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### 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