MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Event , Travel and Tourism Management

Entrepreneurship and Tourism - Marketing Management & Tourism

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2759	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

The Entrepreneurship & Tourism - Marketing Management & Tourism course by Magna Skills is designed to provide participants with a comprehensive understanding of entrepreneurship in the context of the tourism industry. This course combines principles of entrepreneurship with marketing management strategies tailored specifically for the tourism sector, equipping participants with the knowledge and skills to launch and manage successful tourism ventures.

Delegates' learning experience will be enhanced through the use of creative approaches to solve marketing problems in hotel and tourism settings.

Course Outcomes

- **Understand Entrepreneurship in Tourism:** Gain insights into the principles of entrepreneurship and how they apply to the tourism industry, including identifying opportunities, assessing market demand, and developing innovative tourism products and services.
- **Develop Marketing Strategies for Tourism:** Learn how to design and implement effective marketing strategies tailored to the unique characteristics of the tourism sector, including destination marketing, digital marketing, and experiential marketing.
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Market Analysis and Consumer Behavior: Understand market analysis techniques specific to the tourism industry and consumer behavior trends to identify target markets, segment audiences, and tailor marketing efforts to meet customer needs and preferences.

- **Create Tourism Business Plans:** Develop comprehensive business plans for tourism ventures, including market research, financial projections, operational plans, and marketing strategies to attract tourists and generate revenue.
- **Sustainability and Responsible Tourism:** Explore principles of sustainability and responsible tourism practices, including eco-friendly initiatives, community engagement, and cultural preservation, to ensure long-term success and positive impacts on local communities and environments.
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Course Outline / Curriculum

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Module 1: Introduction to Entrepreneurship in Tourism

- Principles of entrepreneurship
- Opportunities and challenges in the tourism industry

Module 2: Marketing Management in Tourism

- Marketing fundamentals in the tourism context
- Developing a tourism marketing plan

Module 3: Destination Marketing

- Strategies for promoting tourism destinations
- Destination branding and positioning

Module 4: Digital Marketing for Tourism

- Leveraging digital channels for tourism marketing
- Social media marketing, SEO, and content marketing for tourism

Module 5: Experiential Marketing in Tourism

- Creating memorable tourism experiences
- Designing experiential marketing campaigns

Module 6: Market Analysis for Tourism

- Market research techniques for the tourism industry
- Analyzing tourism market trends and demand

Module 7: Consumer Behavior in Tourism

- Understanding tourist behavior and preferences
- Segmentation and targeting in tourism marketing

Module 8: Tourism Business Planning

- Developing a tourism business plan
- Financial projections and budgeting for tourism ventures

Module 9: Sustainability in Tourism

- Principles of sustainable tourism
- Responsible tourism practices and initiatives

Module 10: Case Studies and Best Practices

- Analyzing successful entrepreneurship and marketing strategies in the tourism industry
- Best practices for launching and managing tourism ventures

The Entrepreneurship & Tourism - Marketing Management & Tourism course empowers participants with the

knowledge and skills needed to succeed as entrepreneurs in the dynamic and competitive tourism industry, while also promoting sustainable and responsible tourism practices. Through a combination of theoretical learning, practical exercises, and case studies, participants will gain valuable insights and tools to excel in tourism entrepreneurship and marketing management.

Target Audience

Entrepreneurship & Tourism - Marketing Management & Tourism

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Entrepreneurship and Tourism - Marketing Management & Tourism
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____