



IGCSE Cambridge **Travel & Tourism**

Unit 6: Marketing & promotion of visitor services

Name: _____

Form: _____ Teacher: _____





Content

6.1

The operation, role and function of tourist boards and tourist information centres

6.2

The provision of tourist products and services

6.3

Basic principles of marketing and promotion

6.4

The marketing mix

6.5

Leisure travel services

6.6

Business travel services



6.1 The operation, role and function of tourist boards and tourist information centres

The operation of tourist boards and tourist information centres

Government

Ministry of Tourism

and
or

Tourism authority



Tourism information centres

Usually government run.





6.1 The operation, role and function of tourist boards and tourist information centres

The operation of tourist boards and tourist information centres

Management of a country's tourism, differs country to country.
Connection between government and the tourism authority.

UK Tourism

Ministry of Culture, Media and Sport

Tourism authorities



Market overseas and to the domestic market.
Plus within the country there are regional tourist boards responsible for marketing and promotion + tourist information centres.

Australian Tourism

Tourism Australia is responsible for international tourism marketing.
Each state has its own government tourism agency: support tourism destinations and attractions, to increase awareness and attract visitors.



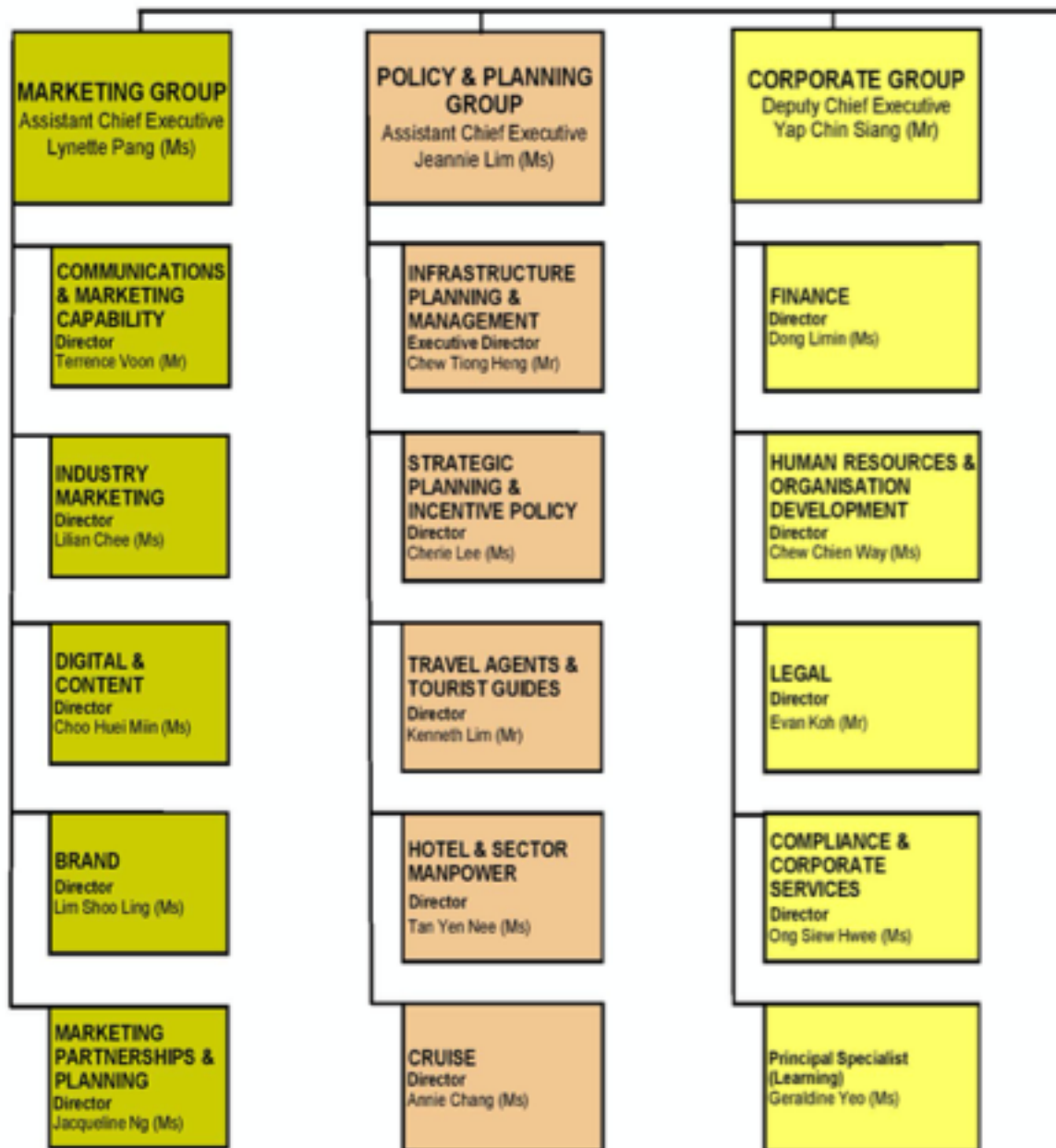
State tourism agencies then work with regional and local tourism organisations, e.g. Australian hotels association, Ecotourism Australia, Wine Australia etc.





6.1 The operation, role and function of tourist boards and tourist information centres

Organisational structure of Singapore Tourism Board



Task 1

Organisational structure

1. Describe how the Singapore Tourist Board is organised

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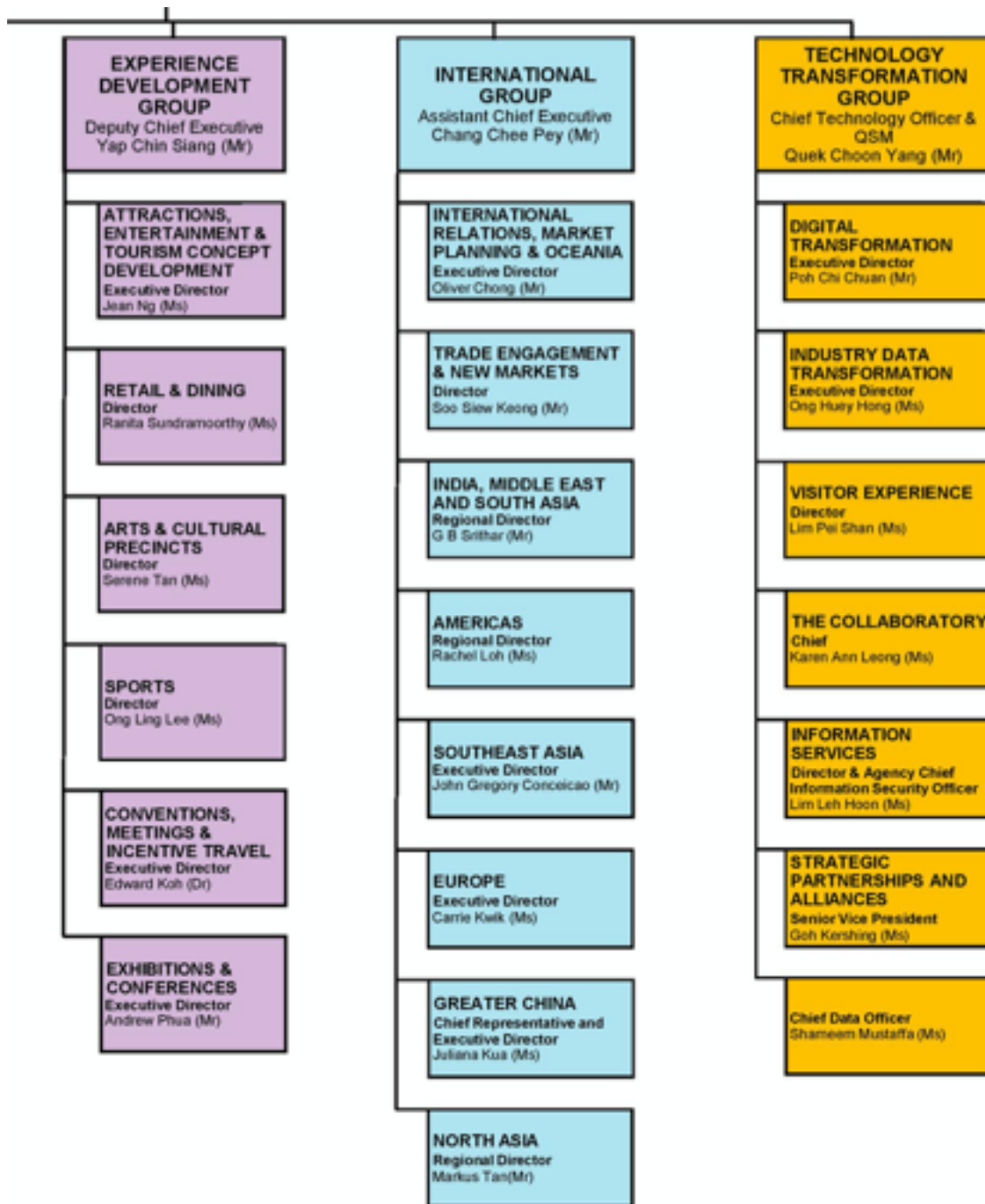


6.1 The operation, role and function of tourist boards and tourist information centres

Chairman: Mr. Chaly Mah Chee Kheong + Board of Directors

CEO: Mr. Keith Tan

Head internal audit: Mr. Alfred Chiam



2. Describe how the International group is organised

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6.1 The operation, role and function of tourist boards and tourist information centres

Funding for tourist boards and information centres

Ministry of Tourism

government pay for most of the marketing and promotion

+

Revenue

businesses pay to advertise on tourist websites etc

Channels of communication

How the various organisations communicate with each other and to customers.

Communication

inform, persuade, influence and motivate.

Formal communication

Organised and managed information.

Usually information flows down from the top of an organisation and information goes up through the organisation.
(see flow chart on pages 3-4)

Examples:

- . An organisation's vision and policies are communicated down from the top executives.
- . Data and reports from different departments and feedback from customers are communicated up.

Informal communication

Informal communication is causal and not planned and can spread quickly through an organisation.





6.1 The operation, role and function of tourist boards and tourist information centres

Accountability

Everyone in the organisation is accountable for the job they do in visitor services. The higher in the organisation the more accountability they have. Each task is assigned to someone or a group of people - each task has to be completed on time and to a certain standard. The people doing the task and those responsible for it are accountable.

Task 2

Funding, communication and accountability

1. How are tourist boards and tourist information services funded?

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2. What does formal mean?

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3. What does informal mean?

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4. What is the difference between formal and informal communication?

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5. Why is accountability important?

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6.1 The operation, role and function of tourist boards and tourist information centres

Explore the role and function of tourist boards and tourist information centres

Tourist boards and tourist informations centres provide visitor services to travel and tourism customers and tourists.

Tourist boards

gather information and develop strategies and polices

Tourist information centres

provide information, at key locations eg. airports, city centres etc

Tourist boards: Marketing and promotion

The most important role of the tourist board is to market and promote:

- . travel and tourism products
- . services
- . destinations and attractions

Marketing strategy:

- . create a strong brand
- . promotional brands
- . work with promotional partners
- . design social media and websites

**Tourist information centres: Marketing and promotion**

Centres are information points:

- . brochures, leaflets etc from national, regional and local organisations
- . promote accommodation, attractions, events, catering etc
- . support tourist board promotional campaigns

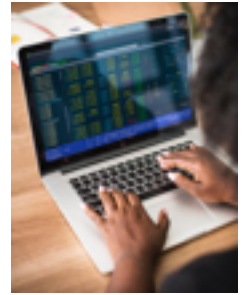




6.1 The operation, role and function of tourist boards and tourist information centres

Research

Market research to find out what the customer wants.
Tourist boards usually take responsibility for market research.
The research is often shared with partners to help them improve their products and services.



Information services

Tourist boards collect and collate information about the products and services available in their country, e.g. websites, print material, digital content.

Tourist boards share information with partners.
Organise trade events and fairs to share information.

Tourist information centres
Trained staff to know the products and services offered.
Able to answer questions from tourists. put together schedules including, accommodation, attractions, restaurants, shopping etc.

Quality standards

All tourist organisations want to ensure the highest quality standards:

- . customer service
- . quality of accommodation
- . food standards
- . quality and safety of attractions

Inspections:

- . accommodation and catering

Training:

- . constant training - improve skills
- . safety measures
- . licensing of companies that have well trained staff





6.1 The operation, role and function of tourist boards and tourist information centres

Task 3

Marketing and promotion

1. Explain the role of tourist information centres.

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2. List four things a tourist might use a tourist information centre.

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3. Where would you expect to find tourist information centres?

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6.1 The operation, role and function of tourist boards and tourist information centres

Task 4

Research, information services and quality standards

1. Explain why market research is important in the travel and tourism industry.

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2. List four reasons why quality standards in the travel and tourism industry.

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3. What would you be expected to know if you worked in a tourist information centre?

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Task 5

Research, information services and quality standards

1. Explain why market research is important in the travel and tourism industry.

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2. List four reasons why quality standards in the travel and tourism industry.

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3. What would you be expected to know if you worked in a tourist information centre?

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6.2 The provision of tourist products and services

Explore the range of products available

Guidebooks and maps

Tourist information centres stock local guidebooks, travel brochures and leaflets about: accommodation, attractions, events, catering, tours and trips. Many of these are free. Street maps with tourist attractions are popular.



Souvenirs



Tourist information centres stock often stock souvenirs - often locally made including: postcards, ornaments, jewellery, artwork, stationery etc. This provides income and supports local businesses.

Explore the range of services

Information services

Different visitor services in different destinations - not uniform (same).

Websites: provide comprehensive information about destinations.: virtual tours, reviews, maps etc. Online chat or email enquiries are possible - digital downloads are possible.

Centres: queries answered face-to-face, brochures, leaflets etc to be taken away. Increasingly technology via touch screen information terminals are available.



6.2 The provision of tourist products and services

Reservation systems

Making reservations (bookings) is a popular at tourist information centres: accommodation, tours, trips, events, attractions etc.

These services are very popular with the independent traveller.



Destination management systems

Tourism needs to be integrated (combined) with the activities of the locals. Managing large numbers of tourists can reduce traffic, social and environmental problems e.g.. limit numbers to sites, traffic management systems (one-way systems etc).

Park and ride

Park and ride schemes are a common way to control the traffic. Visitors to cities are encouraged to park outside the city and then get the bus into the city. Parking is cheaper or even free, with reduced bus fare.



Guiding services



Tourist guides show groups or individuals around cities, historic and cultural sites, museums etc. They have local expertise and knowledge. Tours in many languages are common. Tours can be: walking, coach, boats etc. with live commentary or pre-recorded.



6.2 The provision of tourist products and services

Task 6

Range of products available

1. List four products you can purchase (buy) in a tourist information service

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Task 7

Range of services available

1. List four services on offer at a tourist information centre

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Task 8

Reservation systems

1. Which type of tourist is most like to use the reservation system at a tourist information centre?

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6.2 The provision of tourist products and services

Task 9

Destination management systems

1. Why is it important to have destination management systems in place?

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Task 10

Park and Ride

1. What are the advantages of Park and Ride schemes?

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Task 11

Guiding services

1. Give four examples of a guiding service.

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6.3 Basic principles of marketing and promotion

Basic principles of marketing and promotion

Identify and explain why marketing and promotion are important to travel and tourism providers

Purpose of marketing and promotion is to increase sales and profits.

Increased sales/usage/profitability

Tourist boards and tourist information centres want to increase sales and the usage of travel and tourism products and services. If travel and tourism companies are profitable it benefits everyone.



Competitive advantage

Travel and tourism is a very competitive industry. Companies need to look for new ways to market and promote and understand the changing popularity of destinations. Changing quickly to give customers what they need is important to maintain the competitive advantage.



Positive organisational and product image

Creating an image that is distinctive (stands out) helps the brand stand out. Linking the brand to positive experiences is important. Differentiate from competition.



Customer satisfaction

Understanding the needs of the customers is very important if you are to achieve customer satisfaction. Market research informs tourist organisations about their products and services - and ways to improve to make sure they become repeat customers.





6.3 Basic principles of marketing and promotion

Identify the main market research techniques used in travel and tourism

Types of research

Primary research

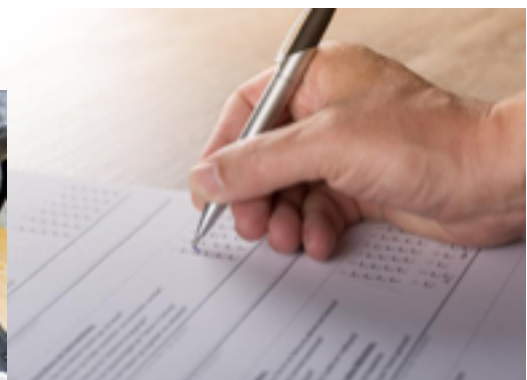
Also known as: field research
in person / telephone / internet / postal

- . asking customers directly:
- . survey
- . questionnaires
- . interviews
- . focus groups

Secondary research

Also known as: desk research
collect data from other sources

- . internal: own data (sales, no. of visits etc)
- . external: government records, academic data, professional organisations
- . secondary data, not always fit what you want as done by others



Types of data

Qualitative data

- . data from customers' opinions
e.g. customers views about products and services
- . difficult to summarise

Quantitative data

- . numbers and statistics
e.g. how many visitors, when people visited, how much they spent
- . shown in graphs and charts



6.3 Basic principles of marketing and promotion

Task 12

Marketing and promotion

1. List two ways in which tourism boards help increase sales in the travel and tourism industry?

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2. Explain one way in which a business can stay ahead in the competitive travel and tourism industry

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3. What is customer satisfaction?

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6.3 Basic principles of marketing and promotion

Task 13

Market research

1. Explain the following terms:

a. survey.....

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b. questionnaires.....

.....

c. interviews

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d. focus groups.....

.....

e. qualitative research.....

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d. quantitative research.....

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2. Explain why market research is important in the travel and tourism industry?

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6.4 Marketing mix

Marketing mix

Describe and explain the composition of the marketing mix

Four Ps: Products, price, Place and Promotion.

Product

The aim of any travel or tourism business is to meet the needs of the customer, to keep them happy so they buy the product or service again - repeat business.

Product

Tangible: physically hold the product

Service

Intangible: cannot be taken away - not physically held

Homogeneous: things like or similar to each other - standardised

Heterogeneous: not standardised - individualised

Separable: products different from each other

Inseparable: service the same every time

Storable: product will last a long time (not perishable)

Not storable: services perishable, not used later

For travel and tourism products sometimes these things are not clear.

Example: package holiday

- . very similar for customers but differences in what they have chosen
- . product perishable - if nobody books for the dates, holiday company loses money

Example: hotel

- . same rooms and restaurant
- . customer can experience different level of service from different people: reception, waiter, gym staff etc.



6.4 Marketing mix

Marketing mix

Price

Loss leader pricing
(market penetration)

Sets a low price (make a loss) to attract customers, who then might buy other products/services.

Price leader
(market skimming)

Sets the price - often for a new product or service

Prestige

Sets a higher price for a better quality product or service

Leader pricing
(market penetration)

Sets a low price to get new customers

Price bundle

Grouping products/services together and selling them at one price

Special offers

Attract customers by discounting products and services - often ones that are not selling well





6.4 Marketing mix

Marketing mix**Place****Costs**

The better the location the higher demand and the higher the cost will be. Away from the main tourist area the price will be less.

Availability of suitable place

Travel agents, tourist information and money exchangers will want to be in central locations. Same for hotels, restaurants and tourist attractions. Larger plots may need to be away from central areas because of higher costs.

Character of an area

The character of an area is very important. The area needs to be attractive to tourists - low crime, near other attractions etc

Local population

Travel and tourism businesses need local people as workers. Ideally a local population can also be customers too.

Local facilities

Other tourist linked facilities close by desirable. Money exchange are often near to travel agents.

Access/transport

A tourist business needs to easily accessed - airport, railway, roads etc. Ideally little or no congestion. Parking on site or nearby.

Human resources

Local population can act as the workforce, but sometimes workers need to be recruited from other countries. This however, can lead to leakage



6.4 Marketing mix

Marketing mix

Promotion

Four aims of promotion:

Inform customers of the product's features

To create demand

To increase sales

Raise and maintain awareness of products and services

Main methods of promotion:

Advertising

- . Good way to reach customers but can be expensive:
 - . broadcast media (TV, radio, cinema)
 - . print media (newspapers, magazines, leaflets)
 - . display media (billboards, posters, signs)

Public relations

- . Good way to reach customers but can be expensive:
 - . broadcast media (TV, radio, cinema)
 - . print media (newspapers, magazines, leaflets)

Publicity

- . Anything that brings attention to the business
 - . press releases
 - . sponsorships
 - . partnerships (charity work)

Internet

- . Inexpensive ways to promote products/services
 - . Websites and apps
 - . Video clips

Electronic & social media

- . SMS alerts for bookings to phones
- . Travel updates
- . Social media accounts

Trade promotions

- . Link with other travel and tourism partners - travel agents, travel writers and bloggers
- . Raises the profile of the business

Direct marketing

- . Link with other travel and tourism partners - travel agents, travel writers and bloggers
- . Raises the profile of the business

Point of sale displays

- . Promote products and services at sales desks and counters - local tours in hotel receptions

Personal selling

- . Face to face selling to customers
- tickets at attractions, memberships to hotel spas

Sales promotions

- . Very common method used by travel and tourism providers
- . Lots of different methods - 2 for 1, discounts, loyalty cards and incentives





6.4 Marketing mix

Task 12

Marketing mix: Product

1. Define the following terms

a. Tangible:

.....

b. Intangible:

.....

c. Homogeneous:

.....

d. Heterogeneous:

.....

e. Separable:

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f. Inseparable:

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g. Storable:

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h. Not storable:

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6.4 Marketing mix

Task 13

Marketing mix: Price

1. Complete the table below: fill in the definition or the meaning

**Price leader
(market skimming)**

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Attract customers by discounting products and services - often ones that are not selling well

**Loss leader pricing
(market penetration)**

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.....

Sets a low price to get new customers

Price bundle

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.....

Sets a higher price for a better quality product or service





6.4 Marketing mix

Task 14

Marketing mix: Place

1. What is cost advantage of being away from the main tourist areas?

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2. Why is the character of an area important for tourists?

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3. Give two examples of a good location for a money exchange business?

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3. Using a real life example, describe the location of your chosen hotel.

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6.4 Marketing mix

Task 15

Marketing mix: Promotion

*Link the word to its meaning***Advertising**

- . Link with other travel and tourism partners - travel agents, travel writers and bloggers

Publicity

- . Good way to reach customers but can be expensive:
 - . broadcast media (TV, radio, cinema)

Trade promotions

- . Anything that brings attention to the business
 - . press releases
 - . sponsorships

Point of sale displays

- . Promote products and services at sales desks and counters - local tours in hotel receptions

Personal selling

- . Face to face selling to customers
 - tickets at attractions, memberships to hotel spas

Internet

- . Lots of different methods - 2 for 1, discounts, loyalty cards and incentives

Electronic & social media

- . Link with other travel and tourism partners - travel agents, travel writers and bloggers
 - . Raises the profile of the business

Direct marketing

- . Inexpensive ways to promote products/services
 - . Websites and apps

Sales promotions

- . SMS alerts for bookings to phones
 - . Travel updates
 - . Social media accounts



6.5 Leisure travel services

Leisure travel services

Explore the contribution that tourist boards and tourist information centres make towards the leisure travel market

Development of packages for the leisure market

Leisure market = largest market segment in travel & tourist industry.

Leisure market - very diverse:

- . weekend breaks
- . city breaks
- . activity holidays
- . sun holidays
- . cruises
- . budget holidays
- . luxury holidays

Leisure market - very competitive

- . tour operators
- . airlines
- . accommodation
- . attractions
- . travel agents
- . destination

Leisure market - looking for the next new package or destination

All providers in the leisure market work with tourist boards and tourist information centres to market the leisure packages.





6.5 Leisure travel services

Support special events, festivals and attractions

Leisure market includes travelling for special events, festivals and attractions:

- . sports events
- . religious events
- . cultural events
- . special attractions

These events are supported by tourist boards and tourist information centres - planning, preparation and promotion.

Promotion can be local, national and international.



Task 16

Marketing mix: leisure travel services

1. Give examples of leisure holidays that you have taken.

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2. Give examples of special events, festivals and attractions that you have attended.

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6.5 Leisure travel services

Business travel services**Explore the contribution that tourist boards and tourist information centres make towards the business travel market**

Specialist business tour operators provide for business travellers; conferences, exhibitions, trade fairs and other business activities.

Development of packages for the leisure market**Business tourists**

- . people travelling for business
- . high spenders (flights, accommodation & food)
- . MICE - meetings, incentives, conferences & exhibitions

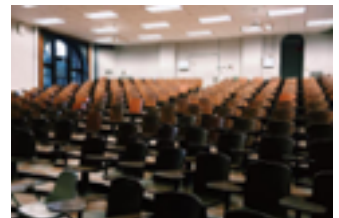
Meetings: sharing information within a company or meeting people from other companies

- . Incentives: travel as a company reward
- . Conferences: lots people (100+) meeting for one or more days
- . Exhibitions: people visit to view products or services

Tourist boards assist with venues, accommodation etc.

Tourist boards market and promote conventions and corporate hospitality events - showcase the locations's facilities.

Some tourist boards have a separate organisation focused on business tourism.





6.5 Leisure travel services

National, regional and local conference, trade fairs and exhibitions

Many countries have a national exhibition centre.

Examples:

Birmingham UK - National Exhibition Centre

- largest in Europe with 21 halls, hosting 160 events a year
services include: event management, security, catering, marketing, advertising, tickets, audio-visual, IT and technical services.



Dubai, UAE - Dubai World Trade Centre

- 21 halls, 40 meeting rooms, 500 events a year - 3 million people
services include: event management, security, catering, marketing, advertising, tickets, audio-visual, IT services and translation services.



Task 18

Marketing mix: business travel services

1. Research and list examples of events that take place at Dubai Trade Centre

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