



**Undergraduate programmes**

**Syllabus**

## Tourism and Hospitality Marketing

**Module Code:** THM001  
**Credits:** 20  
**IMM GSM Year Level:** 2/3  
**NQF Level:** 7  
**Nature:** Elective  
**Status:** Undergraduate

### Module Specific Outcome/s

Understand and apply the fundamental concepts of tourism and hospitality marketing.  
Understand and apply the tourism and hospitality marketing mix.  
Describe the issues involved in destination marketing.  
Develop a marketing plan for tourism and hospitality organisations.

### Description of units

Unit	Description	Learning Outcomes
1	Understanding tourism and hospitality marketing	Define and understand the key characteristics of tourism and hospitality marketing. Explain the various marketing management options available to the of tourism and hospitality marketer. Analyse the tourism and hospitality business environments.
2	The role of the customer and relationship marketing	Explain the behaviours of the tourist and business customers. Understand the role of relationship marketing in the tourism and hospitality arena. Describe the underlying principles of relationship marketing and how they apply to the tourism and hospitality marketing.
3	Marketing planning for tourism and hospitality organisations	Understand the importance of internal marketing in a tourism and hospitality organization. Apply the process of segmentation, targeting and positioning within the tourism and hospitality industry. Describe and apply the extended tourism and hospitality marketing mix. Develop a marketing plan for an organisation operating in the tourism and hospitality industry.
4	Understanding destination marketing	Define and understand the key issues in the marketing of tourist destinations. Understand the 4As of the destination marketing mix. Discuss the tourism destination life cycle. Discuss challenges that are likely to affect the future of the South African tourism and hospitality industry.