

OTHM Diploma

Tourism Marketing and Management

The Tourism Marketing and Management Paper in OTHM Diploma is one of 3 papers of Part I of the OTHM Diploma. This course assumes knowledge gained in the OTHM Certificate.

Aims and Objectives

The module aims to provide participants with:

- An understanding of the underlying issues affecting tourism
- An understanding of the importance of managing tourism in an effective and efficient way
- An appreciation of the need to balance development with local and other needs
- The ability to investigate current areas of change and controversy in tourism management
- An understanding of the principles of marketing and the most effective use of the marketing mix
- The ability to develop and use research skills appropriate for the industry
- The ability to identify the strategies needed for planning and marketing successful tourism destinations

Learning Outcomes

At the end of the module students will be able to:

- Explain the major development needed to have an acceptable tourism industry
- Analyse and assess the tourism industry from a global perspective including trends and other factors
- Describe and explain the importance of market research in development and the different methods and types available to use
- Recognise the importance of marketing in tourism and its effect on the Tourism product

- Explain the internal and external factors that can affect tourism development
- Assess and analyse the most appropriate strategies to use in tourism marketing
- Describe and explain the effect of climate on the tourism product
- Evaluate the part that pressure groups can play in tourism development
- Understand the importance of carrying capacities as per WTO recommendations