



Tribe Talk

Tourism and Marketing

Upper School 10, 11, 12

Conservation Through Exciting Education

TOURISM WORKSHEET

SECTION 1. AUSTRALIA ZOO

1. When did Australia Zoo first open? _____
2. What is Australia Zoo's "mission statement"? _____

3. How many people are employed at Australia Zoo? _____
4. How do people gain employment at Australia Zoo? _____

5. What do you notice about the employees at Australia Zoo? _____

6. How are volunteers distinguished from employees? What role do the volunteers play?

SECTION 2. AUSTRALIA ZOO AS A TOURIST ATTRACTION

1. Comment on Australia Zoo's location in relation to where it is on the Sunshine Coast and where it is in Queensland.

2. Is Australia Zoo accessible to the public? Why/Why not? _____

3. What percentage of visitors to Australia Zoo are from overseas? Why is this number particularly impressive? _____

4. Where do the tourists come from? _____

5. What is the role of Tourism Sunshine Coast? _____

6. What marketing activities are there? Consider:

intrastate (within Queensland) _____

interstate (domestic – other Australian States) _____

international markets _____

8. What are issues that Tourism on the Sunshine Coast face? _____

9. What makes Australia Zoo stand out from its competitors? _____

10. Where have you seen Australia Zoo previously advertised? _____

11. Is Australia Zoo's promotional campaign effective? Why/Why not? _____

12. How effectively do you believe Australia Zoo caters for international, domestic and local tourists, as well as tourists of various age groups, occupations and interests? (100 words) _____

SECTION 3: AUSTRALIA ZOO'S SERVICE & FACILITIES

1. Other than entry to the zoo, name some additional services Australia Zoo offers its patrons? _____

2. How well is Australia Zoo set up to cater for visitors with special needs? (eg. Wheelchair access). _____

3. What plans for the future does Australia Zoo have? _____

4. What impact, if any, will these plans have on the region? _____

5. What challenges does Australia Zoo face, both now and in the future? (100 words)

MARKETING WORKSHEET

1. What are some reasons you might choose to market your product overseas?

SECTION 1: THE PROMOTIONAL MIX: “Specific mix of advertising, personal selling, sales promotion and public relations a company uses to pursue it’s advertising and marketing objectives” (Kotler et al 1994, p. 787)

1. Have you seen any promotions for Australia Zoo recently? _____

2. If ‘yes’ where did you see it? _____

3. What kind of promotion was it? _____

4. What channels of promotion does Australia Zoo use for the international market?

SECTION 2: TARGET MARKETS: “ A group of consumers who the tourist attraction decide to direct its marketing efforts to. The marketing strategy is designed to satisfy the consumer groups’ specific needs and preferences”. (Boone, L.E & Kurtz, D.L 1992, p21)

1. Who do you think Australia Zoo might see as its Target Markets? _____

2. How would you choose an international target market? _____

SECTION 3: MARKETING SEGMENTATION: “The process by which people with similar needs, wants and characteristics are grouped together so that an organization can use greater precision in serving and communicating with it’s chosen customers”. (Mill, R.C. et al, 1992, p423)

1. How would segmenting you target market be beneficial? _____

2. Why is it important to segment the travel market? _____

3. What are some of the market segments the travel industry has identified?

SECTION 4: PRODUCT POSITIONING: “The way the product is defined by consumers on important attributes; the place the product occupies in consumers’ mind relative to competing products”. (Kotler, P. et al, 1994, p136)

1. What do you think of when you think of Australia Zoo? _____

2. Who or what might be Australia Zoo’s major competitors? _____

Conduct your own **SWOT** analysis of the product you are using for your project:

STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS