

CAUSE & EFFECT

EXAMPLE: Holiday bookings in the tourism industry

**PROBLEM:
LACK OF
HOLIDAY
BOOKINGS**

Product

Outdated pool area

No WIFI

Fixtures need updating

Old playground area

Contractors do cleaning

New booking staff

No staff incentives for bookings

Out of date technology

People

Policies

1 week minimum booking

No school groups allowed

Cancellation fee applies

No pets policy

No Airport

Shared public beach access

Lack of close amenities

Tourism campaign in neighbouring region

Place

Promotion

Website is very basic

No Facebook page

Not enough photos on website

Lack of regional promotion

Weekly policy makes it expensive for families

No last minute deals

No discount for re-booking

Inclusions are limited

Price