

LA A - Report

Explain how effective marketing and customer service in travel and tourism organisations work together to influence customer decisions and meet customer needs

Introduction

What is travel and tourism. Briefly explain and say what your report is going to cover.

Marketing in travel and tourism organisations

What is marketing?

What does effective marketing look like? (use real life examples in here from T&T organisations to help you explain the points you make)

Why do T&T organisations use marketing? What benefits does it bring to the organisation?

Customer Service in travel and tourism organisations

What is customer service? What does it involve? (see page 124 of textbook)

What does effective customer service look like? (use real life examples in here from T&T organisations to help you explain the points you make)

Why do T&T organisations use customer service? What benefits does it bring to the organisation? (see page 130-132 of textbook)

How marketing and customer service work together

How do both elements compliment each other? Think about feedback received from a customer services point of view - how could the marketing element use this information?

How this helps the organisation to influence customer decisions and meet customer needs

How does marketing and customer service activities influence customer decisions? (See table 3.2 on page 125- 126 of textbook)

Product Knowledge

What is this and why is it important? How can having good product knowledge help a customer services advisor to influence customer decisions and meet customers needs?

Company Reliability and ability to meet expectations

What is this and why is it important? How can this help a customer services advisor to influence customer decisions and meet customers needs?

Empathy and listening

What is this and why is it important? How can this help a customer services advisor to influence customer decisions and meet customers needs?

Effectiveness of communication

Your Name

Unit 3 - Principles of Marketing in Travel and Tourism

What is this and why is it important? How can this help a customer services advisor to influence customer decisions and meet customers needs?

Credibility of organisation

What is this and why is it important? How can this help a customer services advisor to influence customer decisions and meet customers needs?

Perception of value for money

What is this and why is it important? How can this help a customer services advisor to influence customer decisions and meet customers needs?

Explain different types of customers (Page 127 of textbook)

How can T&T organisations use marketing and customer service to meet customer needs, and possibly exceed expectations?

Can marketing be used to manage customer expectations? Explain how.