

TRAVEL AND TOURISM MARKETING TEAM EVENT

INSTRUCTIONAL AREA Promotion

SPECIFIC PERFORMANCE INDICATORS

1. Describe the nature of target market in the travel and tourism industry.
2. Analyze product information to identify product features and benefits.
3. Develop strategies to position a product/business.
4. Explain the role of promotion as a marketing function.
5. Explain promotional methods used by the travel and tourism industry.
6. Explain the types of advertising media.
7. Coordinate activities in the promotional mix.

DESCRIPTION: Knowledge of economic trends in tourism industry

INSTRUCTIONAL AREA Customer Relations

SPECIFIC PERFORMANCE INDICATORS

1. Identify company's unique selling proposition.
2. Explain the use of descriptive statistics in marketing decision making.
3. Handle customer/client complaints.
4. Explain the nature of positive customer relations.
5. Demonstrate a customer-service mindset.
6. Analyze company resources to ascertain policies and procedures.
7. Discuss the nature of customer relationship management.

DESCRIPTION: Knowledge of consumer lifestyle trend