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| **Module code and title:** | Tourism Marketing Principles  MGBBT1TMP | **Module leader:**  **Deputy Module leader:** | Eliot Kelly  Edmund Cheng |
| **Assignment No. and type:** | Business Report 2,000 words | **Assessment weighting:** | 50% |
| **Submission time and date:** | On or before 17th April 2023: **2pm** | **Target feedback time and date:** | 3 weeks from the date of final submission |

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| **Assignment task** | |
| This assignment involves preparing a written business report on your Tourism Marketing Principles | |
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| **This assignment has been designed to provide you with an opportunity to demonstrate your achievement of the following module learning outcomes:** | |
| LO 1 | Demonstrate an ability to analyse the complex nature of the tourism marketing environment using marketing concepts and techniques |
| LO 2 | Understand the concept of market segmentation/target marketing and describe decisions associated with these key activities within the marketing planning stages of a tourism organisation |
| LO 4 | Apply acquired knowledge of marketing and relevant skills to a range of real-world cases and examples with the tourism industry. |
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| **Task requirements** | |
| **OVERVIEW**  This report covers the essential topic areas of tourism marketing with emphasis on the practical elements of a real business environment. Students are required to apply their tourism marketing knowledge and concepts in the report.  **DESCRIPTION OF THE TASK – WHAT YOU ARE BEING ASKED TO DO?**  The submission of a **written business report** that discusses a topic using a wide variety of research materials (2,000 words).  **Business Report format & layout:**  It is important that your report looks professional - you are, after all, in training for a profession. A typical business report uses the following format and layout:   * Use a clearly legible font and font size (Times New Roman is the most common font and 12 point is the most common size). * Use 1.5 or double line spacing. * Be consistent in how you [format headings and subsection headings](https://owll.massey.ac.nz/referencing/headings-in-apa.php) (e.g. font, font size, line spacing, sequenced numbering, number or bullet point style). * Make sure any numbered sections or subsections, are sequential (e.g. 1.1, 1.2, 1.3 etc.). * Keep the space between paragraphs consistent. * Make sure your spelling and grammar check software is turned on. * Make sure your references are correctly formatted in the required style.   **Part 1– Business Report (2,000 words) – 50%**  Throughout the module we will be examining a variety of tourism issues through the use of a variety of research materials.  **You are required to undertake a “Marketing Audit” for a selected hospitality & tourism company.**  A business report is a set of data that provides historical information related to a company’s operations, production, specific department’s insights, and creates a base for future decision-making processes or factual insights needed to organize business functions.  The report must:     1. Give the full Harvard reference within the reference page for each item used, ***and*** the correct Harvard ‘shortened’ reference within the essay. 2. Include both direct and indirect citations from a wide variety of sources. **Include a minimum of 15 references.** 3. Make use of the relevant core texts and research items from within the module; 4. Your cover page would be the first page of your Essay. Include student-ID number, module name, lecturer name, academic year/group bubble.   **Report structure**  **Executive Summary (250 words)** A suggested format would be to create an introduction which defines tourism marketing concepts. Tell the reader: a) the previews of the main points covered in the full report in the executive summary; b) introduce the aim of the report; and c) how information is presented.  **Company Background (250 words)** should describe the background of the company and the brief introduction of the company and services / products you have chosen.  **External Analysis (500 words)** should identify and discuss the micro/macro environment with particular attention to a) the identification of customers / consumers and analysis of their needs; b) analysis of the organisation’s competitive situation by using “Opportunities & Threats” or “PESTLE” Analysis models.  **Internal Analysis (500 words)** should identify and discuss an internal analysis focusing on the organisations capability to meet the needs of its customers by using one of the “Strengths & Weakness” or “Porter’s Five Force” models.  **Ethical in business (250 words)** should describe the measures adopted by the management of business venture in order to make ethics work in the organization and identify the ethical behavior of business venture.  **Future Development (250 words)** should identify and discuss the issues raised by the audit and any actions you feel the organisation should be taking with regard to its future marketing activity by using appropriate marketing channel and ethical consideration.  **You must reference all information used in the essay, using the Harvard Referencing Guide.**  **See attached grid for grade descriptors.** | |
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| **Referencing and research requirements** | |
| Please reference your work according to the Canterbury Harvard style guidance which you can access on Moodle. This report will require to have a minimum of 15 different sources of referencing. | |
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| **How your work will be assessed** | |
| Your work will be assessed on the extent to which it demonstrates your achievement of the stated learning outcomes for this assignment (see above) and against other key criteria, as defined in the University’s institutional grading descriptors. If it is appropriate to the format of your assignment and your subject area, a proportion of your marks will also depend upon your use of academic referencing conventions.  This assignment will be marked according to the grading descriptors for Level 5 | |
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| Submission details | |
| This assignment should be submitted electronically via Moodle (module tutors will discuss this process with you during class time).   * Please ensure that your work has been saved in an appropriate file format (Microsoft Word, Excel or PowerPoint, or PDF are the most widely used; Google Docs is also accepted). Your file must also contain at least 20 words of text, consist of fewer than 400 pages and be less than 40MB in size. * You can submit your work as many times as you like before the submission date. If you do submit your work more than once, your earlier submission will be replaced by the most recent version. * Once you have submitted your work, you will receive a digital receipt as proof of submission, which will be sent to your forwarded e-mail address (provided you have set this up). Please keep this receipt for future reference, along with the original electronic copy of your assignment * You are reminded of the University’s regulations on academic misconduct, which can be viewed on the University website: Academic Misconduct Policy. In submitting your assignment, you are acknowledging that you have read and understood these regulations. | |
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| **Submission date and time** | |
| This assignment should be submitted to Moodle **before 2pm on Week Commencing,** **17th April 2023.**  You should submit all work for summative assessments by the above deadline. Work submitted up to three working days after the deadline will be accepted and marked, but the mark will be capped at the pass mark (40%) unless there is a valid reason for the late submission (i.e. having been granted an extension to the deadline or a deferral under the terms of the Extenuating Circumstances Policy).  Work submitted more than three working days after the deadline without a valid reason will not be accepted and will be recorded as 0% RN (refer, no work submitted).  For more information, please refer to: Student Handbook on Moodle.  Feedback and marks for this assignment will be available in three weeks from the deadline. | |