

HOSPITALITY AND TOURISM 110

GCO 3 Demonstrate an understanding of marketing strategies, trends and technology as it relates to hospitality and tourism

Specific Curriculum Outcomes: <i>Students will be expected to:</i>	Suggestions for Teaching/Learning:
<ul style="list-style-type: none">• understand the impact of marketing strategies:<ul style="list-style-type: none">- Definition of marketing- Principles of marketing- Segmentation- Target Groups- Marketing Mix (P's)- Integrated Marketing Communications (IMC) • understand and identify changing trends in the Hospitality and Tourism Industry • understand the role of technology in the Hospitality and Tourism Industry	<p>Using the recommended text book, the teacher explains the definition of marketing, the principles of marketing and the marketing mix.</p> <p>Students create a one-page biography on a well-known marketing pioneer, with reference to the Hospitality and Tourism Industry. (Appendix B)</p> <p>Students list slogans they hear on radio or see on television that portray some aspect of tourism marketing.</p> <p>Students identify marketing characteristics associated with slogans used by various tourism industries.</p> <p>Students develop unique advertisements and/or slogans that depict local tourism features.</p> <p>Students identify current trends, creating a scrapbook of newspaper clippings based on the Industry.</p> <p>Students briefly summarize newspaper clippings to identify current trends in the industry.</p> <p>Using the Internet, students investigate various reservations systems. (Appendix B – Sample CRS activity)</p>

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Suggestions for Assessment:

Students distinguish between the four ways to market products based on advertisements. (The Marketing Mix)

Students create a way to market an aspect of tourism within their own community. The emphasis is on the marketing mix. For example, restaurants, new construction, walking tours and/or student-generated ideas.

Students create a marketable souvenir for visiting tourists.

Students compare and contrast advertisements in local newspapers and magazines, placing an emphasis on market segmentation and location within the newspaper or magazine.

Students produce a completed scrapbook with clippings and a brief description of each article. Teachers will assign criteria for the completed project.
Assessment Criteria: organization, arrangement, content, colour, use of captions and workmanship.

Students research common computer reservations systems available in the Hospitality and Tourism Industry and answer questions created by the teacher. (Appendix B – Sample CRS activity)

Resources:

Recommended Textbook:

Nickerson, Norma Polovitz., and Kerr, Paula. *Snapshots: An Introduction to Tourism*. 3rd edition. Toronto: Prentice Hall, 2004. ISBN: 0-13-120126-3

(Online Hospitality and Tourism 110 course available through www.gnb.ca/0000/as/dl-e.asp contact the distance facilitator for access)

Hospitality and Tourism Marketing. Allistair Morrison (Delmar Publishing) 2nd Ed. ISBN 0-82736620-5

Tourism Planning: Basics Concepts Cases. Claire. A. Gunn (Taylor & Francis) ISBN 0-471-29392-x

Tourism Economics. Donald E. Lundberg. John Wiley & Sons ISBN 0-471-57884-3

NB Tourism Video- *New Wave of Adventure*

Inskeep, Edward. *Tourism Planning*. John Wiley & Sons ISBN 0-8448-1743-0

Gartner, William. *The Travel Industry*. 3rd Edition: Thompson Publishing ISBN 0-442-02478-9

Howell, David. et.al. *Passport: An Introduction to the Tourism Industry*. 3rd edition. Toronto: Nelson, 2003. ISBN: 0-17-616966-0

Appendix B