

Marketing Fundamentals

Assessment Guidelines:

This is to study the fundamental theory, approach and tools of marketing in the international travel and hospitality industries. Students should be able to apply critical thinking to the needs of the market, consumer psychology, segmentation of the market and the extended marketing mix (7 Ps) to create customer value and sustainable competitive advantage for organisations in tourism. This report reviews tactical marketing activities, as well as strategic frameworks at the applied end for destination management organisations (DMOs), travel providers, and hospitality brands.

Submission Format:

- Type: Detailed project report
- Font: Times New Roman, Size 12, Double Spaced
- Word count: 4000 – 5000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of fundamental marketing concepts, tools, and theories – 20%
- Critical analysis of tourism market dynamics, consumer behaviour, and positioning – 25%
- Application of relevant academic literature, empirical data, and industry case studies – 20%
- Strategic insight, marketing mix alignment, and quality of practical recommendations – 25%
- Structure, professional writing, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Market & Consumer Behaviour Analysis
- Segmentation, Targeting, and Positioning (STP)
- Extended Tourism Marketing Mix (7 Ps)
- Implementation, Budgeting & KPIs
- Conclusion & Recommendations
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Destination Rebranding and Market Segmentation Strategy

Analyse how a struggling or emerging travel destination can strategically rebrand and target high-value market segments in the post-pandemic travel landscape. Your paper should:

- Explain and analyse the key macro-environmental (PESTEL) and consumer trends leading to demand for international travel.
- Compare classic demographic segmentation with modern psychographic and behavioural segmentation such as eco-conscious travellers, digital nomads, adventure tourists.
- Showcase examples of effective destination rebranding as well as where poor positioning resulted in over-tourism or brand collapse. Suggest a clear Strategic Positioning Map and Target Audience Profile for a given destination

Option 2: Designing the Extended Marketing Mix (7 Ps) for Sustainable Hospitality

Investigate the design and integration of the 7 Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) for an eco-resort or sustainable hotel chain. Your paper should:

- Assess the influence of experience marketing and service design on customer satisfaction and brand loyalty in green tourism.
- Study channel distribution pricing dynamics and trade-offs (such as Direct Booking vs. Online Travel Agencies, including Booking.com and Expedia).
- Examine the strategic effect of "People," "Process," and "Physical Evidence" on the intangible nature of the service process and its influence on customer perceptions.
- Critique best-practice sustainable hospitality programs (e.g. Six Senses, Intrepid Travel) and develop, in the sector you are working or wish to work in, a '7 Ps' integrated matrix for market development.

Option 3: Digital Marketing, Content Strategy, and Customer Engagement in Tourism

Evaluate how tourism businesses leverage integrated marketing communications (IMC), social media platforms, and influencer strategies to convert prospective travellers. Your paper should

- Comment on the movement from traditional push promotion models to modern, omni-channel customer journey (Awareness, Consideration, Booking, Advocacy) in the digital era.
- Analyse the influence of UGC, social media participation and influencer marketing on brand trust over operational risk to reputation.
- Understand techniques that can be used to track marketing effectiveness, return on investment (ROI), and key performance indicators (such as conversion rate, customer acquisition cost, and engagement rate) for digital advertising campaigns.
- Review current examples of a global travel brands/DMO and design a practical, 12-month-led digital campaign framework.