



# GRACE LUTHERAN COLLEGE BUSINESS EDUCATION YEAR 10, BUSINESS ENTERPRISE EDUCATION

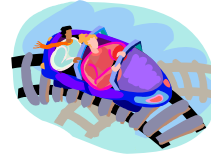
Student Name: \_\_\_\_\_

Teacher: KA

Unit: Tourism

Task type: Assignment

Term 3, Semester 2, 2008



### Task:

You are to establish a small travel agent and prepare a holiday package to South East Queensland for a family from Melbourne, Victoria.

### Conditions:

Length ( <i>words or minutes</i> )	NA
Own Time	5 weeks
Class Time	5 weeks
Library Lessons	Nil
Computer Lessons	Nil

### Important Dates:

Handed Out	15 July 2008
Field Booklet Check	18 July 2008 ( <i>On Excursion</i> )
Draft Copy	06 August 2008
Final Copy	19 August 2008

Overall Grade:

Teacher Comments:



## Background

You have just started a small travel agency operating from Redcliffe. In order to start receiving bookings you need to prepare appropriate holiday packages that can be advertised in the surrounding area. You will also need to develop some business marketing documents. You have 3 weeks to prepare all related documents.



### Task 1 : Prepare business documents

To start your business you will need to develop a business name, logo, slogan and letter head that will be used in all business communications.

**To do:** Answer the following questions at the conclusion of the 2 lessons and staple an example letterhead to the assignment sheet.

What is the name of your travel agency? \_\_\_\_\_

What is your business slogan? \_\_\_\_\_

Signed: \_\_\_\_\_

Teacher: \_\_\_\_\_

### Task 2 : Prepare the holiday package

You have completed some preliminary market research and have discovered your biggest target market will be families (2 adults and 2 children under the age of 14) that are based in Melbourne, Victoria who are looking for a holiday in a warmer climate during winter.

In order to advertise to this market you need to prepare a holiday package for a family. To complete this package you will need to include:

- Flights from Melbourne to the Gold Coast (departing 21<sup>st</sup> May in the Morning,
- Travel Insurance for 7 days
- Appropriate car hire for the 7 days of the holiday
- Accommodation on the 21<sup>st</sup>- 23<sup>rd</sup> on the Gold Coast in a suitable apartment (must have a pool and ocean views)
- Accommodation in Brisbane on the 24<sup>th</sup>
- Accommodation in a location of interest within South East Queensland Area on the 25<sup>th</sup> and 26<sup>th</sup>.
- Suitable day activities for each of the 6 full days.
- A plan for at least one complete day at DreamWorld, including suggested rides, time lines, food etc.
- Suitable food locations for Evening meals each night (breakfast and lunches can be organized)
- Flight to Melbourne on 27<sup>th</sup> of May, 2007
- Cost for the week holiday (cost and retail price).

## Task 2 : Marketing of the Holiday Package (cont)

You need to develop a brochure that can be distributed to suitable households in Melbourne. You should also develop a letter that briefly introduces your business and holiday package.

### Checklist for Brochure:

- Business name
- Business slogan
- Logo
- Letterhead
- Teacher signed off
- Flights from Melbourne to the Gold Coast
- Travel Insurance
- Car hire
- Accommodation on the 21<sup>st</sup>- 23<sup>rd</sup> on the Gold Coast
- Accommodation in Brisbane on the 24<sup>th</sup>
- Accommodation in a location of interest within South East Queensland Area on the 25<sup>th</sup> and 26<sup>th</sup>.
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- Flight to Melbourne on 27<sup>th</sup> of May, 2007
- Cost for the week holiday (cost and retail price)



### You need to submit:

- Brochure
- Introductory Letter
- Draft
- Final Presentation
- Proof of original work (research notes)
- Statement of authorship signed on title page of assignment.