



Co-funded by the
Erasmus+ Programme
of the European Union

Task: **BUSINESS PLAN IN TOURISM**

Students will be divided (by drawing lots) into international groups of 5 or 6 students. Their task will be creating a small business (travel agency) operating on the specific market. The business will be focused on one of the top travel destinations in Czechia – mostly places of UNESCO heritage (Kroměříž, South Moravia, Litomyšl, Kutná Hora, Český Krumlov). The aim of the group work will be to prepare a presentation of their product (trip) whilst taking into account the marketing mix and SWOT analysis of the destination,

1. Create a **marketing mix** (8P) for a specific destination.
 - a. Product
What is special about your product? Can you describe it?
What way does it differ from other places (= products)?
 - b. Price
Can you give any discount hints?
What sorts of discount do the travel agencies (other partners) offer?
 - c. Place
What distribution channels can be used for your product (web, tourist info centre, ...)
 - d. Promotion
How can you promote your product?
Can you name any examples of PR events connected to your product?
 - e. People
What professions / sort of people might be engaged?
What qualities should people involved in tourism have?
 - f. Partnership
Who can you cooperate with?
Must all partners be supportive or are some restrictive?
 - g. Package
Are there any packages suitable for specific groups / locations / clients?
 - h. Programming
Create your own three day euro weekend! Propose a great programme!

2. Create a **SWOT analysis** for the specified destination? Give three examples for each point.

Strengths

Think about the following: e. g. location, history, nature, people, ...

Weaknesses

Think about the following: e. g. infrastructure, economic instability

Opportunities

Think about the following: e. g. hospitality, traditions, activities,

Threats

Think about the following: political troubles, natural hazards, crime

Please, create a presentation in power point. Thank you.

Apply both 8P and SWOT analysis into your marketing Business plan! Good luck