



**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



2025 y.

Programme	Level 6 Diploma in Tourism & Hospitality		
Unit Number/ Unit Title	Unit 2 International Tourism and Destination Marketing		
Cohort Code:	L06ITM-U2		
Unit Level	Level 6		
Total Credits/Hours	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110		
Credits	20 CATS/ 10 ECTS		
Lecturer			
Start Date		End Date	

Unit Aims	This module explores the marketing of tourism destinations in a global context. It focuses on branding, segmentation, consumer behaviour, and the use of digital and experiential marketing strategies.
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning
Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.

Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	<p style="text-align: center;">Teaching and Learning Materials</p> <ul style="list-style-type: none"> • Kotler, P., Bowen, J., & Makens, J. (2016). Marketing for Hospitality and Tourism. Pearson. • Morgan, N., Pritchard, A., & Pride, R. (2011). Destination Brands: Managing Place Reputation. Routledge. • Pike, S. (2016). Destination Marketing. Routledge. • Middleton, V., Fyall, A., & Morgan, M. (2009). Marketing in Travel and Tourism. Routledge. • Hudson, S. (2008). Tourism and Hospitality Marketing: A Global Perspective. Sage.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Understand international tourism trends and their impact on marketing.	1.1 Analyse global tourism trends and patterns. 1.2 Evaluate the influence of cultural and economic factors on tourism marketing.
LO2. Apply destination branding and positioning strategies.	2.1 Explain principles of destination branding. 2.2 Design a branding strategy for a selected destination.
LO3. Use market segmentation and targeting in tourism.	3.1 Identify key market segments in tourism. 3.2 Develop a marketing mix for a target segment.
LO4. Evaluate digital marketing and promotional tools.	4.1 Critically assess digital platforms used in tourism promotion. 4.2 Recommend a digital marketing campaign for a destination.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to International Tourism and Destination Marketing	Define key terms and explain the scope of global tourism and destination promotion.	LO1	
2.	Global Tourism Trends: Growth, Demographics, and Emerging Markets	Analyze global tourism flows and changing traveler profiles.	LO1	
3.	Economic, Social, and Political Influences on International Tourism	Understand external macro factors impacting global tourism demand.	LO1	
4.	The Rise of Experience-Driven and Sustainable Travel	Examine how evolving consumer values shape marketing strategies.	LO1	
5.	Impact of International Crises on Destination Image and Recovery	Explore how destinations rebuild branding post-crisis (e.g., pandemics, disasters).	LO1	
6.	Destination Branding: Concepts and Importance	Understand what makes a strong and distinctive tourism brand.	LO2	
7.	Brand Positioning Strategies in Competitive Markets	Analyze how destinations position themselves to attract specific visitor segments.	LO2	
8.	Place Branding vs. Destination Marketing	Distinguish between broader place branding and tourism-specific strategies.	LO2	
9.	Managing Destination Brand Equity	Evaluate techniques to maintain and enhance brand recognition and trust.	LO2	
10.	Introduction to Market Segmentation in Tourism	Understand the importance of dividing the market based on visitor needs and traits.	LO3	
11.	Demographic and Psychographic Segmentation Techniques	Apply methods to identify tourist motivations and preferences.	LO3	

12.	Geographic and Behavioral Segmentation in Global Markets	Analyze how origin, seasonality, and behavior shape targeting strategies.	LO3	
13.	Targeting and Positioning for Niche and Mainstream Segments	Design marketing approaches tailored to different visitor profiles.	LO3	
14.	Personas and Customer Journey Mapping	Use marketing personas and journey stages to personalize communication.	LO3	
15.	Overview of Digital Marketing in Tourism	Understand how digital tools are used in destination marketing.	LO4	
16.	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17.	Social Media Strategies for Destination Engagement	Explore how platforms like Instagram and Facebook build destination appeal.	LO4	
18.	Influencer Marketing and User-Generated Content	Evaluate how third-party endorsements impact brand credibility.	LO4	
19.	Destination Websites and Content Creation	Learn best practices for creating compelling destination websites and multimedia.	LO4	
20.	Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Strategies	Use tools to boost visibility and reach online travel consumers.	LO4	
21.	Email Campaigns and Direct Digital Communication	Design personalized and targeted campaigns to engage repeat and potential visitors.	LO4	
22.	Experiential and Immersive Marketing Strategies	Use storytelling, sensory marketing, and interactive experiences to build brand loyalty.	LO2, LO4	
23.	Measuring Digital Campaign Effectiveness	Apply analytics to evaluate ROI, engagement, and conversion.	LO4	

24.	Case Study: Branding a National Destination	Examine a successful national destination branding campaign.	LO1, LO2	
25.	Case Study: Segmenting and Targeting for a Regional Destination	Analyze how a specific region targeted key market segments.	LO3	
26.	Case Study: Digital Promotion of an Urban Destination	Evaluate a campaign that used digital tools to attract international visitors.	LO4	
27.	Designing an Integrated Destination Marketing Strategy	Develop a strategic plan combining branding, segmentation, and digital tools.	LO1 – LO4	
28.	Student Presentations: Destination Marketing Proposals	Present original marketing strategies for selected destinations.	LO1 – LO4	
29.	Final Reflection and Module Review	Summarize key insights and evaluate the future of destination marketing.	LO1 – LO4	
30.	Final Exam Preparation & Review			
31.	Final Exam			