



Strategy Plan

European Tourism Field Studies (BMTH5000)

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It is vital to start the strategic plan by mentioning the itinerary change due to Coronavirus. The original trip to Paris and Switzerland was set to depart 28th February 2020, However, due to the uncertainty and risks of the virus the University made the responsible decision to change the itinerary to North Wales, Liverpool and Manchester. This has had a huge impact on the strategic plan as it had to be adapted within a few days in order for it to be appropriate for the new locations.

Niche Tourism and Target Audience

According to Novelli, M (2005) Niche Tourism is a new concept that represents a more sophisticated purpose to travel and niche tourism represents diversity in a “globalising world of increasing sameness”. The specific tourism of interest is Music Tourism, Gibson, C. (2004) has stated that music of all genres has had a rapid influence in the tourism industry. Additionally it is mentioned that The Beatles have had a huge influence on tourism in Liverpool which has attracted international tourists.

According to Karimi, S.(2015) the purpose of social media is to share information and experiences to websites representing a community atmosphere. This suggests that a strategic plan of social media could be used to an advantage and to market to a specific audience. Furthermore, communication between each social media platform may differ. According to Williams, J. and Chinn, S.J., 2010. When a strategic plan is successful, social media has the potential to significantly affect communication with potential customers.

Therefore the niche tourism for the location of Liverpool will be Music Tourism. The 3 chosen social media platforms will be Facebook, Instagram and Twitter and the target audience will be students aged 18-30's. This has been decided as all social media platforms and target audience are relatable which will hopefully result in a successful social media campaign.

Reference List

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