



Diploma in Travel & Tourism Management (620) – Travel & Tourism Marketing

Prerequisites: Knowledge of business organisation.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Course Description: Marketing for hotel and travel industry, including all aspects of marketing discipline from market research and brand positioning to customer relationship marketing. The course aims at helping candidates 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 course requires a combination of lectures, demonstrations and classroom discussions.	
<p>Intended Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Define marketing and explain the marketing fundamentals. Explain the price of marketing concept. 2. Explain the meaning of services marketing. Identify reasons why marketing in the service industry has lagged behind marketing in other industries. 3. Define a system. Explain the hospitality and travel marketing system. 	<p>Assessment Criteria:</p> <ol style="list-style-type: none"> 1.1 Explain the marketing myopia concept. 1.2 Describe the characteristics of a marketing orientation and its benefits. 1.3 Explain the core principles of marketing. 1.4 Describe the environment for marketing in the hospitality and travel industry. 1.5 Explain the reasons for the increasing importance of marketing in the industry. 2.1 Describe generic differences between the marketing of services and the marketing of products. 2.2 Describe contextual differences between the marketing of services and the marketing of products. 2.3 Explain specific differences affecting the marketing of hospitality and tourism services. 2.4 Explain unique approaches required in hospitality and tourism services. 2.5 Identify unique relationships among hospitality and tourism organisations. 3.1 Identify fundamentals of the hospitality and travel marketing system. 3.2 Describe benefits of using the hospitality and travel marketing system. 3.3 Define long-term and short-term marketing planning. 3.4 Distinguish between a strategic market




<p>4. Define the terms situation analysis, market analysis, and feasibility analysis. Explain the relationship and differences between situation, market, and feasibility analyses. Define marketing research.</p> <p>5. Define market segmentation. Explain the importance of segmentation to effective marketing.</p> <p>6. Identify the components in developing a marketing strategy and plan. Define the terms marketing strategy, positioning, and marketing objective.</p>	<p>plan and a marketing plan.</p> <p>3.5 Describe personal factors that influence customer behaviour.</p> <p>3.6 Describe factors that influence customers' perceptions of hospitality and travel services.</p> <p>3.7 Explain the role of stimulus factors in perception.</p> <p>3.8 Describe interpersonal factors that influence customer behaviour.</p> <p>3.9 Describe the steps in customer buying processes.</p> <p>3.10 Explain the categories of decision processes that customers follow.</p> <p>4.1 Explain the benefits of doing a situation analysis.</p> <p>4.2 Describe the major steps in a situation analysis.</p> <p>4.3 Describe the major steps in a market analysis.</p> <p>4.4 Describe the steps in a feasibility analysis.</p> <p>4.5 Describe the reasons for doing marketing research and explain why marketing research is sometimes not done.</p> <p>4.6 Explain how research is used in each step of the hospitality and travel marketing system.</p> <p>4.7 Describe the internal and external sources of secondary research data.</p> <p>5.1 Explain the benefits and limitations of market segmentation.</p> <p>5.2 Define the criteria for effective segmentation.</p> <p>5.3 Identify the basis for segmenting hospitality and travel markets.</p> <p>5.4 Describe the major demand and supply influencing today's hospitality and travel industry.</p> <p>5.5 Describe the trends in the segmentation practices of the hospitality and travel industry.</p> <p>6.1 Explain the concept of segmented marketing strategies and describe the alternative strategies by market focus.</p> <p>6.2 Describe the alternative strategies for the Product Life Cycle (PLC) stages.</p> <p>6.3 Explain the concepts of relationship marketing and strategic alliances.</p> <p>6.4 Describe the steps required for effective positioning.</p> <p>6.5 Describe the different approaches to positioning.</p> <p>6.6 Explain the benefits of having marketing objectives and define requirements for good marketing objectives.</p>
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<p>7. Define the term marketing plan. Explain the difference between tactical and strategic marketing planning.</p>	<p>7.1 Describe the requirements for an effective marketing plan. 7.2 Explain the benefits of having a marketing plan. 7.3 Describe the main parts of a marketing plan. 7.4 Describe the major steps involved in preparing a marketing plan. 7.5 Describe the Ps of hospitality and travel marketing.</p>
<p>8. Identify the major groups of organisations in the hospitality and travel industry. Describe the roles played by each of these groups of hospitality and travel organisations.</p>	<p>8.1 Identify overall trends and industry realities. 8.2 Define the product/service mix. 8.3 Identify and describe the components of an organisation's product/service mix. 8.4 Explain the types of product development decisions that an organisation must make. 8.5 Define the term partnership and list the potential benefits of marketing partnerships to hospitality and travel organisations. 8.6 Identify the types of potential partners available to hospitality and travel organisations. 8.7 Identify the main groups of people involved in hospitality and travel marketing and explain how they interact. 8.8 Explain the key role played by people in the marketing mix. 8.9 Describe the Total Quality Management (TQM) concept, including its key principles.</p>
<p>9. Define the terms packaging and programming. Explain the relationship between packaging and programming.</p>	<p>9.1 Describe the reasons for the increased popularity of packages and programs in the hospitality and travel industry. 9.2 Explain the key roles of packaging and programming in marketing hospitality and travel services. 9.3 Explain the difference between packages developed by intermediaries and packages developed by others. 9.4 Explain ways of classifying packages. 9.5 Describe the steps that should be followed in developing effective packages. 9.6 Describe the procedures used to price packages.</p>
<p>10. Define the terms distribution mix and travel trade. Explain why the distribution mixes in the hospitality and travel industry are different from those in other industries.</p>	<p>10.1 Explore the major travel trade intermediaries. 10.2 Explain the roles played by the major travel trade intermediaries. 10.3 Identify the major online travel services and the customer benefits of using them. 10.4 Identify the steps involved in marketing to the travel trade.</p>

<p>11. Define the term promotional mix. Identify the elements of the promotional mix.</p>	<p>11.1 Explain the elements of the communications process. 11.2 Explain the difference between explicit and implicit communications. 11.3 Define the principal goals of promotion. 11.4 Explain the relationship of the promotional mix and the marketing mix. 11.5 Define the terms advertising, personal selling, sales promotion, merchandising, public relations, and publicity. 11.6 Describe the advantages and disadvantages of the promotional mix elements. 11.7 Identify factors that affect the promotional mix.</p>
<p>12. Describe the steps involved in planning the advertising effort. Identify the main categories into which advertising objectives can be divided.</p>	<p>12.1 Explain the difference between consumer and trade advertising. 12.2 Explain the components of advertising message strategy and list the alternative creative formats. 12.3 Explain the factors considered when selecting advertising media. 12.4 Describe the advertising media alternatives. 12.5 Describe the advantages and disadvantages of various advertising media alternatives. 12.6 Explain how the hospitality and travel industry uses different advertising media. 12.7 Describe the services of advertising agencies and the advantages of using them.</p>
<p>13. Define personal selling. Explain the roles of personal selling.</p>	<p>13.1 Describe the major personal selling strategies. 13.2 Explain the steps in the sales process. 13.3 Describe the possible strategies for closing sales. 13.4 Define sales management and explain its functions. 13.5 Describe the characteristics of the successful salesperson. 13.6 Describe the contents and role of the sales plan. 13.7 Explain characteristics of personal selling in the hospitality and travel industry.</p>
<p>14. Define the terms public relations and publicity. Explain the roles of public relations and publicity in hospitality and travel marketing.</p>	<p>14.1 Identify the public served by a hospitality and travel organisation. 14.2 Describe the steps involved in developing a public relations plan. 14.3 Identify and describe the techniques and vehicles used for public relations and publicity. 14.4 Explain the steps involved in developing good relations with the media. 14.5 Describe the roles and advantages of</p>

	using public relations consultants.
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Recommended Learning Resources: Travel & Tourism Marketing

Text Books	<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
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None

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