

# **Instructions for Mrs. Chandler's Hospitality and Tourism class**

## **Week 3**

**Hello class, below you will find information regarding resources that you can access on notes, readings and videos for **Unit 3- Week 3- April 20- April 24****

**All links and notes are posted on my teacher webpage at the address listed below. Feel free to e-mail with questions or any feedback you would like on the suggested activities. Thank you and stay safe.**

**Contact Information:**

**[Shelley.Chandler@nbed.nb.ca](mailto:Shelley.Chandler@nbed.nb.ca)**

**Website: <http://sugarloaf.nbed.nb.ca/chandler>**

### **Overview of the unit 3**

In this module, students create a unique New Brunswick experience and develop a marketing plan to establish how they will successfully market the tourism experience.

Students will learn about the four phases of the marketing planning process, and the tasks and activities associated with each phase. Students will also learn how trends and technology have influenced the tourism industry.

### **Curriculum Outcomes and objectives**

**GCO 3- Demonstrate an understanding of marketing strategies, trends and technology as it relates to hospitality and tourism.**

## **Objectives:**

**3.1- Understand the impact of marketing strategies: Definition of marketing, principles of marketing, segmentation, target groups, marketing mix (P's) and integrated marketing communications.**

**3.2 - Understand and identify changing trends in the Hospitality and Tourism Industry**

**3.3- Understand the role of technology in the Hospitality and Tourism Industry**

## **Resources:**

**Some suggested readings, videos and notes checklist to extend your learning of the above curriculum outcomes**

- ✓ **Powerpoint- Unit 3 part 2**
- ✓ **PDF- marketing plan example**
- ✓ **Web resources:**
  - Situation analysis/SWOT of Starbucks  
<https://youtu.be/mR9eICQJLXA>