



BRENTWOOD
OPEN LEARNING COLLEGE

Assignment Cover

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Course:	Travel and Tourism
Assignment NO:	#5

Marking Criteria:

We expect the learners to write minimum one well expressed point in three lines against each allocated mark. This means one needs to write 15 lines with 5 well expressed points to get high grades for a 5 marks question.

For high grades use examples and illustrations where appropriate.

Please insert your completed assignment (in word format) here:

Please find assessment below as will not fit in this box.

Student Statement:

By submitting this assignment, I confirm that this is my own work.

Student Signature		Date	25/5/2018
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For Tutor / Assessor Use Only

Total Marks	
Marks Obtained	
Percentage / Grade	

Travel and Tourism - Assessment #5

1. Give brief answers for the following questions

- What does a promotional activity aim at?

A promotional activity needs to be tailor-made to its audience. Dependant on the activity and audience, different methods will be used - a good example would be is if your audience is into sports, you would use promotional resources containing sport centres, mountain ranges or arenas. The family holiday will probably use television advertising to promote theme parks and family friendly holidays as this would be the likeliest place they will encounter it. Couples only holidays would probably use an online campaign to find the relevant audience through specific webpages. You would use other methods depending on the likelihood of the audience coming across it. Most local tourist attractions will use leaflets as these can be picked up at local supermarkets where the majority of families do their shop, if a travel agent is part of the supermarket, you will most likely find that part of their shop is dedicated to family friendly holidays, this will entice the family who are shopping inside. This would be classed as target marketing, using location as an advantage.

ii. What does GTA stand for? And what is its role in tourism marketing?

GTA stands for Government Tourism Administration. They work with hotels and travel businesses and ensure the marketing mix is kept within the agreed limits, bringing together marketing policies and strategies. They also share the marketing cost of some activities, knowing that this is beneficial - bringing in tourism profits for the home country. The GTA also manages trends, rival destinations and make comparisons as they acquire intelligence on market behaviour - they can determine the audience dependant on which areas are performing best and advise necessary amendments to be made. The GTA can also have offices abroad - relying on these offices for up to date information on their base country, giving trends and other factors that can determine the how the market will react. The type of travel will also determine the GTA support needed, with domestic needing a more aggressive approach and use different media outlets.

iii. What is advertising and how is it different from marketing?

Advertising is the sales of goods or services (paid) through a channel which is non-specific to a consumer. Good examples are posters, leaflets, brochures or promotional videos.

Marketing is reaching out to customers via research so the best possible outlets are known for the best audience. Marketing can consist of public relations, media planning, product pricing and distribution, strategic sales, customer support and market research. They do this by sending out questionnaires that may be filled out after any visit, or perhaps supply a tablet - or in some instances, they will employ an individual to stop people and ask their thoughts and opinions. This data is collated and conclusions are made and acted upon.

iv. When preparing promotional materials, which points should be kept in mind?

When preparing promotional materials, the 'Four Ps' should be considered:

PRODUCT:

- whether it is of any interest
- relevant to the audience
- something not available in every day life
- different environment

PRICE:

- Price has to be reflective of individual
- cost of exchange rate
- hidden costs and all additional excursions
- consistent with similar offers

PLACE:

- distant relevant to consumer (ie additional needs)
- weather
- interests

PROMOTION:

- can all information be given on the poster or is a booklet more appropriate?
- location of promotion
- information relevant to the audience
- expressing the product in the correct manner.

v. What is collateral material and which types of items are included in it?

Collateral materials objects such as pens, lighters, wallets, notebooks which bear the GTA logo (or travel agent). They can be giveaways, such as sent with a brochure or given in items such as kiddies packs which are most likely given on transport (like planes) to entertain children, travel agencies such as Virgin will also include tooth brushes and eye masks bearing their logo. Collateral items must be compatible with the image- in most instances collateral items can last longer than a brochure or leaflet and needs good quality as it is possible it can promote through word-of-mouth. Not many airlines or transport would include such an idea where it benefits the traveller - this is an above and beyond idea which will encourage consumers to talk to others about this service, and they are items which can be used well after any trip or excursion.

vi. Which types of information is contained in the travel agents manual?

The information contained in a travel agents manual is the names of travel agencies, tour operators, restaurants, hotels, tourist attractions, sporting/recreational facilities, entertainment facilities and a range of other tourism services that are offered.

This is so all information is to hand when needed and a holiday can be planned from start to finish without having to research other means or suppliers. It is similar to a directory of useful names/numbers that are easy to locate. This manual will not only help plan a holiday from start to finish, but it will also contain relevant numbers if any issues were to become apparent and they then can be dealt with more efficiently. Ideally, these will also have different department numbers and contacts, so a resolution can be reached in a timely manner.

Activity:

You are a tour operator and are organising inbound tours. You want to run a campaign for the summer season. Produce a detailed report about your plans including -but not limited to- the promotional material used, different types of packages available and how marketing campaign will be run.

I would firstly produce a questionnaire available in different tourist areas around Europe and North America mainly the new England side to ascertain the interest in history within

the UK. This would enable me to determine the further marketing avenues I would take in regards to the promotion of my packages. The target audience must have a high socio economic status due to the funds needed to spend within the UK so therefore countries which do not have a high GDP would be pointless to advertise it. The main target for my campaign would be those interested in history or possibly the families that have adults interested in history who have children.

Firstly, The marketing mix, which is product, price, place and promotion. The product I would choose is Plymouth 2020, 400 years since the departure of the Mayflower. As a centrepiece for Plymouth, this could be relevant to those who are wanting to know more about their heritage. Plymouth is a tourist attraction mainly for Ministry of defence ships and submarines it is also culturally historical to America as here is the leaving point of the Mayflower 400 years ago. Despite the rise in students and student accommodation, it is still a tourist attraction for its history and naval associations.

Price is dependant on which tour would be taken, what suppliers would be used and the promotional materials needed.

Place is dependant on where the interest would be, in this case, probably around the New England area of the United States, as here is the place that was directly linked to the Mayflower.

Promotion is how to make the customers aware of products and services. Communication is the biggest key, by targeting the audience that would be most interested.

Objectives:

- increase historical awareness of the history of Plymouth within the tourism market best to mystically and internationally.
- establish Mayflower 2020 as a brand in key international tourism markets.

Marketing:

We need to analyse the strengths and weaknesses with the SWOT analysis:

Strengths:

- Long naval, royal history and tradition would give tourists incentive to visit.
- The week pound means more profitable for tourists and an increase in spend it chair on tourism within the UK.
- The Ministry of defence is a well-known brand.

Weaknesses

- Historically not many are aware of the Mayflower departure from Plymouth.
- The number of students has risen from year on year, which can have a detrimental effect on tourism.

Opportunities:

- Coastal town location and close to many other coastal town locations.
- There are different types of Ministry of defence ships, submarines and historical places such as where Drake saw the Spanish armada coming in.

Threats:

- There are rival destination towns both in Cornwall and Devon.

If we focus on strengths Plymouth is part of the naval history as well as royal history, Such as the island which was given to Drake for defeating the Spanish armada can be seen and visited hopefully by the time 2020 comes around.

The main package I would focus on would be advertised via television, blogs and Internet advertising these ways will reach the relevant audiences age-appropriate who would be interested in the history of Plymouth.

The first package I would focus on would be a package visiting the Mayflower steps and museum, then a boat tour around the front of Plymouth showing the Citadel where Drake played bowls before spotting the Armada. This will then return back onto the Barbican to allow guests to visit shops and restaurants of their choice.

Second package on offer would be for those with children as a young age this would visit the aquarium than a tour around the museum (some is very hands on experience). Then a boat tour to Mount Edgcumbe where there is an historical house and gardens, enough area for children to run around it - even visit the beach.

A final tour could incorporate parts of the first tour but with a show at the Theatre Royal which is one of the main visitor attractions in Plymouth next to the aquarium. This would benefit those who are interested in the arts as well as history.