






Level 5 Diploma in Travel & Tourism Management (620)
131 Credits



Unit: Travel & Tourism Marketing	Guided Learning Hours: 220
Exam Paper No.: 2	Number of Credits: 2
Prerequisites: Knowledge of business organisation.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: The unit outline marketing concepts for hotel and travel industry, including all aspects of marketing discipline from market research and brand positioning to customer relationship marketing. The unit aims at helping learners understand the role and function of marketing in the hospitality industry. Overview of the generic principles of marketing as they apply to all industries, including consumer products and manufacturing. Topics covered include the components of the marketing system, marketing planning and strategy, consumer behaviour, differentiation and segmentation, positioning, and marketing communication. The key feature is the comprehensive and in-depth coverage of global market analysis for business opportunities and sustainable competitive advantage. A strong emphasis is placed upon the development of a greater appreciation of consumer behaviour and competition analysis, selling and communication strategies and management as well as business negotiations.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The unit requires a combination of lectures, demonstrations and classroom discussions.	
<p>Intended Learning Outcomes:</p> <p>1 Applications that illustrate the major decisions hospitality marketing managers face in their efforts to balance objectives and resources against needs and opportunities in today's global marketplace.</p> <p>2 Service characteristics of hospitality and tourism marketing sequential process through which management in the hospitality industry plans, researches, implements its strategies.</p> <p>3 Strategic marketing planning and how it concentrates on the critical 'planning' aspects that are of vital importance to practitioners and learners alike.</p> <p>4 The essential elements of marketing planning with particular emphasis on the components of the marketing planning process and highlight the core themes of environment, strategy and context.</p>	<p>Assessment Criteria:</p> <p>1.1 Identify the importance of customer orientation in the travel industry</p> <p>1.2 Explain the core marketing concepts</p> <p>1.3 Identify to contrast selling concepts vs marketing concepts</p> <p>1.4 Describe the marketing fundamentals</p> <p>1.5 Define digital marketing and identify its advantages and disadvantages</p> <p>1.6 Describe the hospitality and travel marketing strategies and environmental factors</p> <p>2.1 Describe the characteristics of service marketing</p> <p>2.2 Describe why hospitality and tourism organisations are leaders in services</p> <p>2.3 Identify why services marketing lags behind other industries</p> <p>2.4 Define total quality management and the key principles</p> <p>3.1 Explain market oriented strategic planning</p> <p>3.2 Explain the relationship between analysis, planning, implementation and control</p> <p>3.3 Demonstrate business strategy planning</p> <p>3.4 Define marketing strategy</p> <p>3.5 Demonstrate an effective marketing plan</p> <p>3.6 Describe 8Ps of hospitality and travel marketing</p> <p>3.7 Demonstrate market segmentation, targeting and positioning</p> <p>4.1 Outline an organisation's microenvironment</p> <p>4.2 Describe how organisations respond to the marketing environment</p> <p>4.3 Identify the relationships between</p>

<p>5 Understand how with the increasing complexities of business life it has become essential for the managers to pay more attention to the sphere of marketing information and research.</p> <p>6 Understand how globalisation, technology, the media and the need for a sustainable future are all part of contemporary product design and management of products.</p>	<p>4.4 situation, market and feasibility analysis Identify the differences between situation, market and feasibility analysis</p> <p>5.1 Describe the components of marketing information system</p> <p>5.2 Outline the marketing research process</p> <p>5.3 Describe electronic marketing and the forces shaping internet age</p> <p>5.4 Analyse the factors affecting consumer behaviour</p> <p>5.5 Describe organisational buyer behaviour and buying process</p> <p>5.6 Outline the process of building customer loyalty through quality</p> <p>6.1 Identify the different product levels</p> <p>6.2 Identify hospitality and travel industry groups and partnering</p> <p>6.3 Analyse the factors to consider when setting prices</p> <p>6.4 Describe the role of pricing in business</p> <p>6.5 Demonstrate the types of buyers/sellers in the hospitality industry</p> <p>6.6 Describe the distribution channel levels</p> <p>6.7 Outline the functions of distribution channels</p> <p>6.8 Identify the major travel trade intermediaries and roles each play</p> <p>6.9 Describe products promotion mix</p> <p>6.10 Describe public relations and sales promotion activities</p> <p>6.11 Identify advertising objectives and describe the steps in planning for <i>advertising</i></p>
<p>Methods of Evaluation: 2½-hour written essay examination paper with five questions. Candidates are required to answer all questions. Each question carries 20 marks. Candidates also undertake project/coursework in Travel & Tourism Marketing with a weighting of 100%.</p>	

Recommended Learning Resources: Travel & Tourism Marketing

<p>Text Books</p>	<ul style="list-style-type: none"> • Marketing in Travel and Tourism by Victor T C Middleton and Jackie R. Clarke. ISBN-10: 0750644710 • Handbook of Marketing Research Methodologies for Hospitality and Tourism by Ronald A. Nykiel. ISBN-10: 0789034263 • Hospitality Marketing: An Introduction by David Bowie and Francis Buttle. ISBN-10: 0750652454 • Successful Tourism Marketing by Susan Briggs. ISBN-10: 0749434694
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>