



STAGE 2 PROJECT

MAY 2004

MARKETING TOURISM

Introduction

Fáilte Ireland estimate that between overseas visitors and domestic tourism, the expenditure by tourists in 2002 was worth €4.9 billion. Tourism supports some 141,000 jobs which demonstrates that this is an industry which makes a significant contribution to the economy.

It is acknowledged however by Fáilte Ireland that 2003 would be a difficult year for the tourism industry because of the slowdown in the global economy, the war in Iraq and adverse currency movements in the Euro.

An increasingly important role is now played by marketing as this marketplace has become more competitive and the consumer more affluent. Tourism encompasses a vast diversity of products, from accommodation to sporting activities, from cultural products to geographical locations.

The purpose of this project is to investigate the marketing challenges and opportunities faced by one segment of this industry.

The Project

- Pick a tourism product.
- Using desk research, provide a brief overview of this product. This outline should highlight the main marketing environmental factors that are currently significant to this segment. **(30%)**
- Select an organisation which provides this tourism product. Outline and evaluate the marketing strategy employed by the chosen organisation. Undertake appropriate primary research to provide insight into the market's response to this strategy. Outline any assumptions you have made, and detail how the research project was designed and implemented. **(40%)**
- What recommendations would you make to the selected company on the basis of this analysis? **(15%)**

P.T.O.

- Your project must be presented in a professional manner; therefore 15% of total marks are awarded for:
 - Appropriate use of citations and bibliography (6%)
 - Effective presentation and structure (6%)
 - Accurate syntax, grammar and spelling (3%)

Additional Briefing Notes

A word count **MUST** be included as part of your Contents Page.

Candidates should **NOT** submit their projects in individual page plastic covers.

NOVEMBER 2003

STATEMENT
STAGE 2 PROJECT
MAY 2004

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature_____ **Date**_____

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **FEBRUARY 17, 2004**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**