

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

**Cambridge International Diploma in Travel and Tourism
Standard Level**

Scheme of Work

5252
Marketing and Promotion
Optional Module



UNIVERSITY *of* CAMBRIDGE
International Examinations

Introduction

The aim of this module is to allow candidates to gain a full understanding of the principles of marketing and promotion, as well as providing an opportunity for candidates to investigate the importance of these business activities within a travel and tourism context.

What this module assesses:

There are six main assessment objectives

- the general purpose and functions of marketing and promotion within a travel and tourism setting
- the importance of market segmentation and target markets for travel and tourism providers
- travel and tourism products and services and product differentiation
- pricing strategies used with travel and tourism products and services
- locational factors and distribution channels used to make travel and tourism products and services available to customers
- marketing and promotion techniques and tools and constraints faced by travel and tourism organisations in promoting their products and services

Resources for this module:

Please see attached reading/resource list

Underpinning Knowledge:

Before studying this module, it would be beneficial for candidates to be familiar with general vocational terminology associated with the travel and tourism industries, previously encountered in the Core Module. Candidates should:

- be able to identify appropriate examples of travel and tourism providers from the public, private and voluntary sectors
- understand the difference between facilities, products and services
- recognise existing and potential customers of travel and tourism products and services
- be aware of patterns of demand for specific travel and tourism products and services

General Principles and Procedures

Candidates should be encouraged to investigate marketing and promotion within their own locality with visits to local providers. Whole-class delivery may then be an appropriate starting point to introduce theoretical concepts. Plenary sessions are useful in drawing together specific learning outcomes from a session. Small group discussion will allow candidates to clarify their understanding and to develop knowledge in a non-threatening environment. Candidates should be encouraged to use 'scenario-based' examples of travel and tourism providers and case studies within an international context as well as local knowledge as this will help prepare them for the externally set examination questions, which are based upon this approach. Relate learning within this module to that from the Core Module or with other Optional Modules also being studied.

Scheme of Work

Learning Objectives:	Assessment Objectives	Content	Teaching Strategy	Resources
Session Plan One (30 minutes)				
<ul style="list-style-type: none"> identify and explain why marketing and promotion are important to travel and tourism providers 	A1 (a)	<ul style="list-style-type: none"> <u>introduction to the role and function of marketing and promotion</u>: Key concepts and common themes - what is marketing - a definition; how organisations use marketing and promotion to increase customer numbers, to generate sales, and to create a positive image of the company and its products extension activity: 'Customer is King' Class Discussion - why customers play a vital role to travel and tourism providers (30 minutes) 	<ul style="list-style-type: none"> tutor input notes discussion examples of local, national and international travel and tourism providers 	<ul style="list-style-type: none"> OHT - benefits of marketing and promotion for the customer and for the organisation (from Tutor Support Guide available from CIE) definition of marketing - Chartered Institute of Marketing
Session Plan Two (120 minutes)				
<ul style="list-style-type: none"> describe the main marketing and promotion techniques used in travel and tourism 1 - market research 	A2 (a)	<ul style="list-style-type: none"> <u>identifying customers needs and wants</u>: Difference between needs and wants and how promotional activities target wants more than needs; how organisations go about finding out what customers actually want from a specific travel and tourism product or service - different types of market research; primary research techniques: producing a questionnaire; secondary research techniques: sources of information extension activity: Candidates 'conduct' the questionnaire designed as a survey and bring results back for group analysis in future session (60 minutes) 	<ul style="list-style-type: none"> mind-mapping tutor input notes discussion pair work - producing a questionnaire 	<ul style="list-style-type: none"> copies of questionnaires, surveys, statistical reports of tourism trends, census data

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Session Plan Three (60 minutes)				
<ul style="list-style-type: none"> describe the main marketing and promotion techniques used in travel and tourism 2 – SWOT analysis 	A2 (b)	<ul style="list-style-type: none"> <u>what is SWOT?</u> Identifying the strengths and weaknesses faced and where marketing opportunities currently exist and need exploiting, or identifying who the competition is and what their current marketing activities involve; how a travel and tourism provider can use this information extension activity: Candidates use Internet resources to carry out own SWOT analysis on chosen case study examples (60 minutes) 	<ul style="list-style-type: none"> tutor input discussion use of case study material 	<ul style="list-style-type: none"> Internet search under tourism SWOT analysis - regular updates of new initiatives carried out by Government Tourist Agencies provide useful case study examples
Session Plan Four (60 minutes)				
<ul style="list-style-type: none"> describe the main marketing and promotion techniques used in travel and tourism 3 – PEST analysis 	A2(b)	<ul style="list-style-type: none"> <u>what is PEST?</u>: Identifying Political, Economic, Social and Technological influences on travel and tourism products and services; what the information from a PEST analysis may tell travel and tourism providers extension activity: Candidates use Internet resources to carry out own PEST Analysis on chosen case study examples (60 minutes) 	<ul style="list-style-type: none"> tutor input discussion use of case study material 	<ul style="list-style-type: none"> Internet search under tourism PEST analysis - regular updates of new initiatives carried out by Government Tourist Agencies provide useful case study examples
Session Plan Five (60 minutes)				
<ul style="list-style-type: none"> describe the main marketing and promotion techniques used in travel and tourism 4 – analysis of market research data 	A2 (c)	<ul style="list-style-type: none"> <u>using data to make marketing decisions:</u> Exploring the issues of information reliability, results bias and cost effectiveness (cross reference to future sessions on individual elements of the marketing mix - sessions 8-17) 	<ul style="list-style-type: none"> mind-mapping discussion using sources to problem solve 	<ul style="list-style-type: none"> survey results previously conducted; secondary sources of data

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Session Plan Six (60 minutes)				
<ul style="list-style-type: none"> identify the different market segments targeted by travel and tourism providers 	B1 (a)	<ul style="list-style-type: none"> <u>categories of customers:</u> Key concepts of how markets can be broken down into different segments; lifestyle influences, socio-economic classifications, general demographics extension activity: Research exercise to identify different products and services aimed at specific types of customers (30 minutes) 	<ul style="list-style-type: none"> tutor input discussion individual research 	<ul style="list-style-type: none"> copy of socio-economic classifications used in business
Session Plan Seven (30 minutes input; 5 minutes per presentation)				
<ul style="list-style-type: none"> explain how specific travel and tourism products are developed to cater for the needs and expectations of different market segments 	B2 (a)	<ul style="list-style-type: none"> <u>targeting specific customers needs:</u> How segmentation can be used to target types of customers towards a specific product or service. Includes a discussion on individuals, and groups of customers e.g. families and special needs e.g. mobility impaired customers 	<ul style="list-style-type: none"> mind-mapping discussion presentations 	<ul style="list-style-type: none"> travel and holiday brochures; web-based research; videos of TV advertising; TV travel programmes; visiting speakers
Session Plan Eight (60 minutes)				
<ul style="list-style-type: none"> identify and explain the difference between travel and tourism products and services 	C1 (a) (b)	<ul style="list-style-type: none"> <u>what is a product? what is a service?:</u> Revisit key concepts from Core Module. Definitions of both terms, with relevant examples of both products and services; clear distinction made and overlaps in terms of total tourism product made clear 	<ul style="list-style-type: none"> mind-mapping discussion 	<ul style="list-style-type: none"> Internet; brochures; leaflets to support local, national and international examples of travel and tourism providers of products and services

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Session Plan Nine (30 minutes - more for research task)				
<ul style="list-style-type: none"> investigate the development and modification of travel and tourism products and services 1 - Product Life Cycle 	C2 (a)	<ul style="list-style-type: none"> <u>the Product Life Cycle</u>: Introducing the six stages and the significance of each stage in determining marketing activities extension activity: Individual research project - identifying travel and tourism products and services at each stage of the Product Life Cycle (60 minutes) 	<ul style="list-style-type: none"> tutor input discussion individual research 	<ul style="list-style-type: none"> copy of Product Life Cycle (Career Award textbook)
Session Plan Ten (60 minutes)				
<ul style="list-style-type: none"> investigate the development and modification of travel and tourism products and services 2 - branding 	C2 (b)	<ul style="list-style-type: none"> <u>the creation of a brand image</u>: Key concepts of product features, packaging, logos, price, promotion and target audience explored. Range of 'branded' holiday products identified and their appeal described against those of unbranded products. Explore how changes to brand identity causes the travel industry to be in constant flux 	<ul style="list-style-type: none"> tutor input discussion mind-mapping 	<ul style="list-style-type: none"> Internet for travel and tourism providers' logos

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Session Plan Eleven (30 minutes)				
<ul style="list-style-type: none"> investigate the development and modification of travel and tourism products and services 3 - product portfolios 	C2 (c)	<ul style="list-style-type: none"> <u>product portfolio – what is it?</u>: Explanation of how tour operators in particular develop a range of similar products, marketed at different customer types, emphasising the slight differences in product features etc. Package holidays catering for specific customer needs extension activity: Individual candidates could research a different operator each and report back to rest of group on the nature of the product portfolio offered with an explanation as to why such a portfolio will be of benefit to the organisation and to customers (60 minutes) 	<ul style="list-style-type: none"> tutor input discussion use of case study material 	<ul style="list-style-type: none"> examples of large, internationally renowned tour operators and the range of holiday packages they offer to different market segments through brochures etc.

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Session Plan Twelve (90 minutes)				
<ul style="list-style-type: none"> investigate a range of common pricing policies used in the travel and tourism industry 	D1 (a)	<ul style="list-style-type: none"> <u>pricing strategies</u>: An introduction to the different strategies available to travel and tourism providers and reasons why each strategy might be most appropriate extension activity: case study approach - which pricing policy to use when (30 minutes) 	<ul style="list-style-type: none"> tutor input discussion using examples of specific travel and tourism providers prices to decide most effective strategy 	<ul style="list-style-type: none"> textbook theory on pricing strategies used in business
Session Plan Thirteen (30 minutes)				
<ul style="list-style-type: none"> identify and explain the factors that determine pricing policies 	D2 (a)	<ul style="list-style-type: none"> <u>factors affecting price</u>: fixed and variable costs, seasonality, likely number of customers etc. 	<ul style="list-style-type: none"> tutor led discussion mind-mapping case study material live travel and tourism providers 	<ul style="list-style-type: none"> textbook information
Session Plan Fourteen (60 minutes)				
<ul style="list-style-type: none"> investigate the factors that influence the selection of a location for travel and tourism facilities 	E1 (a)	<ul style="list-style-type: none"> <u>a new national airport - but where?</u> Scenario-based problem solving exercise - what factors will need to be considered in choosing the right location for the siting of a new national airport extension activity: Similar exercise - individual work - locating a new tourist attraction e.g. theme park, zoo etc. (30 minutes) 	<ul style="list-style-type: none"> pair work problem solving exercise mind-mapping 	<ul style="list-style-type: none"> map of area of residence

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Session Plan Fifteen (60 minutes)				
<ul style="list-style-type: none"> identify and explain the range of distribution channels for travel and tourism products and services 	E2 (a)	<ul style="list-style-type: none"> <u>definitions of distribution channels</u>: Key terminology introduced and explained; diagrammatic representations given; advantages and disadvantages of each form discussed extension activity: Individual research task - Internet search for direct tourism providers (30 minutes) 	<ul style="list-style-type: none"> tutor input notes discussion 	<ul style="list-style-type: none"> copy of channels of distribution diagrams
Session Plan Sixteen (120 minutes)				
<ul style="list-style-type: none"> explore the main methods of promotion used in the travel and tourism industry 	F1 (a)	<ul style="list-style-type: none"> <u>promotion - more than advertising!</u>: Exploration of the huge range of promotional materials available to travel and tourism providers - definitions of publicity, public relations, direct marketing, personal selling etc; specific industry based examples of promotional material extension activity: Comparison of promotional materials to judge effectiveness - pair work exercise (60 minutes) 	<ul style="list-style-type: none"> visit local tourist information centre 	<ul style="list-style-type: none"> range of promotional materials available from tourist information centre - leaflets, guidebooks, brochures, videos, websites, point of sale displays etc.

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Session Plan Seventeen (60 minutes)				
<ul style="list-style-type: none"> identify and explore the factors that are considered when producing effective promotional materials 	F2 (a)	<ul style="list-style-type: none"> <u>constraints of advertising and promotion:</u> Key concepts - who maintains advertising standards to ensure consumer protection?; how to produce an effective piece of promotional materials - factors to consider 	<ul style="list-style-type: none"> tutor input discussion mind-mapping students produce a piece of promotional material for a selected travel and tourism provider 	<ul style="list-style-type: none"> refer back to range of promotional material used in previous session
Session Plan Eighteen (2 hours)				
<ul style="list-style-type: none"> preparation for assessment 	all	<ul style="list-style-type: none"> <u>past examination paper</u> - whole class approach to answers extension activity: Completion of questions 	<ul style="list-style-type: none"> revision of all topics covered through the programme 	<ul style="list-style-type: none"> previous exam paper and mark scheme
Session Plan Nineteen (2½ hours)				
<ul style="list-style-type: none"> answer all questions from external exam paper 	all	<ul style="list-style-type: none"> mock exam practice - paper sat under examination conditions 	<ul style="list-style-type: none"> tutor supervision 	<ul style="list-style-type: none"> past exam paper
Session Plan Twenty (1½ hours)				
<ul style="list-style-type: none"> understand the mark scheme and examiners' comments relating to the assessment requirements 	all	<ul style="list-style-type: none"> go through answers and examiners' comments 	<ul style="list-style-type: none"> tutor-led question and answer 	<ul style="list-style-type: none"> past exam paper, mark scheme, examiners' report

Resources

Web addresses for SWOT Analysis

<http://srmwww.gov.bc.ca/dss/initiatives/tourism/>
<http://www.tellusconsultants.com/swot.html>
<http://www.vormsi.ee/bka/inglise/swot.html>
<http://www.ci.philomath.or.us/crt/swot.htm>
http://www.tourismvictoria.com.au/segment_plans.htm
<http://www.salmonarmedc.com/tourism%20strategy/3.3.pdf>

Web addresses for PEST Analysis

http://www.chempak.co.uk/pest_and_swot_of_redruth_and_cor.htm
http://www.tourismvictoria.com.au/strategicplan/plan2002_2006/1_introduction/trends_analysis.htm

Web addresses for general tourism news updates

<http://www.twcrossroads.com/>
http://www.travelweekly.co.uk/tw_home/home.asp
<http://www.travelweeklyeast.com/>

Web addresses for general marketing information

<http://www.tourism.bilkent.edu.tr/thsths256/gurel256/chapter2.ppt>

Web addresses for online travel brochures

<http://www.just.co.uk>
<http://www.first-resort.com>
<http://www.holidaywizard.co.uk>
<http://www.thomascook.com>
<http://www.ebookers.com>

Main Recommended Text:

Rowe, A; Smith, JD and Borein, F: (2002) Career Award: Travel and Tourism Standard Level. Cambridge University Press. ISBN 0521 89235 X - Chapter 5 Marketing and Promotion

Other Textbooks:

Travel and Tourism Teaching Classroom Resource Book: (2000) Authentically English. ISBN 0952 75094 5

Cooper, C; Fletcher, J; Wanhill, S; et al: (1998) Tourism. Longman. ISBN 0582 31273 6 Pt 4 Marketing

Middleton, V; Clarke, J: (2001) Marketing in Travel and Tourism. Butterworth Heinemann. ISBN 0750 64471 0

Morgan, N; Pritchard, A; Pride, R: (2001) Destination Branding. Butterworth Heinemann. ISBN 0750 64994 1

Kotler, P; Asplund, C, Rein, I et al: (1998) Financial Times Prentice Hall. ISBN 0273 64442 4

Outhart, et al: (2000) Travel and Tourism for Vocational A level. Collins Educational. ISBN 0003 29109 X Chapter 4 Marketing

Holloway, J; Robinson, C: (1995) Marketing for Tourism. Longman. ISBN 0582 27748 5

Lumsdon, L: (1997) Tourism Marketing. International Thomson Business Press. ISBN 1861 52045 X

Seaton, A; Bennett, M; (1996) The Marketing of Tourism Products. International Thomson Business Press. ISBN 1861 52302 5

Mancini, M; (Sept 2002) Connecting with Customers – how to sell, service and market the travel product. Prentice Hall. ISBN 0130 93390 2

Journal Articles: Tourism Product Life Cycle

Goncales, VFC and Aguas, PMR: (1997) The concept of life cycle: an application to the tourist product. Journal of Travel Research. 35 (1) pp12-22.

Knowles, T and Curtis, S: (1999) The market viability of European Mass Tourist destinations. Journal of Tourism Research. 1(2) pp87-96

Opperman, M: (1998) What is new with the resort cycle. Tourism Management 19(2) pp179-180

Williams, MT: (1993) An expansion of the tourist site cycle model: the case of Minorca (Spain). Journal of Tourism Studies. 4(2) pp24-32