Other methods of achieving objectives

Tourism organisations may use a range of methods to help them to achieve the objectives which have been set. Perhaps marketing is the most important method, followed by the use of new technologies.

Other methods of achieving objectives used by tourism organisations include:

**Diversification** – which involves developing new products for new markets or groups of customers.

**Staff training** – to ensure that all members of staff have the up-to-date knowledge and skills to do their job effectively.

**Improvement to facilities** – to make sure that the premises and buildings of the organisation are modern and comfortable.

**Expansion** – growing the business to help attract more customers.

# Activity

In the table below you will find information about four tourism organisations and how they hope to achieve their objectives through the four methods mentioned above. The statements are jumbled up and need to be put into the correct boxes.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Method****Organisation** | **Differentiation** | **Staff training** | **Improvements to facilities** | **Expansion** |
| **A hotel** | Develop a partnership with a major airline | Offer local food and produce for sale | Train one person to speak French to look after coach parties | Improve security to ensure that no exhibits are stolen |
| **A tour operator** | Open a new section on Roman history | Train all reception staff on a new reservation system | Train staff about Roman history | Provide an interactive information system for customers |
| **A Tourist Information Centre** | Open an office in a neighbouring town | Offer tours to the USA for the first time | Build self-catering chalets in the grounds | Open a small museum on a nearby site of a Roman villa. |
| **A museum** | Re-furbish customer area with USA themed décor | Send staff on a USA tourism training course | Offer themed weekends such as wine tasting | Re-vamp restaurant and kitchen facilities |