



TRAVEL AND TOURISM

TT509001

Sales and Marketing

Assignment ONE

Semester One 2015

Due date: Wednesday, 4 March 2015

Time: As assigned in class

Instructions:

1. You will complete this assignment in a group of three and prepare a presentation following the guidelines provided
2. The assignment examines Learning Outcome 1:
Examine and Analyze marketing techniques of a tourism organisation
3. Please email a copy of your presentation to Phil (phil.osborne@op.ac.nz) on the day of your presentation.

Students agree that when submitting this assignment, it may be subject to submission for textual similarity review to Turnitin.com.

This paper has two (2) pages including the cover sheet.

ACTIVITY

In a group, you are to examine the website of the allocated Tourism Organisation and identify and describe evidence of how the extended marketing mix has been used.

Take the perspective that you are the customer considering a recreational holiday to this destination.

You need to prepare (and present) a fifteen (15) minute presentation that demonstrates your understanding. Your presentation should consider whether the marketing mix is appropriate for the organisation e.g. do you think it will be successful in motivating customers (like you or others) to visit.

Destination options (and their websites)

Greenland (<http://www.greenland.com/en/>)

Los Angeles (<http://www.discoverlosangeles.com/>)

Stockholm (<http://www.visitstockholm.com/en/>)

Brasil (<http://www.visitbrasil.com/>)

Britain LoveWall (<http://lovewall.visitbritain.com/en>)

Ireland (<http://www.ireland.com/en-us>)

Belize (<http://www.travelbelize.org/>)

Instructions and Marking Guide:

Your presentation should contain the following elements:

| CONTENT | Available MARKS | GROUP MARK |
|---|-----------------|------------|
| Introduction You should provide an overview of the destination to provide context for your presentation. | 5 | |
| Customer Value Describe the features and benefits of the destination. Include discussion of whether your group is an ideal recreational traveller for this destination. If not who is? | 5 | |
| Definition of the EXTENDED MARKETING MIX elements What are the elements of the marketing mix and why is it important? | 10 | |
| Examples of each of the seven (7) elements This section should provide clear evidence of each of the elements as they apply to the website you are studying. Use screen shots to highlight the section of the website. | 14 | |
| Discussion of fit Your group should explain why you think this is an effective marketing mix. Things to consider are internal consistency (does each element relate to each other), and does it appeal to you as desired customer. Alternatively do you think it is more suited to a different group (If so describe their characteristics e.g. age, attitudes, interests, opinions)) | 10 | |
| Conclusion What is your overall opinion of the website and its use of the marketing mix. | 6 | |
| | 50 | |

| PRESENTATION ELEMENTS | Available MARKS | GROUP MARK |
|--|-----------------|------------|
| Professional slides (spelling, grammar etc.) | 4 | |
| Style (graphically appealing, not cluttered with text) | 4 | |
| Content aligns with slides | 4 | |
| All members contribute | 4 | |
| Volume, Pace and Timekeeping | 4 | |
| TOTAL | 20 | |

Please email a copy of your powerpoint presentation to Phil (phil.osborne@op.ac.nz) on the day of your presentation.

NOTE ALTHOUGH THIS ASSESSEMENT IS GRADED AS A PASS or FAIL, THIS MARKING SHEET IS GIVEN AS FEEDBACK TO ALLOW YOUR GROUP TO UNDERSTAND AREAS THAT COULD BE IMPROVED