

## Module 6 Revision Memorandum

*Learner's Book page 224*

### Suggested answers

1. Potential to reach consumers: More and more people are using social media to research and market tourism and travel products. Social media has the power to reach far more potential consumers than do travel shows which have a physical location and are only held for a few days. ✓  
 Cost: Social media is cheap in that the costs of marketing your business are limited or free in some cases whereas travel shows require business to either exhibit or be visitors, both of which entail some costs. ✓  
 Trade deals: Travel trade shows remain important channels for businesses to network and to make deals with intermediaries (tour operators) where social media does not allow for face-to-face contact, although communication can be ongoing and not limited to a point in time. Social media is best suited to direct sales, whereas trade shows are all about sales via intermediaries and other smaller operators. ✓  
 Trustworthiness/word of mouth: Social media is perceived to be trustworthy where people who consumers know or who are linked into their networks, make comments on travel experiences. Buying travel products based on tour operators' marketing content or directly from a business, does not provide the same level of trustworthiness as a recommendation from a friend. ✓ (4)
2. Travel shows fall into the categories of either trade shows (open to travel businesses only), ✓ or consumer shows (for direct marketing to the public or potential tourist) ✓ or both. Indaba is predominantly a travel trade show whereas Getaway is a consumer show. ✓ (4)
3. South African Tourism uses research to decide on target markets and segments. ✓ They develop a portfolio of countries to target based on the size of the markets, their spending power, interest in South Africa, likely growth, potential, strategic location, air hub status. ✓✓ Segments are chosen on the basis of their size (number of people), ✓ and their potential interest in the kind of experiences South Africa offers (nature, culture). ✓ (5)
4. Branding refers to the perceptions or attributes associated with something (a country, city, person or company). ✓ These attributes include its history, ✓ appearance, ✓ name, ✓ reputation, ✓ local events that get global media coverage, amongst others. (any 5)
5. Marketing can help improve this conversion rate by increasing the number of tourists who are aware of the destination. ✓ Pertinent information can help interested potential tourists find out about what's on offer. Good value for money flights, accommodation and other travel offerings can help persuade a potential tourist to book. ✓ Appropriate travel packages for various budgets and interest can help convert awareness into a trip. ✓ (any 1)
6. Social media: These websites are used by people to communicate with friends and others through the posting of comments, photos, information and views. ✓  
 Facebook: travel and tourism businesses are able to have their own Facebook page where they post content and communicate with customers, including on compliments, complaints, and special deals. ✓

Twitter: a travel or tourism business can send out regular short news on its development

YouTube: businesses can encourage customers to post videos of their travel experience on Youtube. Travel and tourism businesses can also post their own videos of the facility/experience. For example, if whales are visible from the balcony of a guesthouse, this could be uploaded and used for marketing purposes. ✓

Flickr: travel and tourism businesses can share pictures of their product. ✓ (5)

7. Co-operation refers to two or more organisations or businesses working together to address a shared objective. ✓ Co-operative marketing occurs when tourism businesses that have something in common (their location or the kind of business) and work jointly to market their product. ✓

Co-ordination refers to managing the way that organisations or businesses work together so that each plays its correct role and there is clarity in the way that each operates. ✓ An example would be with South African Tourism and a provincial tourism authority where they would work together, but each have a particular focus area based on their mandate. ✓ (4)

8. Networking means engaging with and sharing information with other businesses. ✓  
Networking means building up a group of contacts with whom you could work in the future, and all of whom have a better understanding of your business and what you offer. ✓  
Networking means you gain information from other people on developments in the area or industry, while they gain more understanding of your business. ✓ It can be a useful way to generate business, identify co-operative marketing opportunities, or just to gather general information on the industry (like where to source funds, new kinds of trends, etc.) ✓ (any 2)

**Total: 30 marks**