

**Here are the assignments that have been assigned so far, week 1-
week 5**

Please hand in any missing assignments

Week 1

How well do you know your area?

1. Name three places in your community where visitors may take a walk on a summer evening.
2. Where can a visitor dine outside in your community?
3. Name activities and interpretive programs (if any) in your community.
4. What specialty restaurants and stores are available in your community?
5. Where can a visitor have a snack on a Friday at 1:00 am in your community?
6. Where can you find a banking machine? (Name of location)
7. Does your community have a local market? Where is it located? When is it open?
What will you find there?
9. Name two locations where visitors can go for a workout.
10. Where can a visitor play golf or miniature golf?
11. Where can a visitor go for a swim during winter?
During summer?
12. Where is the nearest 24-hour gas station to our school?
13. What are some of the upcoming events or festivals in your community?

14. What are the working hours of the following, and are they open on Sundays?

- i. Shopping mall
- ii. Dry cleaner
- iv. Grocery store
- v. Drug store
- vi. . Garage/Gas station

15. Name a few attractions that would interest families while visiting your area.

16. Where are the following located?

- i. Town/city hall
- ii. Post office
- iii. Police station
- iv. Fire station
- v. School – elementary, middle and high school
- vi. NB tourism information center

18. Where can a visitor check their e-mail?

19. How many hotels, guesthouses are available in your community?

20. Name key areas, events, attractions, etc. you would recommend to your guests while they are in your community.

Unit 3 Part 1- Week 2

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.

Unit 3 – Part 2- Week 3

Part 2: Slides 4-7 Use SWOT to evaluate your new business and tourism experience.

- ▶ If able to, use SWOT to evaluate your idea and send it to me via e-mail. Please do part 1 and 2. It can be any format available, paper/pencil, word etc.

Use SWOT to evaluate your new business and tourism experience.

▶ Step 1

- ▶ To help your investors better understand your new business venture:
- ▶ Conduct a SWOT analysis (see below for questions to help you with this activity).

▶ Strengths

- ▶ What advantages does your organization have?
- ▶ What do you do better than your competitors?
- ▶ What unique or lowest-cost resources can you draw upon that others can't?
- ▶ What do people in your market see as your strengths?
- ▶ What factors mean that you "get the sale"?

SWOT questions continued

- ▶ **Weaknesses**

- ▶ How can you improve?
- ▶ What will cause you to lose sales?
- ▶ What is your perceived weakness by your customer?
- ▶ How can you change that perception?

- ▶ **Opportunities**

- ▶ What trends can you benefit from?
- ▶ What customer need is currently not being met?
- ▶ As you make a profit, how would you improve your experience or business? What would you add?

SWOT questions continued

▶ Threats

- ▶ What are your competitors doing?
- ▶ If using technology in your business, will changing technology impact your market?
- ▶ Will any political decisions impact your market?
- ▶ Will climate change impact your market?

▶ Step 2

- ▶ Describe how you will take advantage of your strengths.
- ▶ Describe how you will try to minimize the impacts of the threats and how you will strengthen your weaknesses.
- ▶ Describe how you will take advantage of the opportunities.

Unit 3- Part 3 Week 4 & 5

Marketing Strategy

- ▶ Write a description of your marketing strategy. **Include the following:**
 - ▶ Describe who you think your ideal customer will be and why.
 - ▶ Who is mostly likely to buy your experience or product? Include the key characteristics that make your customer ideal (for example: age, gender, geographic location, lifestyle, etc.).
- ▶ Identify one market segment that is **most** relevant to your customer. Explain why. For example, what is more important—knowing where your customer lives, or knowing if your customer has a family?
- ▶ Identify one other market segment that you would like to research and give reasons why.
- ▶ **Note:** Normally at this stage, you would perform the research on the market segment you selected to collect information on your target market. Given that the research is out of scope for the purpose of this project, you can assume that you have customers for your product/experience.

Marketing Strategy Continued

- ▶ Identify your major competitors. Who are they and where are they located? Are they targeting the same customer?
- ▶ Describe your competitive advantage. Why will the customer value your experience/product more than the competition's?
- ▶ Describe how you will position your experience/product. Is it best value? Best quality? One of a kind?
- ▶ Describe the different factors that might impact your experience/opportunity from being successful:
 - ▶ Technology (Do customers need to use technology to access or use your experience?)
 - ▶ Climate change (Is your experience outdoors and vulnerable to climate change impacts?)
 - ▶ Changing trends (Is your experience built on a trend that may change?)
 - ▶ Changing economy (Will customers still come if there is a recession or the economy slumps?)