

101506T4TTM

TOURISM AND TRAVEL MANAGEMENT LEVEL 6

TO/OS/TM/CR/05/6/A

MARKET TOUR AND TRAVEL PRODUCTS.

Nov/Dec 2023



ASSESSOR'S GUIDE

PRODUCT CHECKLIST

Candidate's name & Registration No.			
Assessor's name & Reg. code			
Unit(s) of Competency	Market Tour and Travel products		
Venue of Assessment			
Date of assessment			
Items to be evaluated:	Maximum marks to allocate	Marks obtained	Comments
Title Name of company and contact details	02		
Introduction Provided the context of the report	02		
Indicated the marketing goals and objectives	02		
Marketing channels Analysis Evaluated the performance of different marketing channels	05		
Campaign Analysis Reviewed the specific marketing campaigns that were launched during the quarter.	05		
Included insights gathered from customer feedback	05		

SWOT Analysis Conducted a Swot analysis related to the marketing efforts.	05		
Budget and Expense analysis Provided a breakdown of the marketing budget for the quarter.	05		
Recommendations	05		
Conclusions	02		
Appendices	02		
TOTAL	40		

The candidate was found to be: **Competent** ☐ **Not yet competent.** ☐

(Please tick as appropriate)

(The candidate is competent if s/he gets 50% of the total items correct.)

Feedback from the candidate:

Feedback to the candidate:

Candidate's signature:	Date:	
Assessor's signature:	Date:	