



VIEW Support Material
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VIEW Gatwick
Le Meridien for Leisure and Tourism

Examples of how Le Meridien meets the requirements of the Applied GCSE for Leisure and Tourism.

Please note these are examples and not a definitive list.

Marketing

Target Marketing

- Look in the bedrooms – turn to the lifts by the check-in desk and click on the bedrooms on the timeline
- Look at the new Conference facility by clicking on the timeline by the Hair Salon
- Check the narrative particularly by the Gatwick Oriental restaurant
- Check the health club downstairs – the entrance is near the restaurant
- Listen to Marissa’s interview – on the timeline near Jo the Human Resource Manager
- Listen to Holgar’s interview – on the timeline by the restaurant
- Listen to David, the Chef’s interview – he is in the bar area.

Market Research

- Internet site for Le Meridien
- Listen to Marissa’s interview

The Marketing Mix

- **Product**
Look all around!
- **Price**
Check out the website of Le Meridien, Check out the websites of hotel contractors such as Superbreaks, Look at the cost for conference suites, Look at the membership prices and discounts or the health club.
- **Place**
Listen to Marissa’s interview, Look at location maps of Gatwick and the surrounding area, Look at the Conference Marketing materials.
- **Promotion**
Listen to Marissa’s interview, Check out the website, Look at the marketing literature such as the Cocktail Menu, Conference material, Leaflets in the health club.
- **Promotional Campaign**
Check out the themed menus the hotel introduces at different times of the year, Listen to David the Chef’s interview, Listen to Marissa’s interview.

Customer Service

Customer Service

Different situations in which customer service is provided

- Cleaning and servicing the bedrooms
- The Health Club
- The Restaurant and bar area
- Check in
- Conference area

Different types of customer including external and internal customers

- Listen to David, the Chef's interview – you will find him in the bar area.
- Listen to Jo, the Human Resource Manager's interview .
- Listen to Holgar, the Food and Beverage Outlet Manager – you will find him on the timeline near the restaurant.
- Listen to Renee, the Senior Supervisor in the restaurant.
- Listen to Yan the Assistant Conference Banqueting Manager. You will find him on the timeline in the restaurant area.
- Look at the narrative.
- Look at the produce in the shop – you will find it on the timeline near the restaurant.
- Look at the Health Club notice board.
- Look at all of the check-in area. This includes narratives, interviews and sequences.

Communicating with customers

- Look at the marketing leaflets.
- Listen to some of the interviews with staff.
- Look at the check-out sequence in the hotel check-in area.
- Look at the website.