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| **TOU 3126 Tourism Product Development and Pricing** | **Course Title:**  |
| **Course Description:**Course explains the features of a tourism product and equips students with skills of product analysis and planning. It provides knowledge on product pricing and how it influences tourism product value and success.  |
| **Course objectives:*** Understand the main features of a successful tourism product
* Product analysis even in the work place: SWOT analysis; tangible and augmented (add-ons to the product) product analysis; benefit analysis
* Managing existing and new products - prices and pricing policies
* Product value and success
* To appreciate the variety of that are adopted by tourism organizations

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| **Course Outline:*** Review of Tourism Products
* Product planning (producers, products, the market and needs)
* Product development: challenges and solutions
* Product analysis and planning: SWOT analysis; features and benefits analysis
* New and existing products (extensions, dissatisfaction growth, seeking new markets)
* Role influence and functions of pricing in product development
* The process of successful pricing: minimum price, maximum price; target-profit pricing; cost-plus pricing; perceived value pricing; going rate pricing; sealed bid pricing; negotiated pricing.
* Pricing strategies techniques and evaluation (market skimming, market penetration)
* Tactical pricing: seasonality, sudden market fluctuations, competition
* Non price revenue: cross selling; gifts and donations e.g. in museums, education centres, zoos.
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| **Learning Outcomes:*** Knowledge and skills to develop a tourism product
* Skills to price and strategize a product and project.
* Knowledge and skills of tactful pricing
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| **Method of Teaching/Delivery:**Lecture Hours – 45Practical Hours – 15Tutorial Hours – 15 | **Mode of Assessment:*** Course Work
* Practical
* Final written Exam
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| **Reading/Reference Materials:*** Akamaa J S. Ondimu K. I. (2001): Tourism product development and the changing consumer demand: A case study of Kenya. Routledge Taylor & Francis Group.
* Bennett M.M, Seaton A.V (1996): The Marketing of tourism products: Concepts, Issues and Cases. International Thomson Business Press.
* Holloway, J.C (2002): *The Business of Tourism.* Sixth Edition. Financial Times Prentice Hall
* Muller Cleaver, M., Ruys T. E., Wei, S. H. F. M. (1998): Tourism product development for the senior market, based on travel-motive research. Published by CABI European Union.
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