

NEXT DESTINATION: GLASGOW

STUDENT'S ACTIVITIES

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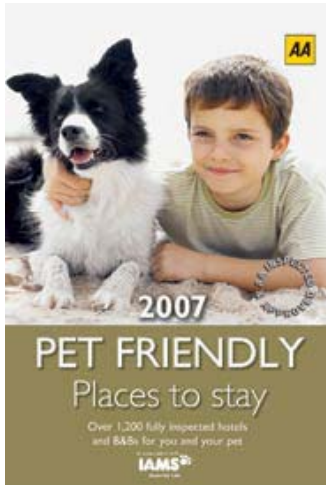
ACTIVITY 1: MARKETING IDEAS

MARKETING IDEAS:

- Today the customer is king.
- Satisfying the customer is a priority in most businesses.
- Managers must realize that they cannot satisfy all customers; they have to choose their customers carefully.
- They must select those customers who will enable the company to meet its objectives.
- TODAY'S MARKETING ISN'T SIMPLY A BUSINESS FUNCTION:
 - It's a philosophy,
 - A way of thinking,
 - a way of structuring your business and your mind
 - Marketing is more than a new ad campaign or this month's promotion marketing is part of everyone's job, from the receptionist to the board of directors.
 - The task of marketing is never to fool the customer or endanger the company's image.
- Marketing's task is to design a product-service combination that provides real value to targeted customers, motivates purchase, and fulfils genuine consumer needs.
- Marketing, more than any other business function, deals with customers. Creating customer value and satisfaction are at the heart of hospitality and travel industry marketing. Many factors contribute to making business successful. However, today's successful companies at all levels have one thing in common-they are strongly customer focused all heavily committed to marketing.
- Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Once having dealt with the Marketing ideas, could you please check if these ideas are reflected with hotels which are pet, gay or child friendly?

ACTIVITY 1A: "PET FRIENDLY"



1. Who is the customer of these hotels?
2. Do you think that as a customer you are treated as a king in these hotels?
3. How could managers satisfy their customers?
4. Could a person who is allergic to animals stay in this kind of accommodation?
5. Do you consider this action to be right? Why?
6. What is the aim of the company?
7. In your opinion, which are the needs, wants and demands of these hotel's customers?

You can find more information in: <http://www.petfriendlytravel.com/>

ACTIVITY 1B: "TRAVELLING WITH CHILDREN"

1. Who is the customer of these hotels?
2. Do you think that as a customer you are treated as a king in these hotels?
3. How could managers satisfy their customers?
4. Could a person who is not travelling with children stay in this kind of holidays?
5. Do you consider this action to be right? Why?
6. What is the aim of the company?
7. In your opinion, which are the needs, wants and demands of this tour operator's customers?



You can find more information in: <http://www.holidayswithkids.com.au/>

<http://www.kidfriendlycanada.com/>

ACTIVITY 1C: "GAY FRIENDLY"



1. Who is the customer of these hotels?
2. Do you think that as a customer you are treated as a king in these hotels?
3. How could managers satisfy their customers?
4. Could a person who is not gay stay in this kind of accommodation?
5. Do you consider this action to be right? Why?
6. What is the aim of the company?
7. In your opinion, which are the needs, wants and demands of these hotel's customers?

You can find more information in: <http://www.gay-friendly-hotels.co.uk/>

ACTIVITY 2: TESCO

	<p>Tesco Petrol. It's back to normal and we're sorry.</p>
<ul style="list-style-type: none">❑ Tesco petrol is now back to normal. So you'll be pleased to know you can buy our petrol with total confidence.❑ But if petrol bought at Tesco has damaged your car, we'd like to say how sorry we are. More to the point, we'd like to promise to pay for the repairs. If you believe that your car may have been affected, please click here.❑ After rigorous checks by Tesco and independent experts, we have traced the problem to a batch of unleaded fuel from a storage facility used by one of our suppliers in Essex.❑ All the affected stores in the South East of England have been refuelled with a fresh, clean supply. No other Tesco stores were affected by this incident.	

After having read the advertisement, answer the following questions:

1. How has the enterprise reacted to the customers?
2. Do you consider this action to be right? Why?
3. Was the customer being treated as a king?
4. Do you think Tesco's customers are satisfied enough to use Tesco's petrol stations?
5. How would you react if you were a Tesco's manager?.

ACTIVITY 3: NEEDS, WANTS AND DEMANDS.

Please compare the next photographs into needs, wants and demands:

Americans



A hamburger, a coke or a soda and some chips

Catalans



Bread roasted with tomato, olive oil, jam and a glass of wine.

ACTIVITY 4: THE 20 BEST HOLIDAYS WITH YOUR DOG

THE TIMES
February 09, 2007

The 20 best holidays with your dog

From pooch spas to Alpine walking with dogs, Ginny McGrath finds the best holidays for people who don't want to leave Rover at home

Tell us your favorite stories about travels with your dog, and the ten best will win a copy of the AA Pet Friendly Places to Stay Guide 2007. [Send us an email](#), in no more than 200 words, and we'll announce the winner before the end of the month

BEST FOR WALKING

The New Forest

New Manor Park is in perfect walkies country: 580kms squared of New Forest grassland, heath, forests and streams surrounds the hotel, with no angry farmers or gamekeepers chasing you off their land. You'll have to stop your dog chasing the ponies and deer though, and it's unadvisable to let them take on the pigs that roam the Forest during pannage, the two-month long season when pigs are allowed to graze the New Forest and gobble up acorns, which are poisonous to ponies and cattle. Apart from that, the hazards are few, and if you base yourself at New Manor Park, just outside Brockenhurst, the walking opportunities are endless. Just opposite the hotel, on the other side of Lyndhurst Road is the Balmer Lawn Road, which leads to Denny Wood, where tracks lead into the forest in every direction and your best friend can get muddy, filthy and exhausted.

The hotel is part of the von Essen group, which also owns Cliveden in Berkshire and The Royal Crescent in Bath. It's a seal of quality that means exquisite food, good facilities and top class service. A contemporary glass extension belies the history: it was built in the seventeenth century and was reputedly a favoured hunting lodge of King Charles II. Viewed from the fields on the other side of the car park, among grazing deer and ponies, the elegant brick exterior is more traditional. Inside the décor is stylish, but classic and the food is modern English, with light dishes for the health-conscious and more substantial offerings for dog walkers who've worked up a hunger.

Another post walkies pleasure is the hotel's Bath House Spa, where there's an outdoor hot tub, sauna, steam room, and swimming pool, and where signature treatments include herb and hay massages or mud baths. If you're up for something more active, there's an equestrian centre next door, where you can book lessons or hacking.

Rooms at the hotel start at £155 per night, plus £10 per day for dogs, which includes a hearty English breakfast and use of the Bath House Spa facilities. The hotel welcomes dogs in the guestrooms, lobby and lounge, where you can read the papers and order drinks. They can provide water, food bowls and toys for your dog. Go to www.vonessenhotels.com

Wild Scotland

If a 20-minute stroll is a little too suburban, perhaps a bracing trek in the Scottish Highlands is what you and your dog regard as a day well spent. Wilderness Scotland is an adventure travel company that offers a range of self-guided walking breaks, including one in the Ben Nevis and Glencoe area (trip 70), which is ideal for dogs. The four-star Kilcamb Lodge is on the Ardnamurchan Peninsula, which is about ten miles from Fort William, plus a short ferry ride. Fort William is the nearest town to Ben Nevis, Britain's highest peak. The hotel will drop you off for point to point walks, for a small fee, although a car is advisable because taxis are thin on the ground.

Wilderness Scotland provides an information pack with route notes, written by Scotland walking expert, Gordon Birnie, for walks that include the Steall Falls in Glen Nevis, the Lost Valley of Glencoe and more gentle walks in the woodlands of Ardnamurchan. There's also Ben Nevis to conquer. The climb and descent takes between six and eight hours and is mostly on gravelled paths with some steep and rough sections in the middle.

There is a £5 per night charge for dogs, and prices start at £295 per person for three nights, including bed and breakfast accommodation and the walking routes notes and maps. The hotel owners will put some doggy treats in your room for arrival, and can provide extra towels if your pet has been swimming in the loch. Go to www.wildernessscotland.com

Alpine summer adventure

If that's not challenge enough, then perhaps Headwater's High Alps summer route would appeal to the hardier hound. If your dog has a passport under the Pet Travel Scheme (PETS), they can accompany you to France without spending six months in quarantine. The walking break is based in the Chablais region on the Swiss border, where marked walking trails will take man and dog through summer meadows and glacial lakes under the shadow of Mont Blanc, the Matterhorn and the Swiss Alps. Baggage transfers will take the heavy load leaving you to walks from mountain hotel to hotel, which serve up wholesome mountain dishes like raclette with smoked mountain ham.

The High Alps Walk starts from £599 for two adults and a dog sharing, which includes a return car ferry, ten nights accommodation on a half board basis, all local transfers, walking maps/route notes, and bag transfers. It's an extra £53 for dog travel expenses, and the holiday departs June 6-Sept 14. Go to www.headwater.com.

Brittany beaches

Beach and dogs go hand in hand – they can get mucky in the sand, raid picnics and play in the sea. One great Gallic treat for pups is a break in Brittany, that very British outcrop of France that's an easy three-hour ferry ride from Portsmouth to Cherbourg. VFB Holidays offers breaks staying in a pretty nineteenth century stone-built house in the hamlet of Lescoff. It's in the perfect spot for walks along the many marked footpaths and nature trails in the area.

One week's rental of the house, which sleeps four plus two under 14s, costs from £442, which includes a return ferry crossing for one car. There is no extra charge for having a dog in the cottage, but the ferry operators charge roughly £30 per animal (return). The property is currently available from March 24 to July 28. Go to www.vfbholidays.co.uk.

The West Country

Back in England, the Talland Bay Hotel positively encourages guests to bring dogs. The hotel, near Polperro on the south coast of Cornwall, has stunning grounds overlooking Talland Bay, where green fields run up to rocky cliffs that descend onto the neat sandy beach. Fido will also appreciate the company of Olive, the resident labrador. Certain bedrooms are allocated for pet owners including a large room on the ground floor, which opens on to the garden. The three AA Rosette Terrace Restaurant serves locally sourced food including fish from Looe and dairy products from nearby Trewithen Farm. The best walking is along the coastal path to Looe or Polperro, but there's also horseriding, sailing and fishing nearby, or for rainy days, art galleries at St Ives.

Prices start from £95 per room per night, including full English breakfast, or £160 including a three-course dinner. A £7.50 charge is added per dog per day, which covers deep cleaning of the room after doggy guests leave. Feeding bowls are provided, plus a welcome Bonio biscuit, and Olive, the labrador puppy, has lots of leads, toys and towels to lend to visiting dogs. The hotel also has a great selection of guidebooks and maps for local walks. Go to www.tallandbayhotel.co.uk

The south coast

If Cornwall is too quiet and your pooch requires something a little more cosmopolitan, check into The Grand in Eastbourne. The hotel is vast and dominates the seafront. It has an indoor and outdoor swimming pool, gym and massage and beauty therapy rooms. For some fresh air, walkies options include the beach and the South Downs. It's not one for mucky Labradors though, as only small dogs are accepted. Built in 1875, The Grand was requisitioned for military purposes during the Second World War, then restored in 1998 when it was bought by Elite Hotels. The renowned Mirabelle Restaurant serves gourmet food in set menus and the dress code is jacket and tie, or there's more informal dining in the Garden Restaurant. The hotel is 45 minutes from Brighton and ten minute's from the famous look-out Beachy Head.

The Grand in Eastbourne is the only member of Elite Hotels that accepts dogs. Rooms start from £105 a night and the hotel accepts small dogs only for a charge of £7 a day, which includes food. Go to www.elitehotels.co.uk

Off the lead in the Lakes

The Lake District is a dream destination for two-legged travellers, and among the many cottages available for hire is the doggy-friendly Lavender Cottage at Bowland Bridge, near Bowness. It is a picturesque 17th-century home with a two and a half acre garden, orchards and fish-pond, although the real adventure is the countryside beyond its borders. The house has a cosy wood-burning stove and there are two pubs nearby, as well as water-based activities on Lake Windermere.

Lavender Cottage costs from £360 and sleeps four people. It accepts one “well behaved pet” and the price includes membership of a nearby leisure club with indoor swimming pool. Go to www.lakelovers.co.uk

BEST FOR PAMPERING

Canine coddling

For pampered London pooches there’s only one place to be seen on a Saturday lunchtime. While their owners “do lunch” in a local brasserie, Fifi and co can enjoy reflexology, aromatherapy, pedicures and other treats at Waggintails, a pet boutique and spa that has opened recently in Fulham, West London. For the dog who has everything, there’s organic pet food, leather dog beds, quilted blankets and doggy jumpers.

The Total Spa Experience includes a four paw pedicure, ear cleaning, plucking, and trim, aromatherapy bath and fluff dry and full dematting and coat trim, followed by a refreshing spritz. It costs from £25 depending on the size of the dog. Nail clipping and paw trim costs £8 and reflexology £5 for 30 minutes. Waggintails also offers day and hourly dog sitting and bed and breakfast for cats. Go to www.waggintails.co.uk

A not so dirty Brighton weekend

If your dog prefers aromatherapy of the rabbit kind, you can get the pampering at Bailiffscourt Hotel and Spa, a doggy friendly hotel just outside Brighton. The hotel is so dog friendly that it has a doggie room-service menu including grooming essentials, toys, treats and food, and over Christmas it introduced a range of edible doggie Christmas cards. The 39-room hotel has many rooms with four poster beds and log fires, and is set in 32 acres of grounds, so great for walking, or there’s Climping Beach nearby.

Room at Bailiffscourt cost from £200 per room including breakfast. Dogs are an additional £12 per dog per night. Go to www.hshotels.co.uk

Pooches pied a terre

The Pampered Pooches of Piccadilly package is a must for classy canines. It's on offer at the Athenaeum Hotel & Apartments, which is in the heart of Mayfair, and is available to guests staying in the one and two bedroom apartments. The package includes a doggy bed, dog biscuits and a chew toy, and in addition concierge Donald can organise dog walking, grooming, dog sitting and also veterinary appointments, including pre-travel check ups. The hotel advises Mungo and Maud for spoilt pups – it sells hand-woven leather dog baskets, ceramic food bowls and hand baked dog treats among other luxuries. There's also Gucci and Burberry on nearby New Bond Street where you can buy matching dog and owner accessories.

The Pampered Pooches of Piccadilly package costs from £399 for two people and includes breakfast, use of the hotel spa and gym, dog bed, dog bowl, chew toy and dog biscuits. It is only available Friday to Sunday. Go to www.athenaeumhotel.com.

Five star service

Ease your guilt of jetting off without Fido by treating him (or her) to a luxury holiday of their own. The only drawback is that it's possible your pet won't want to come home when they've got accustomed to the service at Lucie's Farm, a 57-acre "luxury dog resort" in Worcestershire. On site is The Ritz Canine doggy spa, where services include massage, swimming, acupuncture and photography. Your dog will also enjoy the underfloor heating or air conditioning, piped music and, bizarrely, a personal telephone line. If Fido's too busy to take your call, you can log on to a kennel cam for live footage of your pup.

Stays at Lucie's cost from £42 per night and there is a two-night minimum stay. Extras such as massage and swimming cost are charged separately. Go to www.dog-hotel.co.uk

BEST FOR GOURMET BREAKS

Berkshire on a plate

Check into Cliveden with your dog and you won't be the only one enjoying fine dining. The luxury hotel, another Von Essen property, welcomes dogs, provided they are well behaved? The hotel's chef has compiled an appetising menu of canine dishes: noisettes of Chunky with sauce aromatique; delice de Pal on a bed of Winalot, and finally trio of lights, spleen and lungs. Unlikely, but if there's not a clean bowl at the end, doggie bags are not available.

Room rates start at £230 plus VAT and there is no extra charge for dogs. The three-course doggy menu is complimentary, unless owners want to splash out with a dish like fillet steak. Also provided are dog baskets, and if the hotel learns the name of the dog before arrival, they'll be treated as warmly as their owners. Dogs are welcome in the bedrooms and public areas, but not the dining rooms, pavilion or walled garden. For walkies dogs must stick to the wooded areas – the hotel suggest the following route: leave the main entrance, turn to the right passing around the East Wing towards the Orangerie, down the steps, through the Russian Valley and into the woodlands. Dog-sitters can be arranged at short notice. Go to www.vonessenhotels.com

Bowhills French villas

Even picky pups wouldn't sniff at Gallic cuisine, so why not take your dog along to help with the clearing up after those epic French lunches? The Franco-specialist Bowhills has 70 properties on its books that are dog friendly, and will even help find a vet local to your French villa to perform the necessary check-up before you return home. Bowhills recommends travelling on the Portsmouth-St Malo car ferry then driving onto one of its villas, like Herepian in Languedoc, south-west France (property no. FR217).

The house is in a village on the edge of the Languedoc National Park and a short walk from the village bakery, grocery store, cafés and restaurants, and the beach is 4km away. The house has a large, vaulted games room and terraces surrounding the private pool.

Prices for one-week stay start from £493, based on eight people in four bedrooms. Dogs can stay at no additional charge, but a charge of £30 for clients travelling by Eurotunnel. Go to www.bowhills.co.uk

BEST FOR ADVENTUROUS DOGS

Plus fours

You don't have to choose between golf and walkies – at The Old Course Hotel, Golf Resort & Spa, in St Andrews – dogs are given a five star welcome. On arrival a welcome note from resident pooch, Augusta, whose owner is GM Jonathan Stapleton, points out her favourite walks and even invites you to exercise on the hallowed turf of the Old Course on Sundays, when it is closed to golfers. Owners can pre-order dog food from a menu of well-known brands to save packing it, and while on the course a dog sitter will keep Fido amused. The best place for walkies is West Sands beach, which is a couple of minutes from the hotel

Dogs are charged at £10 per dog, per night, and a maximum of two dogs per room is allowed. The hotel provides a wicker basket with beanbag, two feeding bowls, a map indicating dog-walking routes, and a privacy sign to save Fido from disturbances. Go to www.oldcoursehotel.co.uk

Snow bunnies

Can't bear to leave the dog when you have your week on the slopes? Take them along on a winter break to Aime, a French resort at 2,000 feet altitude, where Erna Low offers the Les Hauts Bois dog-friendly apartments (no. 73422). They sleep up to eight people and are located on a blue run, have an indoor swimming pool, sauna, steam room and spa treatment room. Each apartment has a kitchen and balcony and there's underground parking, but there's no dog sitting service, so it's crossed legs until you get back from the pistes.

Prices start from around £730 for up to six people, which includes the apartment rental and one Eurotunnel crossing. Go to www.ernalow.co.uk

Canine cruising

French Country Cruises offers canal cruises in France, Ireland, Germany or Italy for dogs that don't suffer from hydrophobia, or owners for that matter. The company offers Pénichette boats from various bases, including Camargue in France, Utrecht in Holland and Shannon in Ireland, most of which offer great canal walking. The boats have ample deck space for sun bathing and picnicking, and a kitchen for those occasions when you're not tempted onto dry land by local eateries.

Prices start from £490 for one week and there is a charge of 26 euros for taking the dog. You can book a one way journey for a £70 supplement. Prices include bedding and one 13kg bottle of gas, but not running costs, which are about £95 to £160 per week for fuel, lubricants and usage-related maintenance. The Channel crossing for one car with up to five passengers costs from around £216 with Eurotunnel and £292 on the Poole-St Malo Condor ferry. Go to www.frenchcountrycruises.com

Sail away

Does Fido pine for life on the ocean waves, but without the claustrophobic living conditions of boating life? Or perhaps you don't want to life in such close quarters with your canine? A sailing holiday in Devon could be just the thing, staying in a neat two-bedroom cottage in Tiverton. Just 8km away is a stunning lake offering sailing and fishing, but without the dangers of the open ocean. The traditional cottage is on the edge of Exmoor National Park, perfect for walking and horseriding.

Prices for one-week for four people sharing start from £240. Go to www.interhome.co.uk

BEST FOR A-LIST POOCHES

leaving your pooch unattended fills you with terror, then you can join the echelons of nervous parents and be put at ease with the use of a baby/doggy monitor. So at the slightest hint of a sniffle, you can rush back to check on Fido. This service is part of the Pampered Pet Package, available at two historic countryside hotels; The Feathers in Woodstock, Oxfordshire and The Lords of the Manor in the Cotswolds. The latter is set in eight acres of parkland and gardens, while the former has its own beauty salon, but strictly for two-legged clients.

The package costs £249 per room per night and include accommodation for two, English breakfast, three course dinner, dog food and biscuits, a deluxe dog basket, food and water bowls, maps of walks nearby, and the dog listening service. Go to www.lordsofthemanor.com

Jet off

Don't even think about checking your pooch into the hold – private jets are the preferred mode of transport for A-list pooches. Avolus will organise luxury transport for you and your pet door-to-door, by chauffeur driven car, helicopter, private jet or yacht. So once you've got your pet chipped and checked off by the vet, the only thing left to do is fight over the window seat. Avolus uses a top-up card system, so there is no membership or annual fee, you just need to add credit to the card in values upwards of £500. The company will note preferences such as champagne, newspaper or even preferred choice of dog biscuit, to personalise your journey. Flights and cars can be booked at short notice 24 hours a day. Go to www.avolus.com

A rustic hideaway

Istria is the idyllic north-west corner of Croatia, a great hideaway for celeb doggies wishing to escape the glare of the paparazzi bulb. The region has some wonderful self-drive wine and olive tours, while pooches will enjoy the extensive countryside ambling opportunities, while their two-legged friends enjoy cycling, walking and eating. Croatian specialist Bond Tours offers Stancija Negricani, a small farmhouse hotel, which is set in its own extensive grounds – so there's no chance snappers will find you here. Hosts Mario and Mirjana previously owned a restaurant in Pula, so the cuisine is fantastic.

Bond Tours offers one week B&B in Stancija Negricani for £349 per person based on two people sharing a large room, or from £249 for a smaller room. Go to www.bondtours.com

NEED TO KNOW

These guidebooks list accommodation where dogs are welcome:

The AA Pet Friendly Places to Stay 2007 (£9.99, www.theaa.com) lists over 1,200 hotels and B&Bs as well as tips on travelling with your pet

The Good Guide to Dog Friendly Pubs, Hotels and B&Bs 2007/8 has just been published (£9.99, www.randomhouse.co.uk)

ACTIVITY 1: CHARACTERISTICS OF THE SERVICES

Please, have a look of the Characteristics of the service offered by a cabin crew in a flight from Glasgow to Barcelona.

INTANGIBILITY	You can see, taste, touch , feel, hear or smell the cabin crew, the plane, your seat, the windows of the plane, but you cannot ever see, taste, touch , feel, hear or smell the service offered by them.
INSEPARABILITY	You can't separate the service offered for these particular cabin crew, the company carrier, Glasgow's or Barcelona's airport from the flight from GLA to BCN.
VARIABILITY	Depending on the cabin crew, the customer service when you check-in or the rest of the passengers, you can have a wonderful or an awful experience. E.g. The cabin crew threw your coffee to you: this is an accident, but it can make you start your holidays in a bad mood. You were sick, and they are very kind with you; you will remember this service as an excellent service. Your suitcase is lost, and they are kind when you arrive to the customer's desk and they tell you would try to find it as soon as possible. They advised you to buy clothes and toiletries and they will pay for them. Or they are very rude with you and they tell you it is not their fault and it will appear one day!.
PERISHABILITY	Once you have arrived in your final destination, you can't keep anymore the service or the seat of your plane; you can't bring your seat home.

**Monica is working for Visit Scotland, the tourist information office about the Scottish country.
Could you explain the 4 characteristics of services that Monica gives in her job?**

INTANGIBILITY	
INSEPARABILITY	
VARIABILITY	
PERISHABILITY	

ACTIVITY 2: MANAGEMENT STRATEGIES FOR SERVICE BUSINESSES

The management strategies for service businesses are:

- Tangibilizing the service product
 - Trade dress
 - Employee uniform and costumes
 - Physical surroundings
 - “Greening” of the hospitality industry
- Managing employees
- Managing perceived risk
- Managing capacity and demand
- Managing consistency

ACTIVITY 2A: TRADE DRESS

AC HOTELS VERSUS NH HOTELES

Compare the AC hotels and NH hoteles' trade dresses and write down the differences you find.

- Please talk about :
 - the colour,
 - font, image,
 - shape,
 - and the kind of customers you think they would go to these hotels.

- Do you find any coincidence with them?
- Do you think it is the same hotel chain?
- Which one do you like the most?
- If you have to choose between them, where do you think you will stay?



ACTIVITY 2B: TRADE DRESS

HESPERIA HOTELES VERSUS NOVOTEL HOTELES

Compare the Hesperia hotels and Novotel hotels' trade dresses and write down the differences you find.

- Please talk about :
 - the colour,
 - font, image,
 - shape,
 - and the kind of customers you think they would go to these hotels.
- Do you find any coincidence with them?.
- Do you think it is the same hotel chain?
- Which one do you like the most?
- If you have to choose between them, where do you think you will stay?



ACTIVITY 3: EMPLOYEE UNIFORM AND COSTUMES

- 1. Why do you think that it is important to wear a uniform in the tourism industry?.**
- 2. Does everybody wear a uniform in the same way?.**
- 3. Is it important to respect some rules and standards when a person is wearing an uniform?.**
- 4. Can a uniform identify a company?.**
- 5. Should a uniform respect some cultures?.**



ACTIVITY 4: PHYSICAL SURROUNDINGS



Physical surroundings should be designed to reinforce the product's position in the customer's mind.

From your point of view, do you think a hotel located in the city centre of Barcelona can offer the same services than a hotel situated near the beach?

An important hotel's chain has chosen you to create a hotel. You should present a project giving details about the service offered.

ACTIVITY 5 : “GREENING” OF THE HOSPITALITY INDUSTRY

“MENSAJE EN UNA BOTELLA”

Mensaje en una botella is an activity that takes place in Candelaria, in Tenerife. It consists of leaving messages in bottles and giving them to the tourist shops. When a customer comes, the shop assistant has to ask him if he wants to read the message.

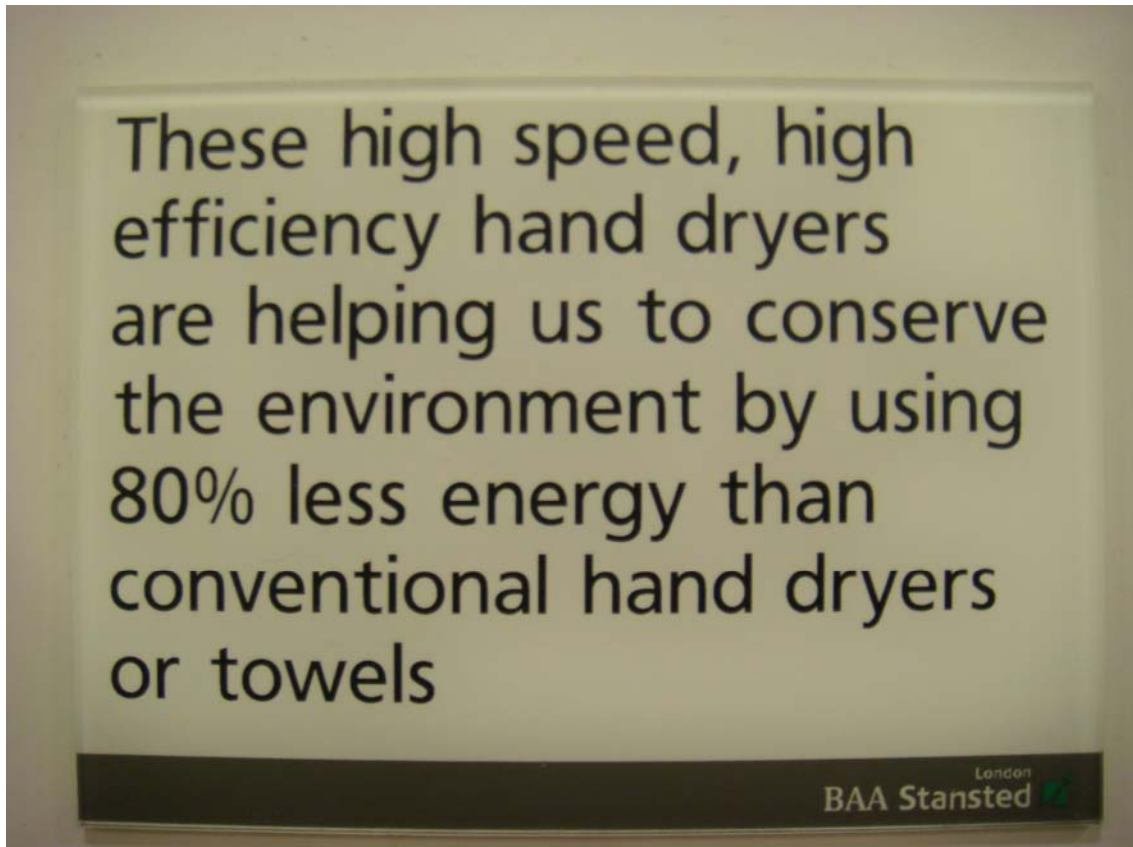
What do you think about this initiative?.



ACTIVITY 6 : “GREENING” OF THE HOSPITALITY INDUSTRY

“HAIRDRYER AT STANSTED AIRPORT”

What do you think about this initiative?.



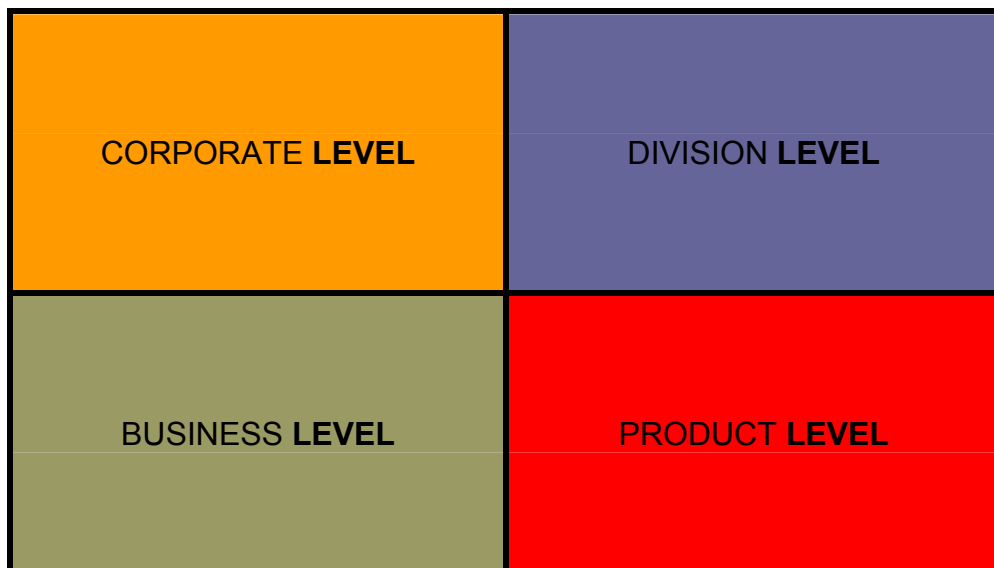
ACTIVITY 1: FOUR MAJOR ORGANIZATIONAL LEVELS

You are working for a very important company, which has 53 divisions all over the world.

Your product is based on offering accommodation for young people.

Your managers have decided to create a new product offering accommodation to families travelling with children.

How can this change affect to all your company into different levels?.



ACTIVITY 2: IRELAND

Please read the following text.

How do you develop a marketing strategy for a country?. This was a question faced by the Irish Government during difficult times in the 1960s and 1970s. The challenge to build the Irish economy to match the affluence enjoyed by some of its European neighbours. The *Industrial Development Authority* (IDA) played an important role in developing the country's economy, moving it away from its traditional over-reliance on agriculture. Today, with over one-third of the country's GDP coming from industry, and services also accounting for approaching a third, agriculture's contribution has fallen to just 10 per cent.

In order to instigate this change, the IDA establish a clear strategy by pinpointing attractive sectors for growth and actively encouraging growth business areas. Consumer products, electronics, health care and financial services were some of the key targets. Once decisions about growth priorities had been made, the key was to develop a marketing programme based around the particular assets that Ireland was able to offer. For example, promotional materials focused on- amongst others- the young, highly educated workforce, the low rates of corporate taxation, excellent digital and satellite telecommunication systems, and a stable currency with low inflation. Considerable care was taken to ensure that the propositions developed matched the requirements of the businesses targeted. This provided many overseas businesses with substantial, tangible reasons for establishing a base in Ireland, bringing the investment the country so badly craved.

(Sources: Irish Embassy, London; Industrial Development

THE MARKET ENVIRONMENT: LESSON 4

ACTIVITY 1: MICROENVIRONMENT / ACTORS.

Look at the following picture and identify who are the microenvironment actors:



1. The company:

2. Suppliers:

3. Market intermediaries:

4. Customers:

5. Publics:

ACTIVITY 2: MACROENVIRONMENT / SEVEN MAJOR FORCES.

Look at the following picture and identify which are the **seven major forces**:



1. Competitive environment

2. Demographic environment

3. Economic environment

4. Natural environment

5. Technological environment

6. Political environment

7. Cultural environment

ACTIVITY 1: INTERNAL SOURCES

You are working for Barcelona's tourist board at the Marketing department. You have decided to prepare a survey to know the company's internal sources' desires.

Please prepare this survey.

1. Company's executives :
2. Company's owners:
3. Company's employees:

From your point of view, do you think the company's executives desires can be the same than the company's owners or employees?.

ACTIVITY 2: EXTERNAL SOURCES

External sources are competitors, Government agencies, suppliers, trade magazines, newspapers, business magazines, trade associations, newsletters and magazines and databases available on the Internet.

You are working for a tourist board and you should analyze all your external competitors.

1. Competitors
2. Government agencies
3. Suppliers
4. Trade magazines
5. Newspapers
6. Business magazines
7. Trade associations
8. newsletters and magazines
9. Databases available on the Internet

MARKET SEGMENTATION, TARGETING AND POSITIONING: LESSON 6

ACTIVITY 1: PEOPLE FEAR OF FLYING

Among all people flying, there is a segment of people who are scared of flying.

Please look at: <http://www.flyingwithoutfear.com/oyfof/fearofflyingvideos.aspx>

and you will find some videos helping people who are scared of flying.

You are working for an important airline and you want to train some of their cabin crew with activities which help people who fear flying.

Thus, please prepare these activities using the information given in the webpage detailed above helping them think flying is safer than they think.

NEXT DESTINATION: GLASGOW

MARKET SEGMENTATION, TARGETING AND POSITIONING: LESSON 6

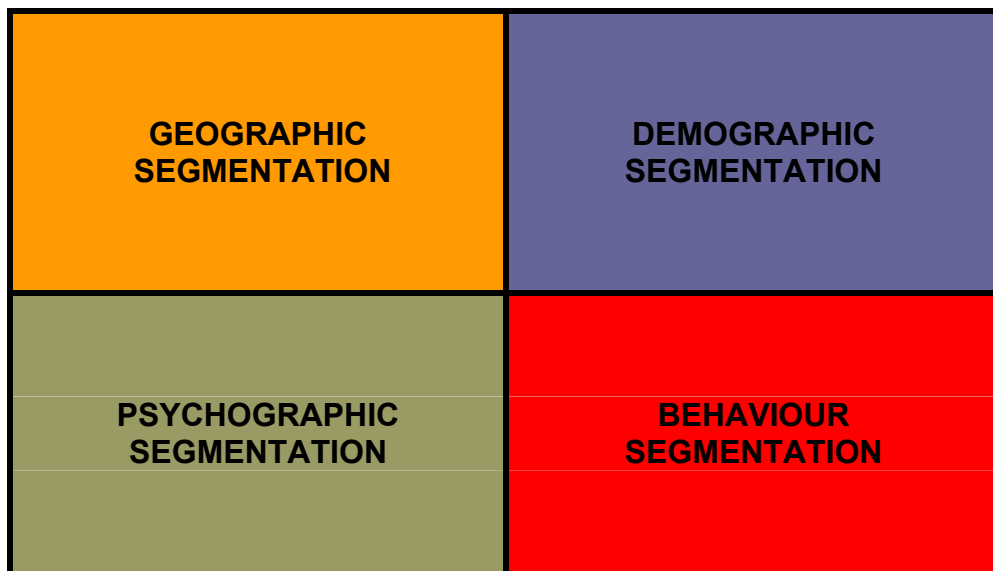
ACTIVITY 2: SEGMENTATION /BRITISH AIRWAYS vs EASYJET (1st Part) PEOPLE FLYING FROM BARCELONA TO LONDON

British Airways and British Airways are flying from different airports, sometimes same airports, offering different services and at different prices.

You know the market is set by all people flying from Barcelona to London.

Then, please segment this market using the basis of segmenting a market and analyze people who fly with each company.

You can look at : <http://www.ba.com>, and <http://www.easyjet.com>.



MARKET SEGMENTATION, TARGETING AND POSITIONING: LESSON 6

ACTIVITY 3: POSITIONING / BRITISH AIRWAYS vs EASYJET (2nd Part)
PEOPLE FLYING FROM BARCELONA TO LONDON

British Airways and Easyjet have a different history.

Please find below British Airways and Easyjet's history.

Both are flying from different airports, sometimes the same airports, offering different services and at different prices.

You know the market is set by all people flying from Barcelona to London.

Then, please segment this market using the basis of segmenting a market.



BA HISTORY

British Airways history starts in late 10s, although it has its current name and structure since 1976. It was in 1919 when the first British airline was established, the Aircraft Transport and Travel. The first scheduled flight was done in August 25 th 1919 and its route was Le Bourget – Honslow. The airport of Honslow was the home of the airline. Later, two other airlines were established, the Instone and the Handley Page, all of them using older modified bombers. These companies had to face many difficulties and moreover, they had to face the competition of French airlines with lower fares. So, many airlines closed. The solution to this problem was the merger of many small airlines to one bigger. And that happened when Aircraft Transport and Travel, Handley Page Transport, Instone Airlines and British Marine Air Navigation created the Imperial Airways, the first major British carrier. Imperial Airways started flying to many close and distant places like India and Egypt. Its fleet was only 18 aircrafts and it had 250 employees.

Later, a route to Brisbane, Australia was added, performed with the co-operation of Qantas. Its duration was 12 days! New planes were added, like the Short S.23 C-class and the new airline was growing, together with a new carrier, the British Airways Limited, until the beginning of the Second World War I. These two airlines merged and created the British Overseas Airways Corporation (BOAC). After the World War II, BOAC restarted its flights to most trans-atlantic routes. In addition, a new airline was created, the British European Airways (BEA), which was performing the European flights.

It was now time for these carriers to order new, more efficient planes. BOAC ordered the Lockheed Constellation, the Boeing Stratocruiser and a version of DC-4 equipped with Rolls-Royce Merlin engines. After some time, BOAC ordered its first jet plane, the De Havilland Comet and its speed reduced the duration of many trans-atlantic flights dramatically. In the early 60's it was time for BOAV to order the 707-436 with the Rolls-Royce Conway engines, until the first VC-10 from Vickers were ready for flights. By 1970, the company had received the first Boeing 747 and the growth was rapid. In 1967, a committee with Sir Ronald Edwards as president suggested that BOAC and BEA should create a united airline. That happened in 1976 when these companies worked as one and the British Airways was established. In 1976, Concorde started flying with British Airways and the company had a big fleet with planes like the Boeing 747 and the Lockheed TriStar. In the early 80's, British Airways faced some serious economic problems but measures were taken and in 1987 the airline was privatized. The increasing competition from the American carriers pushed British to merge with British Caledonian and new planes, like the A320 entered its fleet.

In addition, through this merger, British Airways started operations from the Gatwick airport. Of course, most flights depart from the airport of Heathrow, of which British Airways operates the 40% of the flights. In addition, the airline has created service stations in Manchester, Glasgow and Birmingham.

The first jet planes for short-haul flights were the Boeing 737-200, of which 44 were ordered. The first plane was delivered in February 1980. Later in the 80's, new 737 were ordered. Most of them belonged to the -400 version with the larger passenger capacity. In addition, the Airbus A320 was another plane entered service with British Airways after its merger with British Caledonian, although it wasn't a choice of the company. Despite that, these planes proved to be very efficient to their duties. The medium-haul flights of that airline are being performed by a fleet of Boeing 757 and 767, all equipped with Rolls-Royce engines. A number of Boeing 767-300ER is performing long-haul flights where the big passenger capacity is not necessary. They are carrying up to 252 passengers. The long-haul routes are duty of the Boeing 747-400 and Boeing 777-200. British Airways recently decided to replace all the Boeing 737-200 with new Airbus A319 and placed order for many of them. In addition, it created a new subsidiary airline, called Go which is a low-cost airline but recently was merged with Easyjet. In addition, British Airways recently changed its logo and painted the tails of its aircraft with special colour scheme. Now most of them have been replaced with regular paint scheme. In addition, British Airways is a major cargo airline and the British Airways World Cargo is one of the leading cargo airlines.

The airline some time ago faced economic problems, especially after the crisis in airlines which started after the attack in September 11 th 2001. Despite that, British Airways has now profits again and hopes for better economic results in the close future. October 24 th 2003 was a historic date for the airline as the Concorde made its last flight. That plane was the trademark of the airline for more than 25 years. Now the airline is strengthening its position through taking part in alliances with major airlines.

In 2002, 38 millions of passengers traveled with British Airways with its fleet of 237 aircraft and it seems that even more will have the pleasant of travelling with the world's favourite airline.

<http://www.aircraft-photos.net/BA.aspx>

EASYJET HISTORY

the company

- The airline was founded by Sir Stelios Haji-Ioannou in 1995, and he and his family remain major shareholders in easyJet PLC. Sir Stelios separately owns easyGroup IP licensing Ltd, the company that owns the "easy" brand and licenses it to the airline but also other companies. An up-to-date list of the easyGroup licensees can be found on the portal site www.easy.com. There are no "cross-shareholdings" between easyJet and these other easyGroup licensee companies. easyJet PLC operates independently from the other companies, although some "cross-marketing" agreements do exist on arms length terms
- The airline is based at Hangar 89, a bright orange building adjacent to the main taxiway at Luton Airport. In an industry where corporate HQs are generally considered to be the ultimate status symbol, it is the very embodiment of the easyJet low-cost ethos.

the concept

easyJet keeps costs low by eliminating the unnecessary costs and 'frills' which characterise 'traditional' airlines. This is done in a number of ways:

- **Use of the Internet to reduce distribution costs** easyJet was one of the first airlines to embrace the opportunity of the Internet when it sold its first seat online in April 1998. Now approximately 95 % of all seats are sold over the Internet, making easyJet one of Europe's biggest Internet retailers.
- **Maximise the utilisation of the substantial assets** Maximising utilisation of each aircraft significantly reduces the unit cost.
- **Ticketless travel** Passengers instead receive an email containing their travel details and booking reference when they book online. This helps to reduce significantly the cost of issuing, distributing, processing and reconciling millions of tickets each year.
- **No free lunch** Everybody always jokes about airline food - so why provide it if people don't want it? Eliminating free catering on-board reduces cost and unnecessary bureaucracy and management. It is also an important differentiator between easyJet and other airlines and a potent reflection of our low-cost approach. Passengers can purchase food on-board and, ironically, we have won awards for our catering service! The concept of a 'simple service model' also reflects a more general point about eliminating other unnecessary, complex-to-manage and costly services, such as pre-assigned seats, interline connections with other airlines and cargo/freight carriage.
- **Efficient use of airports** easyJet flies to main destination airports throughout Europe, but gains efficiencies through rapid turnaround times, and progressive landing charges agreements with the airports. By reducing turnarounds to 30 minutes and below, easyJet can achieve extra rotations on the high-frequency routes, thereby maximising utilisation rates of its aircraft.
- **Paperless operations** Since its launch easyJet has simplified its working practices by embracing the concept of the paperless office. The management and administration of the company is undertaken entirely on IT systems which can be accessed through secure servers from anywhere in the world enabling huge flexibility in the running of the airline.

the operation

easyJet currently has operating bases throughout the UK and mainland Europe. It is a truly European operation and was one of the few airlines to take advantage of the reforms offered by the single European aviation market.

the culture

easyJet favours an informal company culture with a very flat management structure, which eliminates unnecessary and wasteful layers of management. All office-based employees are encouraged to dress casually. Ties are banned - except for pilots! Remote working and 'hot-desking' have been characteristics of easyJet since the beginning.

<http://www.easyjet.com/EN/About/Information/index.html>

MARKET SEGMENTATION, TARGETING AND POSITIONING: LESSON 6

ACTIVITY 4: POSITIONING / BRITISH AIRWAYS vs. EASYJET (3rd Part)

PEOPLE FLYING FROM BARCELONA TO LONDON. A DIFFERENT SERVICE?.

You have been offered to a free ticket for you and your partner.

The gift is a return ticket, departing from Barcelona to London Gatwick.

Please compare the service offered in BAW and in EZY through their webpages and choose which is the suitable company for you.

Could it be that the airline you have chosen is different from the one your colleague has chosen?. Why?.



More and more people are choosing to book flights online at ba.com. If you'd like to book online with confidence too, consider these points:



The price you see is the price you pay

Every British Airways flight price includes taxes, fees and charges.



The British Airways Price Promise

The lowest UK prices for British Airways flights are those you'll find at ba.com.



Booking is easy

Six simple steps and you're ready to go.



Security matters

The same security standards on ba.com as many leading banks.

The price you see is the price you pay

Every British Airways flight price in our advertisements or quoted on this website includes taxes, fees and charges. We won't start out with low prices to draw you in – and then add fuel charges, airport taxes or other extras down the line.

BA fares	Other airlines
<p>The price you see is the price you pay</p>	<p>Tempting up front prices but lots of hidden charges</p>

The British Airways Price Promise

The lowest UK prices for British Airways flights are those you'll find at ba.com.

That means you'll never find seats for British Airways flights offered at lower prices on any other UK-based website. Find a British Airways flight on any other UK website at a lower price and we'll instantly refund the difference.



[Find out more about Price Promise](#)



*Terms and conditions apply

Booking is easy .

Six simple steps and you're ready to go.

Everyone claims booking is simple – at ba.com that's actually true. Choose from a wide range of flights. Colour coded prices help you find the fare you want. Bookings are confirmed in moments. Every step is simple, straightforward and direct.



Security matters .

The same security standards on ba.com as many leading banks.

Security is important to British Airways. During all the confidential stages of booking you will see a padlock icon at the foot of the screen. Your personal information is kept secure by encrypted transmission. British Airways uses SSL ("Secure Socket Layer") encryption – to the same standard as many leading financial institutions.



http://www.britishairways.com/travel/whybookba/public/en_gb?prim=booktrip

Check-in

Check-in online

- Available to all passengers carrying **hand baggage only** (strictly limited to one piece no bigger than 55x40x20 cms)
- Available from 60 days before your flight until two hours prior to the scheduled departure time.
- Conveniently print your boarding pass at any time during this period.
- Go straight to security at the airport – no queuing at check-in!
- Proceed to your departure gate. The boarding **gate closes 25 minutes prior to the scheduled time of departure.**
- ***If you're late, we won't wait!***

Passengers who present themselves at the gate later than 25 minutes prior to the scheduled time of departure will not be accepted for travel and will forfeit their seats.

Check-in at the airport

- Check-in desks **close exactly 40 minutes prior to the scheduled departure time.** of the flight
- We recommend you check in at least two hours before the scheduled departure time.
- All passengers to provide a [valid form of photographic ID](#) at check-in on all flights, including domestic services.
- After check-in, go straight to security.
- The boarding **gate closes 25 minutes prior to the scheduled time of departure.**
- ***If you're late, we won't wait!***

Passengers who present themselves at the gate later than 25 minutes prior to the scheduled time of departure will not be accepted for travel and will forfeit their seats.

London Gatwick – If the flight you have booked leaves London Gatwick before 08.30 (GMT), you can check in for this flight the night before from 20:00. This will give you the opportunity to leave your baggage at the airport. You will be issued with a boarding pass so you can go straight to security for your flight the following morning.

NEXT DESTINATION: GLASGOW

MARKETING PLAN: LESSON 7

ACTIVITY 1: THE BOAT RACE WITH NO RIVER

In the Australian outback, you don't need water to have a boat race. Meet the Henley-on-Todd regatta!. This is the main idea about the next activity you are going to work on.

It is an amazing video which tells the story about a boat race with no river.

You need to do a SWOT analysis about this race.

Your teacher is going to help you with the understanding, but no worries, you are going to enjoy this activity for sure!.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

ACTIVITY 2: A MARKETING PLAN QUIZ

The class is going to be divided into small teams of three or four. Each team may be asked to devise a number of questions to put to the other groups. The winner is the team answering more correct questions. It is time to play!

- 1. How many purposes does a marketing plan have?**
- 2. Is it important to have relationships with other plans?**
- 3. What does it mean Vertical or horizontal integration?**
- 4. What is the meaning of a marketing trend? Could you give an example?**
- 5. What is the meaning of a competitive analysis? Could you tell when the enterprise does this action and how?**

ACTIVITY 1: NEW AIRBUS 380.

Watch at the videos at the <http://www.a380delivery.com> and explain the four product's levels from an airbus A380.

<p>Every product is a package of problem-solving services.</p>	<p>Facilitating products are those services or goods that must be present for the guest to use the core product</p>
<p>Supporting products are extra products offered to add value to the core product and to help to differentiate it from the competition.</p>	<p>Augmented products include product considerations.</p>

ACTIVITY 2: NEW AIRBUS 380/ SINGAPORE AIRLINES

Singapore Airlines is one of the companies which has got some of the new Airbus 380.

Look at its webpage and analyze new Singapore Airlines' products.

Please watch also the videos to know better the classes and fill in the box below with the the five product considerations of the selected class.

Singapore Airlines Brings you Travel in a New Light

Singapore Airlines is proud to introduce the next generation of cabin products, designed to be the new industry standards for premium air travel.

Singapore Airlines Suites - Exclusive to the Singapore Airlines A380 is a brand new class beyond first, offering the ultimate in luxury travel in your very own personal cabin.

Singapore Airlines First Class - Particular to the B777-300ER is our New First Class, offering more exclusivity than you could ever imagine.

Singapore Airlines Business Class - Our new Business Class is the most spacious the world has ever seen, with the largest seat and bed in its class.

Singapore Airlines Economy Class - With more space and intelligent features, the new Economy Class offers more comfort than ever.

Complementing this is KrisWorld, the greatest show in the sky, and the inflight service even other airlines talk about.



http://www.singaporeair.com/saa/en_UK/content/exp/new/index.jsp

1. Accessibility:

2. Atmosphere:

3. Customer interactions with the service system:

4. Customer interactions with other customers:

5. Co production:

ACTIVITY 3: NEW AIRBUS 380/ SINGAPORE AIRLINES

You are working as a manager in a new airline and you have just bought a new A380. As you want to be different, you have to choose a new service in this plane. Please fill in the box below with the steps of new product development process.

NEW PRODUCT DEVELOPMENT PROCESS

Idea generation
Idea screening
Concept development and testing
Marketing strategy development
Business analysis
Product development
Market testing
Commercialization

NEXT DESTINATION: GLASGOW

MARKETING PLAN: PRODUCT: LESSON 8

ACTIVITY 4: DIET COKE PLUS AND COCA-COLA WITH ORANGE.

Please find below two pictures of two of COKE's products which are not sold in Spain, Diet Coke Plus and Coca-cola with orange. I am quite positive you haven't seen these brands in your country.

Look at <http://www.dietcoke.com/index.jsp>, there is a video explaining this products's properties.



NEXT DESTINATION: GLASGOW

MARKETING PLAN PRICING PRODUCTS, PRICING CONSIDERATIONS, APPROACHES & STRATEGY: LESSON 9

ACTIVITY 1: Factors to Consider When Setting Price: Internal factors

Nike has created a new product for black people.

Your students should read this article and debate what they think about this idea.

	<p>Nike Unveils N7 Air Native Shoe Designed for Native Americans Wednesday, September 26, 2007</p> <p>BEAVERTON, Ore. — Nike on Tuesday unveiled what it said is the first shoe designed specifically for American Indians, an effort aiming at promoting physical fitness in a population with high obesity rates.</p> <p>The Beaverton-based company says the Air Native N7 is designed with a larger fit for the distinct foot shape of American Indians, and has a culturally specific look. It will be distributed solely to American Indians; tribal wellness programs and tribal schools nationwide will be able to purchase the shoe at wholesale price and then pass it along to individuals, often at no cost.</p>
<p>"Nike is aware of the growing health issues facing Native Americans," said Sam McCracken, manager of Nike's Native American Business program. "We are stepping up our commitment ... to elevate the issue of Native American health and wellness."</p> <p>Nike said it is the first time it has designed a shoe for a specific race or ethnicity. It said all profits from the sale of the shoe will be reinvested in health programs for tribal lands, where problems with obesity, diabetes and related conditions are near epidemic levels in some tribes.</p> <p>Nike designers and researchers looked at the feet of more than 200 people from more than 70 tribes nationwide and found that in general, American Indians have a much wider and taller foot than the average shoe accommodates. The average shoe width of men and women measured was three width sizes larger than the standard Nike shoe. As a result, the Air Native is wider with a larger toe box. The shoe has fewer seams for irritation and a thicker sock liner for comfort.</p> <p>Jerry Bread, outreach coordinator for the Native American Studies program at University of Oklahoma, said the idea was "fantastic" and addressed a core issue for tribes, though he was skeptical that the feet of people from so many tribes could be so similar.</p> <p>"It's an excellent gesture and I know it will get a lot of support from tribal people," Bread said. "We stand to profit from it in our physical health and well being."</p> <p>Dr. Kelly Acton, director of the national diabetes program for Indian Health Services, said she was dubious of working with a corporation at first but said she was delighted with the result, saying Nike "bent over backwards" to design a shoe and respect public health needs.</p> <p>The N7 name is a reference to the seventh generation theory, used by some tribes to look to the three generations preceding them for wisdom and the three generations ahead for their legacy.</p> <p>The design features several "heritage callouts" as one product manager described it, including sunrise to sunset to sunrise patterns on the tongue and heel of the shoe. Feather designs adorn the inside and stars are on the sole to represent the night sky.</p> <p>The company anticipates selling at least 10,000 pairs and raising \$200,000 for tribal programs. At \$42.80 wholesale, it</p>	

represents less of a financial opportunity than a goodwill and branding effort.

"The reason I like it is that, even if there's not a big Native American market, it gives people the impression there is a constituency that deserves attention," said John Dickson, a member of the executive council of the Native American Leadership Alliance in Washington, D.C.

Paul Swangard, managing director of the Warsaw Sports Marketing Center at the University of Oregon, said the product reflects how Nike does business.

The company prides itself on designing specifically for certain athletes and having close ties to its customers. Nike has been involved with the tribal community for years, supporting tribal athletic teams, events and other social initiatives.

"It reinforces the core of the Nike brand, which is: If you have a body you are an athlete," Swangard said.

<http://www.foxnews.com/story/0,2933,298063,00.html>

NEXT DESTINATION: GLASGOW

MARKETING PLAN PRICING PRODUCTS, PRICING CONSIDERATIONS, APPROACHES & STRATEGY: LESSON 9

ACTIVITY 2: "INTERNATIONAL STUDENT IDENTITY CARD"

	<p>The International Student, Youth & Teacher Cards give you thousands of discounts and benefits worldwide. You can save loads on stuff like airfares, accommodation, entertainment, museums, food, clothes, movies and more.</p>
<p>WHAT THE ISIC CAN DO FOR YOU</p> <ul style="list-style-type: none">• Great discounts in the U.S. at places like Samsonite, Lonely Planet, Best Western, Amtrak, FYE-For Your Entertainment, Loews Cineplex Entertainment, and many more!• Discount student airfares and other great travel products.• Access to over 33,000 discounts in over 100 countries.• International recognition of your full-time student status.• 24-hour Help Line emergency service.• Basic sickness and accident travel insurance (for trips outside the U.S.).	

Look for all reductions and discounts you can get with the ISIC card. You can use the ISIC webpage : <http://www.isiccard.com/>.

NEXT DESTINATION: GLASGOW

MARKETING PLAN PRICING PRODUCTS, PRICING CONSIDERATIONS, APPROACHES & STRATEGY: LESSON 9

ACTIVITY 3: “STA TRAVEL. BLUE TICKET”

Explain to your students what Sta travel is and they should analyze why they work with this segment of people.



What is the STA Travel Blue Ticket™?

If you're a student or under 26, the STA Travel Blue Ticket™ is what you need to save money and get maximum flexibility.

It will always be the most flexible or cheapest ticket available for travel on the world's leading airlines. It's sold exclusively through STA Travel and gives you access to our Travel Help support in over 90 countries.

What are the key benefits to travelers?

Price: The STA Travel Blue Ticket™ is always competitively priced, with travel on the world's top airlines, and offers the best value for your money.

Flexibility: Offering flexible conditions usually associated with expensive fares, the STA Travel Blue Ticket™ allows you to change your travel dates for a minimal fee, stay wherever you are for up to one year, and refund your ticket at guaranteed rates.

Why do you think Sta travel had chosen this segment?.

Have you heard about Sta travel before?.

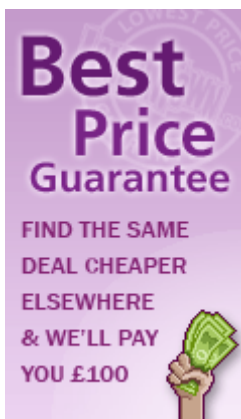
Looking at

http://www.statravel.com/cps/rde/xchg/us_division_web_live/hs.xsl/aboutus.htm can help you to do this activity.

NEXT DESTINATION: GLASGOW

DISTRIBUTION CHANNELS: LESSON 10

ACTIVITY 1: "Londontown.com"



Londontown.com is considered the best internet site for London. Here someone can book accommodation, tickets, airport transfers or sightseeing in London.

Please observe this webpage and how they work.

Try to make a reservation and compare the price given with another enterprise.



ACTIVITY 2: "Expedia.com"

Expedia delivers consumers everything they need for researching, planning, and purchasing a whole trip. The company provides direct access to one of the broadest selections of travel products and services through its North American Web site, localized versions throughout Europe, and extensive partnerships in Asia. Serving many different consumer segments from families booking a summer vacation to individuals arranging a quick weekend getaway, Expedia provides travellers with the ability to research, plan, and book their comprehensive travel needs. Expedia-branded Web sites feature airline tickets, hotel reservations, car rental, cruises, and many other in-destination services from a broad selection of partners. Expedia can be found on the Web at www.expedia.com

Look at <http://www.expedia.com/daily/home/vendor/default.asp> and analyze the information given.

NEXT DESTINATION: GLASGOW

**MARKETING PLAN
PROMOTING PRODUCTS: COMMUNICATION AND PROMOTION POLICY AND
ADVERTISING: LESSON 11**

ACTIVITY 1: SCOTLAND, THE BEST SMALL COUNTRY IN THE WORLD

This is Scotland's advertisement at Glasgow International airport.

What do you think about this?.



MARKETING PLAN
PROMOTING PRODUCTS: COMMUNICATION AND PROMOTION POLICY AND
ADVERTISING: LESSON 11

ACTIVITY 2: “YORKIE, IT’S NOT FOR GIRLS”

Please read carefully Yorkie’ story and explain what you think about their idea “it is not for girls”



YORKIE - "IT'S NOT FOR GIRLS"

Yorkie was launched in 1976 to take on brands such as Cadbury’s Dairy Milk and provide a chunkier alternative to the slimmed down Dairy Milk bars.

Names originally under consideration for Yorkie included "O’Hara", "Trek" and "Rations".

Within two years of its launch, Yorkie topped 13 thousand tonnes and became firmly established as a big, solid, chunky eat, uniquely for men. Advertising reflected this with macho imagery - lorry drivers who take it one chunk at a time.

Yorkie still holds these values today but was relaunched in 1994 as a hunger satisfying bar.

Yorkie is also the official confectionery sponsor for the FA Premier League and Soccer AM. Throughout the season, Yorkie is advertised on perimeter boards at all FA Premier League matches as well as FA Cup, Worthington Cup, UEFA Cup and European Cup Winners’ Cup matches involving FA Premier League clubs.

YORKIE - "IT'S NOT FOR GIRLS"

In 2001 the Yorkie "It’s Not for Girls" campaign was launched because, in today’s society, there aren’t many things that a man can look at and say that’s for him.

The 'Not For Girls' campaign theme for Yorkie uses humour, which resonates with today’s British male and simply states that Yorkie is positioning itself as a chocolate bar for men who need a satisfying hunger buster. With five solid chunks of chocolate, it’s a man sized eat!

NEXT DESTINATION: GLASGOW

MARKETING PLAN PROMOTING PRODUCTS: COMMUNICATION AND PROMOTION POLICY AND ADVERTISING: LESSON 11

ACTIVITY 3: "SOUTHWEST AIRLINES"

Time flies when you're having fun!

More than 36 years ago, Rollin King and Herb Kelleher got together and decided to start a different kind of airline. They began with one simple notion: If you get your passengers to their destinations when they want to get there, on time, at the lowest possible fares, and make darn sure they have a good time doing it, people will fly your airline. And you know what? They were right.

What began as a small Texas airline has grown to become one of the largest airlines in America. Today, Southwest Airlines flies almost 100 million passengers a year to 63 great cities all across the country, and we do it more than 3,300 times a day.

With over 500 aircraft, Southwest has one of the youngest fleets in the nation, with an average age of approximately nine years. Included in the fleet are three flying killer whales, the "Shamu" aircraft; "Lone Star One," painted like the Texas flag, to celebrate Southwest Airlines' 20th Anniversary in a style and manner second to none; "Arizona One," a symbol of the importance of the state of Arizona to Southwest Airlines; "California One," a high-flying tribute to the state of California; "Silver One," our 25th Anniversary plane; "Triple Crown One," dedicated to the Employees of Southwest Airlines for their marvelous achievement of five consecutive annual Triple Crown awards; "Nevada One," a high-flying tribute to the state of Nevada; "New Mexico One," also known as Zia, painted in the bright yellow of the New Mexico flag; "Maryland One," emblazoned with an artist's rendering of the Maryland flag; and the newest addition, "Slam Dunk One," symbolizing Southwest's special partnership with the National Basketball Association.

Since 1987, when the Department of Transportation began tracking Customer Satisfaction statistics, Southwest has consistently led the entire airline industry with the lowest ratio of complaints per passengers boarded. Many airlines have tried to copy Southwest's business model, and the Culture of Southwest is admired and emulated by corporations and organizations in all walks of life. Always the innovator, Southwest pioneered Senior Fares, a same-day air freight delivery service, and Ticketless Travel. Southwest led the way with the first airline web page—southwest.com, DING! the first-ever direct link to Customer's computer desktops that delivers live updates on the hottest deals, and the first airline corporate blog, Nuts About Southwest. Our Share the Spirit community programs make Southwest the hometown airline of every city we serve.

http://www.southwest.com/about_swa/airborne.html

Please work in pairs on Southwest airlines'advertisement.

**TIME FLIES WHEN YOU'RE HAVING FUN.
WHEN YOU'RE DOING BUSINESS, IT'S GOTTA FLY FASTER.**

RAPID REWARDS® EVEN MORE REWARDING!

SMARTLY REDESIGNED GATE AREAS!

INTRODUCING BUSINESS SELECT!

EASIER TO BOARD THAN EVER!

SIMPLIFIED FARE CHOICES!

