation?
3. What are the limitations of marketing innovation?
4. What are the benefits of marketing innovation?

Key Facts 4.4: Application of marketing innovations

Like most things in life, the world of marketing is dynamic. Even over the last decade, there have been many innovations in marketing. The fact remains that marketing is constantly evolving and redefining itself.

- **Marketing innovations** refer to the implementation of novel marketing methods, strategies, or technologies that significantly differ from traditional approaches. These innovations aim to enhance a company's marketing efforts, increase customer engagement, and ultimately drive growth and profitability. It helps improve a product or service and reach a wider audience.
- **Types of Marketing Innovations**

We can differentiate three types of marketing innovation. In this section, we'll review each of them in detail so you can identify them quickly.

- ✓ **Radical innovation.** It brings drastic changes to the brand, its market, or business growth. This type of innovation occurs when a company completely changes its product, positioning, or working processes.

 Characteristics:

- Often disrupts existing markets and creates entirely new ones.
- Requires significant investment and risk-taking.
- Examples: The invention of the internet or the development of social media platforms.

- ✓ **Incremental innovation.** It doesn't bring significant changes to a product. Incremental innovation involves adding new features to a product, company, or production method. Often, it's already implemented but still needs some alterations. So, brands make them to increase customer satisfaction.

 Characteristics:

- Less risky and less disruptive than radical innovation.
- Focuses on refining and optimizing existing offerings.
- **Examples:** Introducing a new flavor of an existing product or improving the efficiency of a marketing campaign.

- ✓ **Disruptive innovation.** It emerges as a response to behavioral and technical changes. Disruptive innovation reacts to the target market and aims to provide customers with the best customer experience.

 Characteristics:

- Often starts with a lower-cost, simpler product or service that appeals to a less demanding segment.
- Gradually improves and expands to capture a larger market share.
- **Examples:** The rise of online streaming services like Netflix or the emergence of ride-sharing services like Uber.

- **Digital marketing**

Digital marketing encompasses the use of online channels to promote products or services. It leverages various digital technologies like computers, mobile phones, and other digital media platforms to connect with potential customers.

- ✓ **Key Digital Marketing Strategies for Tourism:**

- ✚ **Search Engine Optimization (SEO):** Optimizing websites and content to rank higher in search engine results pages (SERPs) for relevant keywords ¹ (e.g., "best beaches in Bali," "budget hotels in Rome"). This increases visibility and drives organic traffic to your website.
- ✚ **Social Media Marketing:** Utilizing platforms like Instagram, Facebook, Twitter, and TikTok to showcase destinations, engage with potential travelers, run targeted ads, and build brand loyalty. Visual content like stunning photos and videos are crucial.
- ✚ **Content Marketing:** Creating valuable and engaging content (blog posts, articles, videos, infographics) that attracts and informs potential travelers. This can include destination guides, travel tips, interviews with locals, and behind-the-scenes looks at popular attractions.
- ✚ **Pay-Per-Click (PPC) Advertising:** Running targeted ads on search engines (Google Ads) and social media platforms to reach specific demographics and interests. This allows for precise targeting and measurable results.
- ✚ **Email Marketing:** Building an email list and sending out newsletters, promotional offers, and personalized travel recommendations to nurture leads and encourage bookings.
- ✚ **Online Travel Agencies (OTAs):** Partnering with OTAs like Booking.com, Expedia, and TripAdvisor to increase visibility and reach a wider audience.
- ✚ **Influencer Marketing:** Collaborating with travel influencers to promote destinations and experiences to their followers.
- ✚ **Virtual and Augmented Reality (VR/AR):** Immersive technologies that allow potential travelers to experience destinations virtually, providing a more engaging and realistic preview.

- **Benefits of Digital Marketing in Tourism:**
 - ✓ **Increased Visibility:** Reach a global audience and connect with potential travelers worldwide.
 - ✓ **Targeted Marketing:** Reach specific demographics and interests with precision.
 - ✓ **Cost-Effectiveness:** Compared to traditional advertising, digital marketing can be more affordable and offer better ROI.
 - ✓ **Improved Customer Engagement:** Interact with potential travelers, gather feedback, and build relationships.
 - ✓ **Data-Driven Insights:** Track key metrics, analyze data, and make informed decisions to optimize campaigns.
 - ✓ **Enhanced Travel Experience:** Provide valuable information and tools to travelers, from planning to booking and during their trip.
- **Limitations of Marketing Innovation**
 - ✓ **Cost:**
 - ✚ Research and development, prototyping, and testing of new ideas can be expensive.
 - ✚ Marketing campaigns to launch innovative products or services also require significant financial investment.
 - ✓ **Risk:**
 - ✚ There's no guarantee that innovation will be successful in the market.
 - ✚ There's always the risk of failure, which can lead to financial losses and damage to brand reputation.
 - ✓ **Time:**
 - ✚ The process of developing, testing, and launching a successful innovation can be time-consuming.

- ✚ This can delay entry into the market and potentially allow competitors to gain an advantage.

✓ **Execution:**

- ✚ Successfully implementing and commercializing innovation can be challenging.
- ✚ This requires careful planning, effective execution, and the ability to adapt to changing market conditions.

✓ **Competitors:**

- ✚ Competitors may quickly imitate or surpass an innovation, reducing its competitive advantage.
- ✚ They may also introduce their own competing innovations, making it difficult to maintain a leading position.



Activity 2: Guided Practice



Task 3:

1. Visit any nearest tour company that is used to promote tourism industry in Rwanda.
 - a) Describe different types of marketing innovations
 - b) Does the Digital marketing fulfill the requirements?
 - c) Note down your observations based on factors to be considered when deciding on the types of marketing innovation required by the company.



Activity 3: Application



Task 4:

Scenario:

Karongi DMA, renowned for its pristine beaches and rich cultural heritage, is experiencing a decline in tourism revenue due to increased competition from other tropical destinations. The government seeks innovative marketing strategies to revitalize the tourism sector and attract a new generation of travelers.

1. Determine the type of marketing innovations to use.
2. Describe the benefits of marketing innovation
3. Make a report on digital marketing used by the DMA



Formative Assessment

1. Which of the following elements are considered part of the 7Ps of the Tourism Marketing Mix? **Select the correct answer**
 - a) Product, Price, Place, Promotion, People, Packaging, Physical Evidence
 - b) Product, Price, Place, Promotion, People, Politics, Physical Evidence
 - c) Product, Price, Place, Promotion, People, Packaging, Profit
 - d) Product, Price, Place, Promotion, People, Process, Physical Evidence
2. Which of the following is NOT a key component of the microenvironment in tourism marketing? **Select the correct answer**
 - a) Competitors
 - b) Suppliers
 - c) Economic conditions
 - d) Intermediaries
3. Which of the following is NOT a key component of the tourism marketing environment? **Select the correct answer**

- a) Economic factors
- b) Political factors
- c) Technological factors
- d) Geographic factors

4. Which promotional tool focuses on building positive relationships with stakeholders and managing the company's reputation? **Select the correct answer**

- a) Advertising
- b) Sales Promotion
- c) Direct Marketing
- d) Public Relations

5. What is the primary goal of personal selling? **Select the correct answer**

- a) Building brand awareness through mass media
- b) Creating long-term relationships with customers
- c) Generating immediate sales through short-term incentives
- d) Securing favorable media coverage

8. Which of the following is an example of a socio-cultural trend that could impact tourism?

Select the correct answer

- a) The rise of ecotourism
- b) The aging population
- c) The increasing popularity of adventure travel
- d) All of the above

9. What is the key difference between advertising and sales promotion? **Select the correct answer**

- a) Advertising is free, while sales promotion is paid.
- b) Advertising focuses on long-term brand building, while sales promotion aims for immediate action.
- c) Advertising is more effective for B2B markets, while sales promotion is better for B2C.
- d) Advertising uses mass media, while sales promotion relies on personal selling.

10. Match each type of marketing innovation with its corresponding description and write the number with its corresponding letter.

Type of Marketing Innovation	Matching Description	Answer
1. Radical	A. Introducing entirely new products, services, or business models that significantly disrupt existing markets.	
2. Incremental	B. Involves gradual improvements or enhancements to existing products, services, or marketing strategies.	
3. Disruptive	C. Initially targets niche markets or low-end customers but eventually displaces established competitors in the mainstream market.	

11. Read the following scenario and perform the related tasks:

You are working as a tourism marketing officer in Rwanda Development Board (RDB) that aims to position Rwanda as a leading sustainable tourism destination in Africa. To achieve this, there is a need to develop and implement effective promotional activities that highlight the country's commitment to environmental conservation and community development. Based on the above information, you are tasked to:

- a) Assess the marketing mix,
- b) Analyze the marketing environment,
- c) Apply promotional tools
- d) Apply marketing innovations



Points to Remember

- The 4Ps are not independent elements but rather interconnected components of a cohesive marketing strategy.
- The marketing environment is constantly evolving. Factors like technology, consumer behavior, and economic conditions are always in flux, requiring businesses to adapt their strategies accordingly.
- Promotional tools should be carefully chosen to align with your specific marketing objectives, target audience, and budget.
- Marketing innovations should always prioritize understanding and meeting the evolving needs and preferences of the target audience.



Self-Reflection

At the end of every unit trainee should:

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a) There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b) Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?

Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe in-depth knowledge of the elements of marketing mix					
Describe features of marketing environment					
Classify the marketing environment					
Conduct Environmental scanning and analysis					
Classify of promotional tools					
Describe promotional tools					
Determine marketing innovations					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Classify marketing innovations					

1. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.



Summative assessment

Read the situation below and perform the tasks required

Mambo Tours is a Tour Company operating in Kabeza Sector, Kicukiro District in Kigali City. Recently, it received a request from a group of 50 Tourists from DRC, India, France, Zimbabwe and Europe who want to experience Rwanda as a remarkable destination. The group is composed of youth, elders, VIP's and 5 Children, and they will spend 10days. They have searched information about Rwanda-On-Rwanda Development Board (RDB) platform, unfortunately the company don't have the expert to promote the tour package for these guests. Now you are hired as an expert to do that job.

Instructions:

1. Develop a tour package
2. Identify market needs

3. Describe consumer behavior
4. Promote the tour package

This task should be performed within 5 hours

Resources	
Tools Equipment	▪ Internet ▪ Websites ▪ Projector ▪ telephone ▪ computer
Materials/ Consumables	Tourism Destination Maps, brochures, flyers, filing tray, punching machine, Papers, Files, Flip chart, internet,

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