Marketing for Hospitality and Tourism

Develop an understanding of the role and importance of marketing in hospitality and tourism. The module is designed to help students to develop a greater understanding of services marketing, and how this may differ in this sector. The module is designed to provide students with theoretical knowledge, analytical skills and critical thinking, as well as the practicalities of marketing in this sector. Students will be able to develop reflective learning and analytical, problems solving skills in the context of hospitality and tourism marketing planning.

Learning outcomes

- Identify, and synthesise the key characteristics of service marketing
- Compare and contract service marketing to goods marketing
- Analyse the types of communication strategies used in hospitality and tourism
- Critically analyse the marketing environment and strategic positioning of products and services within this sector

Key topics

- Introduction to Services Marketing
- Principles of marketing for services (focus on H&T)
- Services Marketing planning and strategy
- Marketing environmental analysis
- Consumer behaviour and marketing research
- Marketing segmentation and positioning
- Branding
- CRM
- Integrated marketing communication
- On-line marketing
- Distribution channels

Books

International Journal of Contemporary Hospitality Management
Journal of Travel and Tourism Marketing