

Thomas Punzel / Elisabeth Stockmann

Assessment “Madeira Live Project”

The development of a product for cruise tourists

Project Report

Assessment Madeira Live Project Assessment Madeira Live Project

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Assessment Madeira Live Project Assessment Madeira Live Project:

Assessment "Madeira Live Project" Thomas Punzel, Elisabeth Stockmann, 2011-05 Project Report from the year 2008 in the subject Tourism Miscellaneous grade B University of Birmingham language English abstract The product FUNCHALoCITY is a touring information voucher guide that includes maps routes vouchers and discounts insider information and a hotel voucher for the cruise passenger segment Derived from the internal analysis one of the islands strengths is its range of attractions gastronomy and accommodation Furthermore the climate and the geography favour the tourism activity which result in a high rate of local people who own or work in local businesses This is a favourable basis to build the product on However the island has weaknesses that include high attraction prices that turn into an opportunity for the product Another weakness is Madeira s global image as being an old people s destination that again can be used by the product to help the destination attract more families and younger visitors Last but not least the cooperation of local tourism related businesses lack and yet another possibility for FUNCHALoCITY is to improve collaboration in Funchal whose infrastructure is well developed anyway Threats might only be of an environmental nature also deriving from the huge centralisation of population in Funchal The combination of product development and focus strategies is used for launch short and medium term stages The product development strategy is the first step to introduce a product into an existing market Furthermore the focus strategy is quite important to achieve efficient production distribution and marketing through specialisation In order to implement these strategies the promotional mix mainly consists of promotion personal selling on the cruise ships and the establishment of partnerships in Funchal The first step is to build up the network of local businesses in Funchal and secondly it is important to convince the cruise line companies to promote the product on their ships

Furthermor **Global International Waters Assessment** ,2004 This report presents the assessment of the Amazon Basin the largest basin on the planet and also one of the least understood Although sparsely inhabited the Basin is subject to extensive anthropogenic impacts through deforestation mining hydropower generation and agricultural activities that all have contributed to considerable changes in aquatic habitats and communities The root causes of habitat and community modification are identified in the Madeira Basin shared by Brazil Bolivia and Peru and potential policy options are presented

GIWA Regional Assessments ,2004 *Interactive Storytelling* Ruth Aylett, Mei Yii Lim, Sandy Louchart, Paolo Petta, Mark Riedl, 2010-10-31 This book constitutes the refereed proceedings of the Third International Conference on Interactive Digital Storytelling ICIDS 2010 held in Edinburgh UK in November 2010 The book includes 3 keynotes 25 full and short papers 11 posters 4 demonstration papers 6 workshop papers and 1 tutorial The full and short papers have been organized into the following topical sections characters and decision making story evaluation and analysis story generation arts and humanities narrative theories and modelling systems and applications **Case Studies on Strategic Environmental Assessment**

,1997 Evaluation of Novel Approaches to Software Engineering Ernesto Damiani, George Spanoudakis, Leszek A.

Maciaszek,2019-06-29 This book constitutes the refereed proceedings of the 13th International Conference on Evaluation of Novel Approaches to Software Engineering ENASE 2018 held in Funchal Madeira Portugal in March 2018 The 17 revised full papers and 5 revised short papers presented were carefully reviewed and selected from 95 submissions The papers are organized in topical sections on service science and business information systems and software engineering Assessment "Madeira Live Project" Thomas Punzel,Elisabeth Stockmann,2009-03-02 Project Report from the year 2008 in the subject Tourism Miscellaneous grade B University of Birmingham language English abstract The product FUNCHALoCITY is a touring information voucher guide that includes maps routes vouchers and discounts insider information and a hotel voucher for the cruise passenger segment Derived from the internal analysis one of the islands strengths is its range of attractions gastronomy and accommodation Furthermore the climate and the geography favour the tourism activity which result in a high rate of local people who own or work in local businesses This is a favourable basis to build the product on However the island has weaknesses that include high attraction prices that turn into an opportunity for the product Another weakness is Madeira s global image as being an old people s destination that again can be used by the product to help the destination attract more families and younger visitors Last but not least the cooperation of local tourism related businesses lack and yet another possibility for FUNCHALoCITY is to improve collaboration in Funchal whose infrastructure is well developed anyway Threats might only be of an environmental nature also deriving from the huge centralisation of population in Funchal The combination of product development and focus strategies is used for launch short and medium term stages The product development strategy is the first step to introduce a product into an existing market Furthermore the focus strategy is quite important to achieve efficient production distribution and marketing through specialisation In order to implement these strategies the promotional mix mainly consists of promotion personal selling on the cruise ships and the establishment of partnerships in Funchal The first step is to build up the network of local businesses in Funchal and secondly it is important to convince the cruise line companies to promote the product on their ships Furthermore the product awareness will be raised using promotional elements like news stories tourism brochures and leaflets **Assessing Physical Fitness Components, Obesity, Motor Skills, Health Outcomes and Academic Performance of Schoolchildren** Souhail Hermassi,René Schwesig,El Ghali Bouhafs,Ferman Konukman,Ahmad Salman,2023-09-13 **Cincinnati Magazine** ,2003-04 Cincinnati Magazine taps into the DNA of the city exploring shopping dining living and culture and giving readers a ringside seat on the issues shaping the region *Enterprise Information Systems* Joaquim Filipe,José Cordeiro,2011-03-07 This book contains substantially extended and revised versions of the best papers from the 12th International Conference on Enterprise Information Systems ICEIS 2010 held in Funchal Madeira Portugal June 8 12 2010 Two invited papers are presented together with 39 contributions which were carefully reviewed and selected from 62 full papers presented at the conference out of 448 submissions They reflect state of the art research work that is often driven by real world applications thus

successfully relating the academic with the industrial community The topics covered are databases and information systems integration artificial intelligence and decision support systems information systems analysis and specification software agents and internet computing and human computer interaction

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