

FACTFILE:

GCSE LEISURE, TRAVEL AND TOURISM



Unit 2

PROMOTING AND SUSTAINING THE LEISURE, TRAVEL AND TOURISM INDUSTRY



Marketing and the Marketing Mix

Learning Outcomes

Students should be able to:

- demonstrate understanding that marketing involves providing the right leisure, travel and tourism product to the right people in the right place using the right promotion;
- demonstrate knowledge and understanding of the term marketing mix, which is generally referred to as the 4Ps; and
- demonstrate understanding that leisure and tourism organisations constantly alter their marketing mix to achieve their objectives.

Introduction

Leisure Travel and Tourism organisations are in the business of developing products and services that their customers will want to use. There is a wide range of products and services in the industry including holidays, accommodation, food, leisure wear, the list is endless.

Organisations that are focused on their market will be able to promote the right products or services to the right people, in the right place using the right promotion; this is known as **Marketing**.

The Marketing Mix

The **Marketing Mix** is generally referred to as the 4Ps as it comprises product; price; place and promotion.

- Product: the goods and services an organisation offers. A product is a physical thing that a person pays for and can take away, for example a can of drink. Services is a general term for everything other than products that are sold by a leisure and tourism organisation, for example the hire of footwear when ten-pin bowling.
- Price: this is what the customer pays for goods and services.
- Place: this refers to the location of products and services.
- Promotion: this refers to how an organisation encourages people to buy their products and services.



Fig 1: The Marketing Mix

Image © MattZ90 | Getty Images/iStockphoto/Thinkstock

It is important to understand that the Marketing Mix is a dynamic concept that changes rapidly in some cases. New products may replace older, less fashionable products. Organisations will review prices regularly and alter them to meet the needs of the organisation and its customers. The location where customers can have easy access to the product may change as an organisation opens new branches or simply moves to a new site. Providing products or services that customers do not want or providing them at the wrong price will do little to generate profits or customer satisfaction.

Leisure and tourism organisations will constantly review their marketing mix and change it as necessary to ensure that they achieve their objectives. Organisational objectives will be covered in detail in a separate Fact File. The organisation's objectives will vary depending on the type of organisation but may include:

- Maintaining profitability;
- Increasing profitability;
- Increasing participation either by a particular group of people or in a particular activity;
- Promoting healthy lifestyles;
- Retaining market share;
- Addressing the needs of the local community; and
- Addressing social deprivation.

Learning Activity

Here are some simple case studies to consider. Read each outline and consider the possible outcomes for the organisation in each case. Suggest possible solutions based on the marketing mix in each case.

- A travel agent is selling a world cruise on a luxury cruise liner. The travel agent is located in an out-of-town shopping centre. They are advertising the cruise alongside other holidays in their window display. However, sales have so far been very disappointing.
- An outdoor activity provider runs a promotional campaign for rock climbing courses in the Cairngorms (Scotland) in the 'Radio Times' (national TV listings magazine).
- A budget airline offers cheaper Friday and Saturday flights on their website from Belfast to Edinburgh at a time when Scotland host Ireland in the Six Nations championship.

Marketing is a dynamic activity that is constantly changing and that will be affected by trends and fashions, e.g. TV and celebrity play an important role in making products and services more attractive to customers.

The recent TV programme 'The Jump' involved a number of celebrities. Discuss the potential benefits this programme and the celebrities involved may have for the leisure, travel and tourism industry.

The marketing mix, or the 4Ps is one of the most important concepts in the leisure, travel and tourism industry. Detailed information about the 4Ps can be found in the Fact File: The 4Ps: Product, Price, Place and Promotion, including Promotional activity.

Learning Activity

Students should choose a leisure, travel or tourism organisation from their local area.

- List the range of typical products and services that are current in their chosen organisation.
- Using specific examples, examine how these are promoted and priced for the customer; the suitability of the location should be highlighted.
- Analyse why prices and promotion for similar products and services are different. Try to decide why this happens.

In order to successfully apply the marketing mix, different organisations will focus on different elements of the 4Ps in order to meet their own needs and the specific needs of their customers. e.g. A newly opened holiday accommodation provider will apply a pricing structure that may reflect the pricing of its main competitor but will promote its products and services to emphasise the superiority of these against that competition.

Learning Activity

Discussion Points:

- What are the other main aspects of successful marketing? Should the 4Ps be focused on the product or the market?
- How important is it to know what types of customers are being attracted to your products?
- What are the myths about marketing, is it simply just about promotion or advertising?
- Is selling and marketing the same thing?

Class Activities

Examine three cases studies of unsuccessful marketing attempts in the leisure, travel and tourism industry in your area. Students should review the teacher led case studies that have failed to apply the marketing concept and have created difficulties for both the customer and the organisation. The case studies demonstrate the importance of the marketing concept. Students should be encouraged to analyse some of the outcomes from each and should suggest solutions. All work should be presented using ICT.

Investigate the marketing mix of two local fitness centres using each organisation's marketing brochure. Students could collect marketing brochures from two fitness centres, one from the private sector, the other from the public sector. They use the brochures to explore the organisation's marketing mix. Their task will be to identify products and services that are available as well as the prices for each, the location of the organisation and how those products and services are promoted. Students could produce a simple PowerPoint presentation to illustrate their findings.

Describe how an organisation alters its marketing mix in order to achieve its organisational objectives. Analyse the reasons why some prices are lower for similar products at different times/seasons. Students should be encouraged to make judgements about the different types of products that are available and that support the organisation's broad business objectives.

Resources

[Marketing mix – Marketing Teacher](http://www.marketingteacher.com/marketing-mix/)

www.marketingteacher.com/marketing-mix/

[BBC – GCSE Bitesize: Elements of the marketing mix](http://www.bbc.co.uk/1/health/2006/06/060616_bbc_bitesize_elements_of_the_marketing_mix.html)

[www.bbc.co.uk › Home › Business Studies › Marketing](http://www.bbc.co.uk/1/health/2006/06/060616_bbc_bitesize_elements_of_the_marketing_mix.html)

Morris, P., Kelly, M., Douglas, S. and Fletcher, L. (2009) GCSE Leisure and Tourism, Heinemann

King, C., Kerr, A. and Jeffries, M. (2006) Travel and Tourism, Heinemann

Rickerby, S. (2009) Leisure and Tourism, Nelson Thornes

James, Elise., Thirlway, J. and Woodhouse, U. (2007) Travel and Tourism, Hodder Arnold

