

TOUR710 TOURISM HOSPITALITY AND EVENTS IN THE DIGITAL AGE

Final recap for Assessment 1



Section 01 – Background

(refer back to Week 01 Lecture and Tutorial content)

(about 1 page, 2 pages maximum, if including any images, charts or graphs)

Marketing environment

Comment on your organisation's industry, (tourism/hospitality/events), the current state of the industry and any notable trends. (3-4 sentences)

Brand image and values *(refer Week 03 Lecture content) (1 paragraph at most)*

Target market

Describe the overall customer type in a few sentences.

Market segmentation

*Define and describe **two to three different types of market segments** from: geographic/behavioural ie., psychographic, read more from 'Market Segmentation: How to Do it and How to Profit from It', see Course Resources, pg 30-33. **Explain each segment in about 2-3 sentences.***

Section 02 - Analysis of the organisation

Digital Competitor Review

Refer back to Week 02

Please note that this is the ONLY section where you will analyse all three companies, your selected company and its two competitors. All other sections of this report should focus on your selected company only.

Also pay close attention to the instructions provided in the Assessment Guidelines

Section 03 – Social content review

(refer back to Week 03 Lecture and Tutorial content, and Week 04 Lecture content)

Use each of three pillars as your subheadings:

- **Informativeness**
- **Inspirational**
- **Entertainment**

What must be included in this review:

- *Start with a statement on the ranking of each pillar (high/medium/low) based on your review of their social media content.*
- *Provide two-three screenshot examples for each pillar and make sure to explicitly explain why each screenshot is an example of that pillar.*
- *Your review should lean of publications to support your comments.*
- *Your critical thinking must be evident in this review. For example, could there perhaps be good reason as to why a certain pillar may be weak (eg., their brand image?). What impact does the presence or lack of the pillar have on their audience? What would you recommend?*

See an example on the next page

Section 03 – Social content review

(refer back to Week 03 Lecture and Tutorial content, and Week 04 Lecture content)

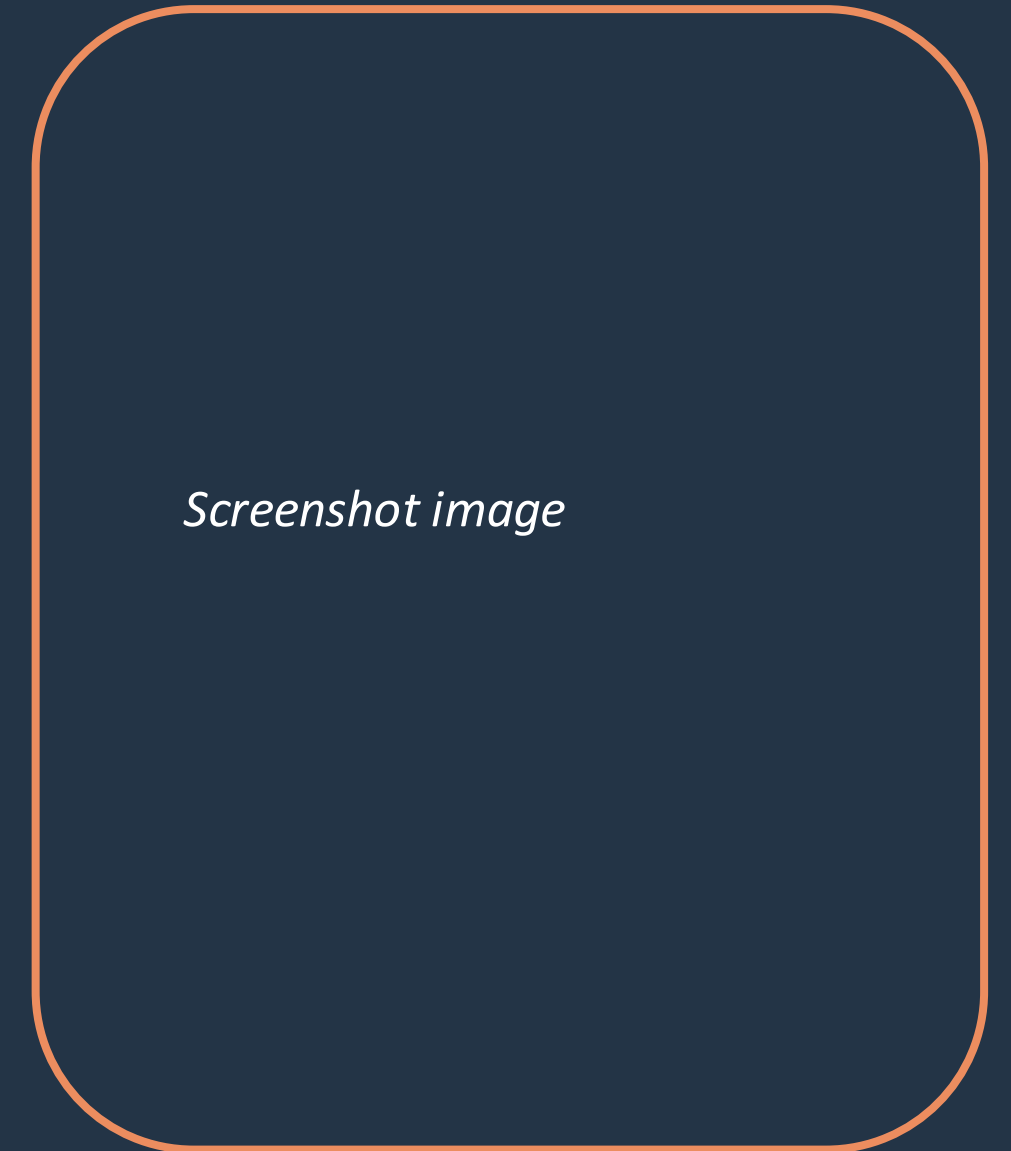
For example:

Entertainment

XXX's TikTok has a very strong focus on entertaining content making this their strongest content pillar. With videos that showcase...

this is important according to XXX (2019), consumers will instantaneously scroll on if they are not interested or entertained by the content they are seeing...

As can be seen in Image 19, (on the right) there is a pinned video that has gone viral with top views. This videos focus on the entertaining aspect revealing....it aligns with XXX's brand image...



Screenshot image

Image 19

Section 04 – Social Media Response Protocol

(refer back to Week 03 Lecture & Tutorial content)

Flowchart and a paragraph explaining the brand's tone of voice and how the employee should utilise the response protocol.

Remember back to the values and importance of branding and its impact on consumers from the Lecture to ground your explanations in this paragraph.

You may also look at how you have defined their brand image and values from Section 1 of this report.

What do you want the employee to keep in mind when they respond on behalf of this company. Why are these considerations important. The explanation of the 'why' is a good place to bring in reference citations.

It is highly recommended to download the *Assessment Guidelines PDF* and match your sections against the *Marking Rubric*!

Don't hesitate to reach out if you have any questions.