WORKSHEET

The Marketing Process in Travel and Tourism

Reading comprehension • vocabulary • guessing meaning from context

Name:		**Class:**	
Date:		**Score:**	/ 30

A. Reading Text

Read the passage carefully. Then complete the tasks that follow.

[1] Every day of our lives we can see examples of travel and tourism marketing around us – adverts on TV, adverts in newspapers and magazines, brochures in travel agencies, internet pages, posters in stations, etc. This is because all tourism businesses need to market their products if they hope to be successful. But marketing is not just advertising; it is about researching and identifying the needs of a specific group of customers, and then creating a product that satisfies them.

[2] A large hotel chain, for example, will spend a lot of time and money finding out what its guests want – what kind of services and facilities they need most, which location they prefer, or how much they are prepared to pay. It will then develop a new product, taking care to gear it to the customers' needs. Then, once the company has the right product, it will use different promotional techniques to let its clients know about it.

[3] Private companies are not the only ones that use marketing. Tourist boards and other public sector organizations also have products, and it is important that their customers are aware that these exist. From a museum in a country village to the multiple attractions of a major city like Sydney, all travel and tourism products need good marketing.

[4] The marketing process does not end after a product has been sold, however. Customers might not be happy with it, and of course people's tastes change with time. Because of this, it is essential to evaluate how customers feel about a product. With the results of the evaluation, it is then possible to improve your product, and in this way continue to meet your customers' expectations.

The Marketing Process: Summary

Stage	Focus
Stage 1	customers' needs and wants
Stage 2	create your products and services
Stage 3	promote your products and services
Stage 4	obtain and evaluate feedback

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B. Comprehension Tasks

Task 1. True or False

Write T for True or F for False. Then correct the false statements.

1. Marketing is the same as advertising. _____
2. Marketing means knowing what your customers want. _____
3. Marketing stops once the product is sold. _____
4. Both public and private organizations use marketing. _____

Correction for false statements: _____

_____

Task 2. Match the activity to the correct stage

Write the stage number (1–4) next to each activity.

1. develop a new product Stage: _____
2. monitor customer opinions Stage: _____
3. research customer needs Stage: _____
4. promote a service to clients Stage: _____
5. evaluate feedback after a product is sold Stage: _____

Task 3. Answer the questions in complete sentences

Use information from the passage. Write brief but clear answers.

1. Why do tourism businesses need marketing?

_____

_____

2. What does a hotel chain try to find out before developing a new product?

_____

_____

3. Why do public sector organizations also need marketing?

_____

_____

4. Why is evaluation important after a product has been sold?

_____

_____

5. According to the passage, what can companies do after they evaluate customer feedback?

_____

_____

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C. Guessing Meaning from Context

Use the context of each sentence to guess the meaning of the bold word or phrase. Choose the best answer A, B, C, or D.

1. Marketing is not just advertising; it is about researching and **identifying** the needs of a specific group of customers.

- **A.** hiding
- **B.** recognizing clearly
- **C.** changing completely
- **D.** comparing carefully

2. A large hotel chain will spend a lot of time and money finding out what kind of services and **facilities** guests need most.

- **A.** buildings, equipment, and services provided for use
- **B.** prices listed in a brochure
- **C.** problems customers often complain about
- **D.** workers hired by the hotel

3. The company may want to know how much customers are **prepared** to pay.

- **A.** forced
- **B.** able
- **C.** willing
- **D.** advised

4. It will then develop a new product, taking care to **gear it to** the customers' needs.

- **A.** sell it at a lower price
- **B.** design or adjust it for
- **C.** transport it to
- **D.** explain it to

5. Once the company has the right product, it will use different **promotional** techniques to let its clients know about it.

- **A.** connected with advertising or publicizing something
- **B.** related to reducing costs
- **C.** intended for staff training
- **D.** used for customer complaints

6. Tourist boards and other public **sector** organizations also have products.

- **A.** type or part of society/economy
- **B.** building in a city
- **C.** group of tourists
- **D.** business trip

7. From a museum in a country village to the multiple **attractions** of a major city like Sydney, all travel and tourism products need good marketing.

- **A.** transport systems

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B. places or features that interest visitors
C. ticket offices
D. hotel chains

8. Because of this, it is essential to **evaluate** how customers feel about a product.

A. ignore
B. describe
C. assess carefully
D. predict

9. With the results of the evaluation, it is then possible to improve your product and continue to meet your customers' **expectations**.

A. the results customers already received
B. the hopes or standards customers have
C. the discounts customers request
D. the products customers return

10. Stage 4 of the marketing process is to obtain and evaluate **feedback**.

A. products sent back to the company
B. customers' opinions and reactions
C. staff salaries and payments
D. sales targets for the next year

Tip: Look for definitions, examples, contrast words, and the overall topic of the sentence. These are your context clues.

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