



STUDENT ASSIGNMENT

TOUR PRODUCT DIFFERENTIATION AT A CULTURAL LOCATION THROUGH MARKET SEGMENTATION

Introduction to the task: The tourist market is characterized by an increasing level of competition. With the aim of maintaining the existing market position or strengthening the position, the tourist locality should respond to market challenges. Differentiation is a product strategy that aims to achieve the effect of diversity by which our product differs from others. Differentiation can be based on physical or psychological attributes. Another product strategy is market segmentation by which we try to get into the depth of the market and identify a market segment that is homogeneous within itself, but heterogeneous in relation to other segments. Market segmentation can be carried out on the basis of socio-demographic and psychological characteristics of demand. However, the mentioned two strategies can be applied in combination, so the product can be differentiated in such a way as to adapt to a specific market segment. That is exactly your task. Therefore, the focus of this package of arrangements should be on the selected cultural locality for a specific market segment in order to create a motive for coming to the destination.

1ST PHASE – Application phase with a Word document

1. Choose a cultural site of your choice and describe the site (150-200 words).
2. Choose a market segment and explain your choice (150-200 words).
3. Create an itinerary for a three-day package deal in a cult location, while describing the specificity of the activity approach that differentiates the package from other guided package deals in that location and fully meets the specifics/needs of the market segment (350-500 words).

DEADLINE: TO BE DELIVERED BY JULY 15TH 2024. at email: direktor.tzsolin@solin-info.com

PHASE 2 – Competition phase with online PowerPoint presentation- for top 10 selected by Jury – October 23rd 2024.

1. Create a PowerPoint presentation based on your Word document (10-15 minutes).

Ulica grada Vukovara 5a, HR - 21 210 Solin,

tel. ++ 385 (0) 21/ 21 00 48, fax. ++ 385 (0) 21/ 260 900

e-mail: tz@solin-info.com www.solin-info.com