

Travel and Tourism Research Topics

Val Ginter, AMT

Project Topic 1:

You've been asked to plan a two-week tour of Europe for an organization known as TETANUS (Tin Eared Tone Abatement Nerds of Upper Sunnyside) which will include performances at several of the music festivals described in the *New York Times* article accompany this sheet.

You are going to prepare a proposal for the organization's president which will include a cover letter, an 8 by 11 flyer (for their bulletin board), a brochure (for those who are interested), a detailed itinerary, and a total package price. (Please include for me a detailed explanation of how you determined the price, including markup wherever possible).

Among the decisions you'll need to make are:

- What is the theme of your tour? A composer? A performer? A style or genre of music? Both classical and jazz festivals are acceptable. However, these people are not really into popular music.
- Identify a single airline for the transatlantic segments. Research the lowest applicable fare. Include charges for transfers and baggage.
- At which class of hotel will the tour members stay? Be sure that the hotel can accommodate at least two bus loads.
- Which meals will be included? (There's good money to be made in food!)? Which performances will be included?
- What other sightseeing will be included?
- How will the tour members travel between festivals? Motor coach? Rail? Air? Estimate the expense of a tour manager (escort) and marketing costs.
- Consider visiting or calling the New York offices of the national tourist boards. They may have some useful information.
- Perhaps the best way to determine the program and ticket prices for the festivals is to use the Internet to visit the WWW site. Web addresses are provided in the *Times* article.
- Be sure you maintain the highest professional standards in preparing this project. Note the submission date at the top of this sheet.

Project Topic 2:

Use the Hotel and Travel Index to identify a suitable hotel or resort property in California for the clients described below. For each, explain why you selected the property and destination.

1. Three newly-ordained priests want to relax in the destination for a week. They also want to do some sightseeing and shopping. They want nice, but not deluxe, accommodations.
2. A family of two adults and two ill-mannered teenagers are looking for an inexpensive vacation.
3. A honeymoon couple (parents are paying—no problem)
4. A male water sports enthusiast
5. A young married graduate student couple, both majoring in sexology (limited income)
6. A retired couple, celebrating their 3rd wedding anniversary.
7. A used-car salesman and his girlfriend, looking for entertainment and excitement.
8. A LaGuardia Mortuary Science professor and wife, in their mid 50s; kids have grown up and are not on the trip—middle
9. A Mrs. and Mrs. Cyril Cychocentric. This is their first vacation in California, since they have been vacationing on Long Island every year for the last twenty. They are very nervous about taking a different kind of vacation and want something as familiar to them as possible at your destination.
10. A professional couple (gay, same-sex), who want to get away from it all and be pampered during their vacation—water sports as well.
11. Your graduation.

Project Topic 3:

Here's an opportunity to put your knowledge of the Four P's into practice!

You will select one of the eight motives for pleasure tourism from the list on the wall behind the gatekeepers (Althea and Barnette) in Room E-223.

Using the Internet, *The Encyclopedia of New York City*, and other sources—and visiting the storefronts of NYC and Company (the New York Convention and Visitors'

Bureau)—select three (3) New York City sites (not restaurants or hotels) appropriate to your tourism motive category.

Visit the sites, collect data, pick up brochures, etc.

Create a one-day excursion in New York City (within the five boroughs) that involves the three sites. You may use three sites in an area or neighborhood of the city (such as Midtown, Downtown, Greenwich Village, Brooklyn, Bronx, etc.), but you may not break a site up into three parts (such as three areas of Central Park, three different places at the South Street Seaport, etc.). Check with me if you have any questions or doubts about the proper selection of sites. You must make sure that you can and will be able to answer all the following questions regarding your New York City tour packages:

PRODUCT

Where are you going? Why?

What is special about this excursion? What is your target market?

Why should the target market choose this excursion?

What other market segments might be interested in this excursion?

PRICE

How much will you charge? Why?

How much is the admission for each site? Are there transportation charges?

What about lunch and restroom breaks?

DISTRIBUTION

Where will people sign up for your excursion? Where will you meet them?

How will they move between sites?

PROMOTION

How will people learn about your excursion?

Create a poster and a brochure advertising your excursion. Don't spend a lot of money, but put in time and effort on these two items. Make them as professional as possible.

Each student will prepare a term paper of between five and ten pages in length including (at minimum) all the items listed above. The term paper will be due on a specified date. Failure to honor that date *may* be considered unprofessional, *may* result in an Incomplete for the course, and *may* result in a lowered grade for this assignment. (You will turn in one paper; there will be no drafts or grade-grubbing!)

Each student will deliver an eight-minute oral sales presentation in front of the class beginning on a specified date. You'll hand out brochures and put your poster on the wall behind you as you talk. Your point of view will be that of a travel professional speaking to other travel professionals. Therefore, you'll be speaking to a group of friends and colleagues.

On the other hand, when you write, people love to catch your mistakes. It's a fact of life. So you'd better write professionally. Also, plagiarism is not allowed in the new millennium!