

THE WORKSHOPS RAIL MUSEUM

EDUCATION ON TRACK

MARKETING TOURISM AT THE MUSEUM



This program has been produced and published by The Workshops Rail Museum, North Street, North Ipswich, Qld, Australia 4305.

The Museum's Vision Statement is:

to be recognised as a creative, innovative and exciting journey of discovery into Australia's rail story.

The Mission Statement is:

to harness the significance of the Workshops precinct by delivering international standard cultural and tourism related activities, education and public programs associated with the interaction of rail on people's lives.

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PURPOSE AND OVERVIEW

The following task is designed to be completed in conjunction with the **Marketing Tourism at the Museum Presentation**. It can be used as an assessment task. It is aimed at helping students to complete aspects of Senior Tourism as outlined in the pilot syllabus of 2008. Specifically, the task will develop student's knowledge of:

Core understanding 8: Marketing tourism — a case of more tourists or the right kind of tourists?	
<p><i>A range of sectors in the tourism industry use the concepts of price, product, promotion and place to identify and satisfy consumer wants and needs.</i></p>	<p>Recommended key ideas</p> <p>Students will use knowledge, understanding, reasoning, research and communication to develop and explore these key ideas.</p> <ul style="list-style-type: none"> • Marketing concepts applied to tourism. • Examples of target markets: their demographic, psychographic, and behavioural characteristics. • Examples of national, state, regional, and local marketing campaigns: markets, mediums, and messages. • Application of the marketing mix to tourism products. • Cooperative marketing strategies using well directed and appealing messages. • Offering customers good quality experiences, at attractive prices, delivered at convenient places and times.
<p>Suggested learning experiences</p> <ul style="list-style-type: none"> • Brainstorm "What is marketing?" • Describe the concept of marketing. Examine marketing models. • Analyse a range of marketing techniques and debate the use and effectiveness of each. • Discuss tourism marketing brands. • Identify current national, state, regional and local tourism marketing campaigns. • Analyse current data and information from a variety of sources, to discuss the impact of current tourism marketing campaigns on attracting tourists. • Debate the topic: "Should operators market to attract more tourists or the right kind of tourists?" • Select and organise information to deliver presentations to promote tourist attractions or events. • Apply a marketing model to the development of a marketing plan for a particular product (e.g. school as a tourism site; an existing or proposed new development in the local area). • Select and apply facts to prepare and present marketing materials to a specific audience. • Select and analyse data to draw conclusions on the economic impact of marketing travel products. • Identify Tourism Australia's and Tourism Queensland's market goals using research data. Examine how these goals were reached and their implication for the future development of the tourism industry. • Analyse the seasonal aspect of tourism and its impacts on marketing. • Identify strategies used to restrict numbers of tourists to specific tourist locations that may be environmentally sensitive, of cultural significance or considered to be elite destinations. 	

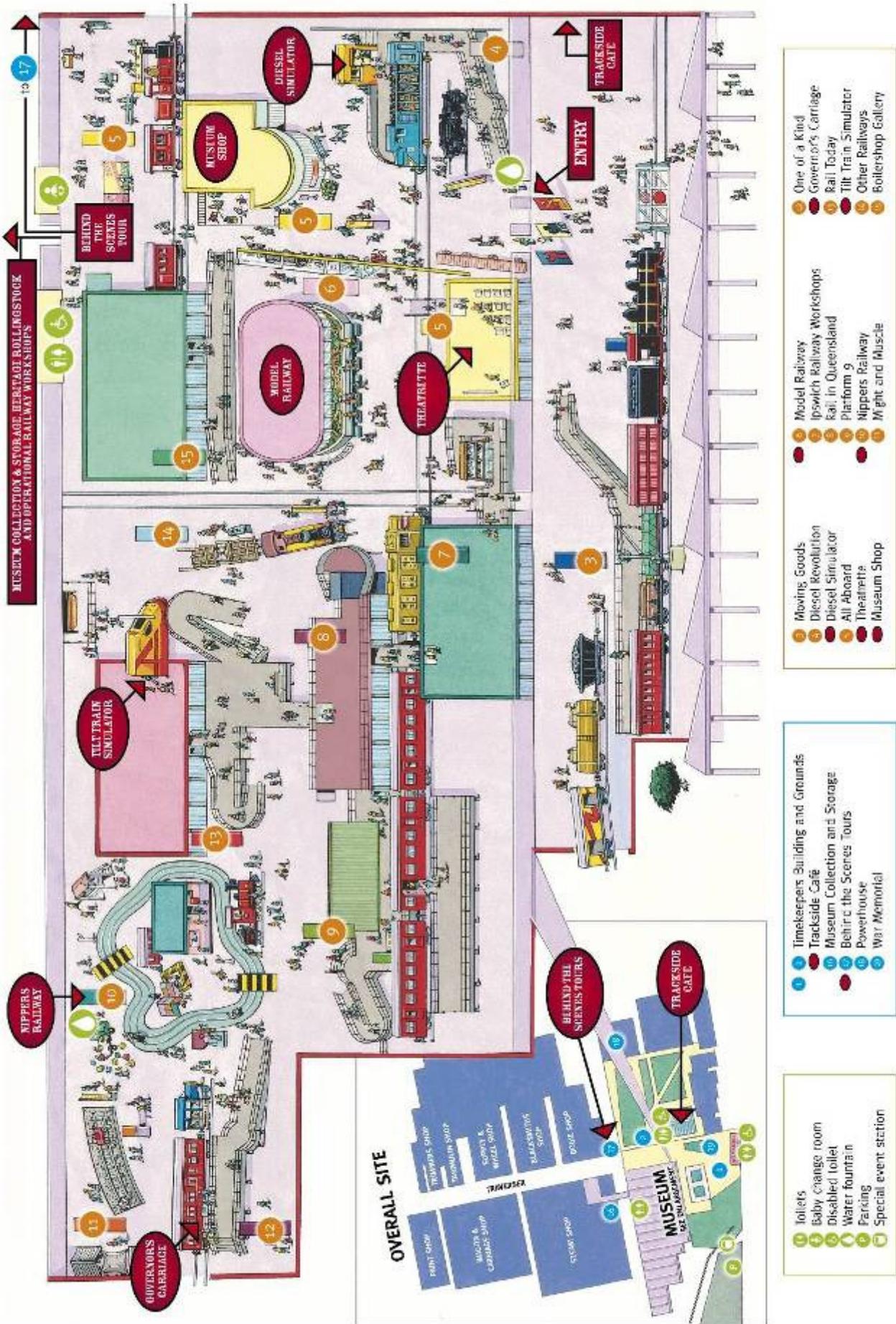
This task will also contain elements of the following units of competency;

SITTIND001A – Develop and update tourism industry knowledge

SITTTSL002A – Assess and interpret product information

The task requires students to use a range of thinking skills and this task is a stepping stones to further study and acquisition of knowledge.

Below is a map of The Workshops Rail Museum. You can refer to this map to help orientate yourself throughout the trail activities.



EXTENDED WRITTEN RESPONSE

Criteria assessed: **Knowledge and understanding** and **Research and communication**

Task description:

You are a member of the marketing team at The Workshops Rail Museum and your role is to write a submission for a tourism awards program, nominating your workplace in the Heritage Tourism Category. Use information gathered in a field visit to the Museum to write a submission that addresses each of the criteria below.

Conditions:

4 weeks notice

Class and homework time available

800 – 1000 words

Limited teacher guidance

Criteria:

HERITAGE TOURISM

This category aims to recognise tourism operations that foster a greater understanding of history and heritage. Organisations entering this category should offer visitors an experience of their local area's history and heritage.

Question 1. The Product

- a) Provide a general overview of the nature your business.
- b) Describe your services and facilities and the experience offered to visitors.
- c) How do you foster a greater appreciation of history and heritage?

Tips: Information can be gathered from the Museum's website and at the marketing presentation.

Part a) Consider stating where you are located (perhaps include a map shot). An image would help the judges visualise your organisation.

Question 2. Marketing

- a) Who are your target markets?
- b) How do you attract your target markets to your organisation?
- c) What is your distinctive difference?
- d) Demonstrate how potential visitors are provided with an accurate depiction of what is on offer at your organisation.

TIPS: Information can be gathered at the marketing presentation, you may need to ask questions to get more detailed information.

Part c) Consider what is unique just to your organisation

Part d) Relates to your marketing material e.g. brochures, flyers, website etc.

Question 3. Customer Service

a) Explain how you achieve and maintain quality customer service throughout your organisation.

b) How do you cater for people with specific needs?

TIPS: Information can be gathered from observation of the Museum, conversation with VSO staff and from the marketing presentation.

Part a) Consider the ways your organisations ensures customer service is a high priority.

Part b) Specific needs could include language, physical, intellectual, dietary and other special needs e.g. groups, special interest etc.