

O level Travel And Tourism 7096
Syllabus 2008
Unit 5 - Marketing and Promotion

Recommended Prior Knowledge

It is important that candidates understand and appreciate the development of travel and tourism at a variety of levels. This means that they should be aware of developments within their immediate local area as well as within their country as a whole. Finally, a global perspective is required. However, the starting point for delivery of this unit should be with a thorough investigation of the local area. Furthermore, examination questions will frequently contain the following instruction – “with reference to examples with which you are familiar”- and thus candidates will obtain credit for providing specific details about facilities and locations that are appropriate to the particular question.

Context

The following scheme of work covers unit five of the 7096 Syllabus.

Outline

The various suggested teaching activities can be used with travel and tourism students in the 14-19 age range. Centres should also allow for study time out of the classroom.

Assessment Objectives	Learning outcomes	Suggested Teaching activities	Learning resources
A01 (knowledge with understanding) B	To identify and explain why marketing and promotion are important to travel and tourism providers	- Introduce role and function of marketing and promotion including definition(s) of marketing. - Discussion on how organisations use marketing and promotion to increase customer numbers, to generate sales, and to create a positive image of the company and its products - Research examples of local, national and international travel and tourism providers	Text book and CIE support guide Use definition of marketing – from Chartered Institute of Marketing

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		Student debate: 'Customer is King' - why customers play a vital role to travel and tourism providers.	
A02 (Investigation and Analysis of Evidence) A-D	to describe the main marketing and promotion techniques used in travel and tourism 1 - market research	- Assessment of customer needs and wants and how promotional activities target wants more than needs; - Understand how organisations find out what customers actually want from a specific travel and tourism product or service - Identify different types of market research; primary research techniques: producing a questionnaire; secondary research techniques: sources of information - Pair work – students design a questionnaire and conduct research	copies of questionnaires, surveys, statistical reports of tourism trends, census data
A01 B	To describe the main marketing and promotion techniques used in travel and tourism 2 – SWOT analysis	- Highlight definition of SWOT to students, focusing on the strengths and weaknesses faced and where marketing opportunities currently exist and need exploiting, and identifying who the competition is and what their current marketing activities involve - Class activity – students devise ways in which a travel and tourism provider can use the information gained from a SWOT analysis - Research internet and carry out own SWOT analysis on chosen case study examples.	Internet search under tourism SWOT analysis - regular updates of new initiatives carried out by Government Tourist Agencies provide useful case study examples Textbook
A01B	To describe the main marketing and promotion techniques used in travel	Explain what is meant by PEST (Political, Economic, Social and Technological influences on travel and tourism products and services)	Internet search under tourism PEST analysis - regular updates of new initiatives

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	and tourism 3 – PEST analysis	- Identify what the information from a PEST analysis may tell travel and tourism providers - Research internet sources to carry out own PEST Analysis on a chosen case study	carried out by Government Tourist Agencies provide useful case study examples Internet and textbook
A02 A-D	To describe the main marketing and promotion techniques used in travel and tourism 4 – analysis of market research data	- Compare sources of types of data. Assess how data makes marketing decisions, by way of example this could include using survey results previously conducted - Exploration of issues of information reliability, results bias and cost effectiveness (cross reference to future sessions on individual elements of the marketing mix)	survey results previously conducted; secondary sources of data Internet Case studies
A01 B	To identify the different market segments targeted by travel and tourism providers	- Identify different categories of customers - Assess how markets can be broken down into different segments; lifestyle influences, socio-economic classifications, general demographics - Research exercise to identify different products and services aimed at specific types of customers.	copy of socio-economic classifications used in business Textbook Internet sites
A01 B A03 (Interpretation and Evaluation)	To explain how specific travel and tourism products	Consider how segmentation can be used to target types of customers towards a specific product or service. Mind-mapping exercise.	travel and holiday brochures; web-based research; videos of TV advertising; TV travel programmes; visiting speakers

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A-E	are developed to cater for the needs and expectations of different market segments		
	To identify and explain the difference between travel and tourism products and services	- Compare products with services: What is a product? What is a service? Mind-mapping definitions and examples from a range of industry examples. - Revisit key concepts from previous units.	Internet; brochures; leaflets to support local, national and international examples of travel and tourism providers of products and services
A01 B A03 D,E	To investigate the development and modification of travel and tourism products and services 1 - Product Life Cycle	- Introduce the six stages of the Product Life Cycle: - Discuss the significance of each stage in determining marketing activities - Individual research project - identifying travel and tourism products and services at each stage of the Product Life Cycle.	copy of Product Life Cycle (can be found in most textbooks)
A01B A03 C,D,E	To investigate the development and modification of travel and tourism products and services 2 – branding	- Compare product features, packaging, logos, price, promotion and target audience. - Identify a range of 'branded' holiday products and their appeal described against those of unbranded products.	Internet for travel and tourism providers' logos Case Studies – advertisements, brochures and magazines

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		Explore how changes to brand identity causes the travel industry to be in constant flux	
A01 B A03 C,D,E	To investigate the development and modification of travel and tourism products and services 3 - product portfolios	- Explain product portfolio - Explain how tour operators in particular develop a range of similar products, marketed at different customer types, emphasising the slight differences in product features etc. Package holidays catering for specific customer needs - Research a different operator each and report back to rest of group on the nature of the product portfolio offered with an explanation as to why such a portfolio will be of benefit to the organisation and to customers.	examples of large, internationally renowned tour operators and the range of holiday packages they offer to different market segments through brochures etc.
A01 B A03 C,D,E	To investigate a range of common pricing policies used in the travel and tourism industry	- Explain the different strategies available to travel and tourism providers - Suggest reasons why each strategy might be most appropriate - Compare variety of case studies - which pricing policy to use and when.	textbook theory on pricing strategies used in business Internet

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A01 B A03 CD,E	To identify and explain the factors that determine pricing policies	- Consider factors affecting price: fixed and variable costs, seasonality, likely number of customers etc. - Use case studies – pair work, compare influences and discuss and present factors.	textbook information brochures newspapers magazines
A03 C-E	To investigate the factors that influence the selection of a location for travel and tourism facilities	- Consider factors that will need to be considered in choosing the right location for the siting of a new national airport. - Individual work - locating a new tourist attraction e.g. theme park, zoo etc. - Debate location and impacts for a chosen t & t facility such as a tourist attraction.	map of area of residence local newspapers internet sites
A01B A03 C-E	To identify and explain the range of distribution channels for travel and tourism products and services	- Introduce key terminology, give definitions of distribution channels - Explain diagrammatic representations - Discuss advantages and disadvantages of each form discussed - Individual research task - Internet search for direct tourism providers.	copy of channels of distribution diagrams Textbook Internet sites
A03 C-E	To explore the main methods of promotion used in the travel and tourism industry	Explore the huge range of promotional materials available to travel and tourism providers. Visit the local tourist information centre and assess, collect and	range of promotional materials available from tourist information centre - leaflets, guidebooks, brochures,

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		discuss findings. - Consider definitions of publicity, public relations, direct marketing, personal selling etc; - Identify specific industry based examples of promotional material - Pair work - comparison of promotional materials to judge effectiveness.	videos, websites, point of sale displays etc.
A03 C-E	To identify and explore the factors that are considered when producing effective promotional materials	- Consider the constraints of advertising and promotion - Explore key concepts - who maintains advertising standards to ensure consumer protection? And how to produce an effective piece of promotional material - factors to consider - Ask students to produce a piece of promotional material for a selected travel and tourism provider Refer back to range of promotional material used in previous session	promotional material used in previous session