

Case Study #1

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TITLE OF PAPER

{All margins should be one inch. Paper should be double spaced, with a 12 point font.

New paragraphs should be indented one half inch.}

INTRODUCTION

The first section should define what you are attempting to do, and why (i.e., you are preparing a report which describes the psychographic profiles of specific target markets of Gig'em Resort. Based on these profiles, you will then justify three new services and/or attractions that should be developed at the Aggieville location. You should also define your target markets (three) in this section, and state why you will target these patrons.

TARGET MARKET #1 - GOLFERS

The first market which I believe Gig'em Resort should target is golfers. Research has shown that golfers are motivated to take golf vacations to receive a "change from routine" (Petrick & Backman, 2001). This suggests that golf travelers who visit Gig'em may enjoy a unique (different than their home) environment during their stay.

According to Petrick and Tonner (2001), the attribute of a golfing experience that is most highly correlated with gofer's satisfaction is the amount of time that it takes to play. Their research revealed that golfers who perceive a round of golf to be "quick" were more apt to be satisfied than golfers who perceive a round of golf to be "slow." This finding suggests that measures taken to reduce the amount of time it takes to play a round of golf at Gig'em may produce more satisfying experiences for guests.

TARGET MARKET #2 - TENNIS PLAYERS

See target market #1. Utilize different sources than target market #1.

TARGET MARKET #3 - BOATERS

See target market #1. Utilize different sources than target market #1 and target market #2.

NEW SERVICES/ATTRACTIONS

Utilizing the fore-mentioned profiles, specific new services/attractions can be recommended. Since research has revealed that golfers are more likely to be satisfied if the time required to finish a round of golf is reduced (Petrick & Tonner, 2001), it is recommended that “beverage carts” operated by Marshals be utilized at each course. It is believed that Marshals could be used to speed up play, while making money for the course while selling beverages to patrons.

It is also suggested that Gig'em Resort add.... (make sure you use citations!)

It is finally suggested that Gig'em Resort add...(make sure you use citations!)

CONCLUSION

This section should summarize the work of the entire case study (succinctly). It should briefly state the profiles of the three market segments, and the new services/attractions that you have suggested. It should also include a statement of why you believe the findings may be useful.

REFERENCES

Grewal, D., Monroe, K.B. & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value and behavioral intentions. Journal of Marketing, 62 (2), 46-59. [ABSTRACT ONLY]

Hatcher, L. H. (1996). A Step by Step Approach to Using the Sas System for Factor Analysis and Structural Equation Modeling. Cary, NC: SAS Institute Inc.

Petrick, J.F. & Backman, S.J. (2001). An examination of the construct of perceived value for the prediction of golf travelers' intentions to revisit. Journal of Travel Research, 41, 72-106.

Petrick, J.F. & Tonner, C. (2001). An investigation of golfer behavior. Annals of Tourism Research, 16, 51-88.