

## CHARTERED INSTITUTE OF MARKETING - DIPLOMA IN HOSPITALITY & TOURISM MARKETING

### Target Audience

This diploma is specifically designed for marketing professionals working in a variety of hospitality, travel and tourism or related organisations. Specifically, it has been devised for:

- Tourism marketers engaged in a supporting role or managing the marketing process at an operational level
- Those moving into junior or mid-level marketing positions in hospitality and tourism-related organisations
- Those who have more senior roles, for example in hospitality and tourism SMEs, where marketing is only one aspect of their role
- Those who are looking to build on marketing or tourism knowledge gained at certificate or intermediate level with a future marketing management role in mind
- Business people at various stages of their marketing career in other service organisations who want to gain a greater understanding of operational marketing management in a hospitality, travel and tourism context.

### Qualification Structure

The Diploma in Hospitality and Tourism Marketing qualification consists of the following units:

- Marketing and Consumer Behaviour - (20 credits – Level 4)
- Hospitality and Services Marketing (15 credits – Level 4)
- Tourist Motivation and Behaviour (15 credits – Level 4)

### Aims and Objectives:

#### Marketing and Consumer Behaviour

- This unit aims to provide candidates with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations. The unit explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to marketing communications.

#### Hospitality and Tourism Marketing

- The Hospitality and Tourism Services Marketing unit aims to provide the skills and knowledge to enable students to meet the latest challenges in the hospitality and tourism sector. It covers the underlying principles of marketing tourism services, as well as introducing the key aspects of quality and service management theory particularly as they are applied to marketing in a variety of hospitality, leisure and tourism businesses and contexts. The subject also explores the operational aspects of management within the world of tourism. There is a particular emphasis on the tourism destination because of its crucial role as the outward-facing element of tourism marketing and the focus of the overall tourist experience.

#### Tourist Motivation and Behaviour

- The Tourist Behaviour and Motivations unit introduces learners to a range of consumer behaviour theory within the context of the diverse international hospitality and tourism industry. By considering these basic behavioural concepts together with an overview of the marketing research process, this subject provides the skills and knowledge needed to enable them to undertake effective market segmentation and provide the structure and direction for successful hospitality and tourism marketing practice.

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