

Unit 9 - Tourism Marketing (THM1009)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
<ul style="list-style-type: none">a) Discuss the key concepts and principles of marketing as applied to destinations and tourism experienceb) Identify current issues associated with destination marketingc) Examine and assess the effectiveness of marketing strategies applied to tourismd) Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solvinge) Work independently and as a team member to collect and analyse information aimed at problem solving and decision making in Marketing issuesf) Describe the digital trends that are developing in the business-to-consumer and business-to-business markets
Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)
<ul style="list-style-type: none">a) An understanding of the marketing process within the tourism and hospitality industries.b) An understanding of the customer buying stages in the tourism and hospitality industries.c) Knowledge on the design and implementation of an effective marketing campaign.d) An appreciation of the concept of brand loyalty in tourism and hospitality.e) An understanding of the internal and external environments affecting digital marketing.
Skills – at the end of the module/unit the learner will have mastered the following skills:
Applying knowledge and understanding The learner will be able to: <ul style="list-style-type: none">a) Design and develop a marketing planb) Demonstrate skills in oral and written marketing communicationc) Demonstrate critical and analytical thinking in accordance with professional marketing contextsd) Interpret a tourism marketing plan through the use of decision making tools such as marketing planning, competitor analyses, SWOT, PESTEL, 5 Forces Model, PLC (Extended PLC), BCG Matrix and developing the marketing mix.e) Apply best practice frameworks for developing a digital marketing strategy.
Judgment Skills and Critical Abilities The learner will be able to: <ul style="list-style-type: none">a) Evaluate the importance of marketing research in a particular context in the tourism, travel, and hospitality sectorsb) Investigate how information technology can revolutionise particular tourism marketing campaigns and marketing communications.