**Unit 3 Principles of Marketing in Travel and Tourism**

**Assignment 2: Putting Marketing Theory into Practice – Task 1**

**Learning Aim C – Carry out market research in order to identify a new travel and tourism product or service**

**C1 - Introduction**

* Introduce your assignment and what you are intending to do.
* What organisation have you chosen for your research project? Give me a brief history about them. What type of business are they, what do they sell? what is their ownership structure (PPV?), where are they located? Who are their main target audience? Place in a screen shot of their website.
* What gap in their market have you identified? What product or service are you intending to introduce and why?
* What are their organisational aims and objectives? How would your product link with these aims and objectives?
* Set your own market research objectives and explain how these correlate with the organisational aims and objectives.
* What methods of research (primary and secondary) could you undertake and why? What are the positive and negatives of each method of research in relation to your marketing objectives?
* Which market segment are you targeting and why?
* What primary research methods will you use and why?
* What secondary research methods will you use and why?
* Quantitative ‘v’ qualitative methods – what are they? how will you find the right mix?
* How reliable will your data be? How can you make sure you get reliable / valid / non bias results?

**C2 – Your Research**

* Complete your secondary research (use books/journals/trade newspapers/statistics/ websites/newspapers/ brochures / leaflets – see PowerPoint for ideas of actual sites to help)
* Review each of your secondary research sources. What have you found out? How does it link to your research? Evaluate the effectiveness of it. Reference each source ([Harvard Referencing Generator: Citation Generator by Cite This For Me](https://www.citethisforme.com/harvard))
* Carry out your competitor analysis –
* who are your main competitors?
* What are their strengths and weaknesses?
* Identify strong and weak competitors – the stronger the competitor , the larger presence or reputation in the market it will have and vice versa.
* Close / distant competitors – which are far away from their from its market share or product offering or similar market share / products.
* What are they doing that is similar?
* What are their marketing strategies?
* What new products have they introduced?
* What is the price of their product?
* How do they distribute it?
* What promotional techniques are they using?
* Are they successful (look at Review sites to find this out and evaluate)
* Analyse and evaluate if there is enough data / information out there to determine a demand for your proposed new product or service.
* Overall evaluate what the secondary research gathered is indicating to you.
* Create your primary research method – how many questions will you use and why? What type of questions (qualitative/quantitative) will you use and why? justify how each question links to your marketing research objectives
* Carry out your primary research.

**C3 – Analyse your market research**

* Analyse your primary research responses
* Create graphs / pie charts / bar graphs and percentages to represent your data.
* Interpret, analyse and evaluate **each** answer – what are the results telling you? How does it link with your marketing objective?
* What is the overall outcome of your research?
* Justify your target market and overall demand for the product / service
* Establish the essential purpose and features of your proposed product and service based on the outcome of your research? Has it changed at all from your initial thoughts?
* How does your research help inform you of your potential choice of promotional materials / marketing campaign and communication strategy?
* How have your results influence your marketing mix (4 P’s) – Take each of the 4P’s and tell me what you intend to do?
* What features will you include in your product / service which have been determined by your results and chosen target market?
* Complete a reference list of all of your secondary research sources……!