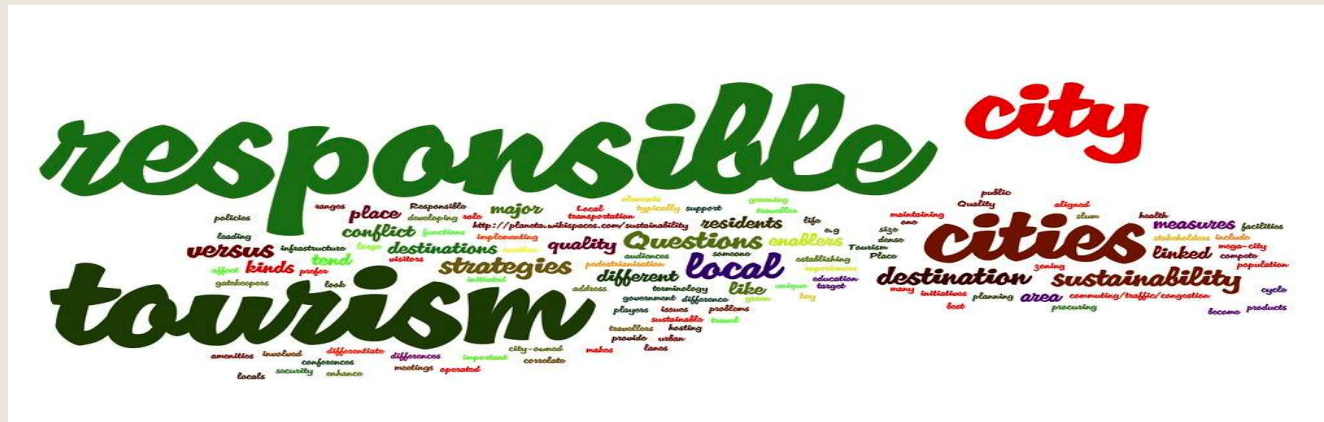


# TOURISM AND MARKETING



# Introduction

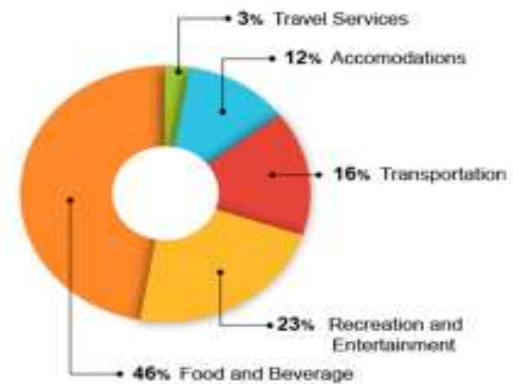
- This unit will take you through the process of brain storming a tourism idea for our local area and developing a convincing marketing plan for your unique tourism experience.



# Review

## The Tourism Industry's Five Sectors:

- Accommodation
- Food and beverage services
- Transportation
- Recreation and entertainment
- Travel services



# What is a business Plan?

- A business and marketing plan is always required to attract investors or obtain business loans.
- A well-written and carefully thought-out plan is the key to success.
- **Your challenge** is to create a new tourism experience that will cost no more than **\$15000.00** to get started.
- Your marketing plan will describe your tourism experience—why you think it will sell, who will be interested in buying it, and what are the different costs associated with launching this new experience.
- Please refer to the Marketing Plan example on my teacher page.
- Format: Word or if you do not have access to work, pencil/paper will be fine. *This will be done in parts that will be assigned as we progress through this unit.*

# The Marketing Process

- Situation Analysis
- Marketing strategy
- Marketing Mix Decision
- Implementation and control

# Your marketing plan will include the following sections:

- Cover Page
- Table of Contents
- Executive Summary
- Situation Analysis
- Marketing Strategy
- Marketing Mix Decisions
- Cost Analysis

# Marketing

- Marketing is a business-wide function that involves meeting the needs and wants of customers.
- Marketing helps to identify customers and match products or services to their needs at a particular point in time.
- If a customer need is not being met, a business has an opportunity to create a service or product to meet that customer need.

# McDonald's Example

- It all began with an **opportunity** and an **idea**.
- As a milkshake machine salesman, Ray Kroc saw a business opportunity and never looked back.
- Ray Kroc expanded McDonald's from a local chain owned by two brothers to the world's most profitable restaurant franchise operation.



# Developing Your Idea

- When brainstorming your idea, review the following:
- The Destination Canada Video to learn more about experience tourism. **Link on my teacher page**
- Refer to the New Brunswick Tourism website to see the unique qualities that distinguish one experience from another experience. **Link on my teacher page.**
- Review **online** local/regional travel experiences to see what the competition is offering.
- Determine what you could offer that is different or that solves a customer problem that is not currently being solved.
- What will be your advantage? Is it price? Customer service? A unique experience?
- Based on your research, determine what experience you will offer.

# Some things to think about

- Are you able to explain your idea in detail.
- List all materials that you will need for the experience. Do you know the costs?
- Where the experience will take place.
- How much time the experience will take.
- Consider your hours of operation. Will you be open during the week? Weekends only? Summers only?
- Identify how many employees you will need to offer the experience and how much money will go to wages.
- Estimate what price you will need to charge to cover your costs. Will the customer be willing to pay that price?
- Send your answers to me if you are able to. They can be sent via e-mail in the most convenient format.