

# HTM701

## Marketing Approaches in Hospitality and Tourism Assignment Completion Guide for Students

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Qualifi Level 7 Diploma in Hospitality & Tourism Management

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Unit Reference: HTM701 | Credits: 30 | Total Word Count: 4,200 words

*This guide explains exactly what to write, how to research, and how to score top marks in every task.*

## How This Assignment Works

This assignment has five tasks. Each task has a specific word count and assessment criteria. Your total word count across all tasks is approximately 4,200 words (+10% margin allowed).

Task	Topic	Words	Criteria
1	Identify and evaluate marketing strategies	850	1.1, 1.2
2	Assess and recommend marketing strategies	850	2.1, 2.2
3	Marketing communication strategies	1,300	3.1, 3.2, 3.3
4	Business strategy and ethics	600	4.1, 4.2
5	Conflicts and mitigation in strategy implementation	600	5.1, 5.2

★ **TOP TIP:** Choose *ONE* hospitality or tourism organisation (e.g. Marriott, Airbnb, Emirates, Hilton, a local hotel) and use it consistently across *ALL* tasks. This gives your assignment coherence and depth.

## Understanding the Marking Criteria

Qualifi marks your assignment on five criteria. To aim for the top band (Distinguished, 80+), you need to demonstrate excellence in each area. Here is what each criterion means and how to achieve it:

Criterion	What the Examiner Wants	How to Achieve It
<b>Content</b>	Extensive evaluation and synthesis of ideas with original thinking.	Don't just describe strategies – analyse <b>WHY</b> they work, compare them, and give your own reasoned judgement.
<b>Application of Theory</b>	In-depth, relevant use of marketing theories and models, supported by academic literature.	Use models like SWOT, PESTLE, Ansoff Matrix, Porter's 5 Forces, 7Ps of Marketing, and the AIDA model. Cite academic sources.
<b>Knowledge &amp; Understanding</b>	Extensive depth of understanding beyond basic principles.	Show deep understanding by linking theory to real-world industry examples. Discuss current trends and challenges.
<b>Presentation &amp; Writing</b>	Logical, coherent, polished presentation free from errors.	Use clear headings, subheadings, and paragraphs. Proofread carefully. Write in formal academic English.

<b>Referencing</b>	Advanced use of Harvard in-text citation and reference list.	Cite at least 3–5 academic sources per task. Use Harvard referencing throughout. Include a full reference list at the end.
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★ **TOP TIP:** *The difference between a basic pass and a top grade is CRITICAL EVALUATION. Always ask yourself: What works? What doesn't? Why? What would I recommend instead? Support every argument with evidence.*

## How to Conduct Your Research

Good research is the foundation of a top-grade assignment. Follow these steps:

### Step 1: Understand What You Need

Read each task carefully and underline the key action words (classify, evaluate, recommend, assess, develop). These tell you exactly what the examiner expects.

### Step 2: Find Academic Sources

- **Google Scholar** (scholar.google.com) – Search for peer-reviewed journal articles on hospitality marketing.
- **Your university library database** – Access textbooks and journals on tourism management and marketing.
- **Key textbooks:** Kotler, Bowen & Makens – “Marketing for Hospitality and Tourism”; Morrison – “Hospitality and Travel Marketing”
- **Industry reports:** Deloitte, McKinsey, Statista, UNWTO (World Tourism Organisation) reports.

### Step 3: Find Real-World Examples

- Company websites and annual reports (e.g. Marriott, Hilton, Airbnb, Emirates)
- Industry news sites (Skift, Hospitality Net, Travel Weekly, Hotel Management)
- Case studies from Harvard Business Review or similar sources

### Step 4: Find Marketing Models and Theories

You must apply academic models in your answers. Here are the essential ones:

Model / Theory	When to Use It
<b>7Ps of Marketing</b>	Task 1 – Classifying marketing strategies (Product, Price, Place, Promotion, People, Process, Physical Evidence).
<b>SWOT Analysis</b>	Tasks 1, 2, 3 – Evaluating strengths and weaknesses of current strategies.
<b>PESTLE Analysis</b>	Tasks 1, 4 – Understanding external factors affecting the organisation.
<b>Ansoff Matrix</b>	Task 4 – Developing business strategy (market penetration, development, diversification).

<b>Porter’s Five Forces</b>	Task 4 – Analysing the competitive environment.
<b>AIDA Model</b>	Task 3 – Understanding how marketing communications move customers from Awareness to Action.
<b>CRM Theory (Payne, 2006)</b>	Task 2 – Evaluating customer relationship marketing.
<b>Stakeholder Theory (Freeman)</b>	Task 5 – Identifying areas of conflict between different stakeholders.
<b>Ethical Theories (Utilitarianism, Deontology, Virtue Ethics)</b>	Task 4 – Critically assessing ethics in business strategy.

### Step 5: Organise Your Notes

- Create a separate folder or document for each task.
- For every source, note down: Author, Year, Title, Key Findings, and Page Numbers.
- Group your notes by theme (e.g. digital marketing, loyalty programmes, ethical issues).

★ **TOP TIP:** Aim for a minimum of 15–20 academic references across your entire assignment. The more high-quality sources you use, the better your grade.

## Task 1: Identify and Evaluate Marketing Strategies (850 words)

### Criteria 1.1: Classify the marketing strategies

**What to do:** Identify and categorise the different types of marketing strategies used in the hospitality and tourism sector.

#### How to Write This Section (~400 words)

1. **Start with a brief introduction** (2–3 sentences) explaining what marketing strategies are and why they matter in this industry.
2. **Classify strategies into clear categories**, for example:
  - Digital Marketing (SEO, PPC, social media marketing, email marketing)
  - Content Marketing (blogs, videos, travel guides)
  - Relationship Marketing (loyalty programmes, CRM)
  - Event Marketing (conferences, festivals, pop-up events)
  - Influencer Marketing (partnerships with travel bloggers)
  - Traditional Marketing (print ads, brochures, TV, radio)
3. **For each category, provide a real-world example** from your chosen organisation or the wider industry.

4. **Apply a marketing model** (e.g. the 7Ps framework) to show how these strategies fit together.

★ **TOP TIP:** *Don't just list the strategies – explain how they are classified and what makes each category distinct. Use a table or diagram to show the classification clearly.*

## Criteria 1.2: Critically evaluate the identified strategies

**What to do:** Analyse the strengths and weaknesses of each strategy and give your own judgement on their effectiveness.

### How to Write This Section (~450 words)

1. **For each strategy category, discuss:** What are its advantages? What are its limitations? How effective is it in the hospitality/tourism context?
2. **Use data and evidence** to support your evaluation (e.g. “Digital marketing accounts for 72% of hotel bookings according to Statista, 2024”).
3. **Compare strategies** – Which are most effective? Which offer the best ROI? Which are most suitable for different types of businesses?
4. **Include academic references** – Cite authors who have researched marketing effectiveness in tourism (e.g. Kotler et al., Morrison, Buhalis).
5. **Give your own reasoned conclusion** – State which strategies you believe are most effective overall and why.

★ **TOP TIP:** *The word “critically” means you must go beyond description. Weigh up both sides, identify limitations, and provide your own analytical judgement. This is what separates top grades from average ones.*

⚠ **WARNING:** *Do not just describe strategies. The examiner wants analysis, comparison, and original thinking.*

## Task 2: Assess and Recommend Marketing Strategies (850 words)

### Criteria 2.1: Evaluate network and customer relationship marketing (~400 words)

**What to do:** Explain what network marketing and customer relationship marketing (CRM) are, and evaluate how they are used in the hospitality/tourism industry.

#### How to Write This Section

1. **Define network marketing** – explain how businesses build partnerships with airlines, travel agencies, car hire companies, etc. to create mutual benefits.
2. **Define customer relationship marketing (CRM)** – explain how businesses build long-term relationships with customers through personalisation, excellent service, and data-driven communication.
3. **Provide real-world examples:** Marriott Bonvoy (network), Ritz-Carlton (CRM), Hilton Honors (both).

4. **Critically evaluate:** Discuss the benefits (customer loyalty, increased lifetime value, competitive advantage) AND the challenges (cost of implementation, data privacy concerns, technology requirements).
5. **Apply CRM theory** (e.g. Payne's Five Forces Model of CRM, or Buttle's CRM Value Chain) to add academic depth.

## Criteria 2.2: Recommend marketing and customer loyalty strategies (~450 words)

**What to do:** Recommend specific marketing and loyalty strategies for your chosen organisation.

### How to Write This Section

1. **Choose 3–4 specific strategies** to recommend (e.g. loyalty programme, influencer marketing, personalisation, content marketing).
2. **For each recommendation, explain:** What is it? Why is it suitable for this organisation? What evidence supports this recommendation?
3. **Link to the evaluation in 2.1** – show how your recommendations address the opportunities or weaknesses you identified.
4. **Justify each recommendation** with academic sources and/or industry case studies.

★ **TOP TIP:** Structure your recommendations as numbered points with clear headings. Each recommendation should have a brief explanation, a justification, and an example.

## Task 3: Marketing Communication Strategies (1,300 words)

**This is the longest task.** It has three sub-criteria, so divide your word count carefully: roughly 400 + 400 + 500 words.

### Criteria 3.1: How marketing communications assist brand identity (~400 words)

**What to do:** Explain how marketing communication tools help build and strengthen a brand's identity.

#### How to Write This Section

1. **Define brand identity** – the name, logo, messaging, visual style, and values that make a brand recognisable.
2. **Explain how different communication tools contribute:**
  - Advertising – creates awareness and reinforces brand image.
  - Social media – builds community and showcases brand personality.
  - PR – builds credibility and trust through media coverage.
  - Content marketing – establishes authority and expertise.

3. **Apply Integrated Marketing Communications (IMC) theory** – explain why consistent messaging across all channels is essential for a strong brand identity.
4. **Use a real example:** e.g. how Marriott uses coordinated messaging across print, digital, email, and PR to maintain a unified brand image.

### Criteria 3.2: Assess e-marketing, viral and guerrilla marketing (~400 words)

**What to do:** Evaluate how effective these three strategies are for hospitality/tourism organisations.

#### How to Write This Section

1. **Define each strategy clearly:** e-marketing (digital channels: SEO, email, social ads), viral marketing (highly shareable content), guerrilla marketing (low-cost, unconventional, high-impact).
2. **For each strategy, discuss:** What are the advantages? What are the risks or limitations? How effective is it for hospitality/tourism?
3. **Provide a real example for each:** e.g. Marriott's SEO strategy (e-marketing), Airbnb's #LiveThere campaign (viral), Icehotel in Sweden (guerrilla).
4. **Compare the three strategies** – Which delivers the best ROI? Which is most suitable for small vs. large businesses?

### Criteria 3.3: Recommend marketing communication strategies with justification (~500 words)

**What to do:** Recommend a set of communication strategies for your chosen organisation and explain why they are the best choices.

#### How to Write This Section

1. **Select 3–4 communication strategies** that your chosen organisation should adopt or improve.
2. **For each strategy, justify it using three criteria:**
  - **Feasibility** – Can the organisation realistically implement this?
  - **Effectiveness** – Will it achieve the desired results (bookings, engagement, awareness)?
  - **Alignment** – Does it fit with the organisation's goals, values, and brand identity?
3. **Support your justifications** with evidence from academic sources, industry reports, or case studies of similar organisations.
4. **End with a brief conclusion** summarising why this combination of strategies will be most effective.

★ **TOP TIP:** *This is where you demonstrate the most original thinking. Don't just copy what other businesses do – explain WHY your specific combination of strategies will work for your chosen organisation.*

## Task 4: Business Strategy and Ethics (600 words)

### Criteria 4.1: Develop a business strategy using strategic planning models (~350 words)

**What to do:** Use recognised strategic planning models to create a business strategy for your chosen organisation.

#### How to Write This Section

1. **Use at least TWO strategic planning models from the following:**
  - **SWOT Analysis** – Identify the organisation’s Strengths, Weaknesses, Opportunities, and Threats.
  - **PESTLE Analysis** – Analyse Political, Economic, Social, Technological, Legal, and Environmental factors.
  - **Ansoff Matrix** – Show the growth strategy (market penetration, market development, product development, diversification).
  - **Porter’s Five Forces** – Analyse the competitive landscape.
2. **Based on your analysis, propose a clear business strategy** (e.g. “The organisation should focus on market development by expanding into the Middle East wellness tourism segment”).
3. **Explain how this strategy connects** to your marketing strategy recommendations from earlier tasks.

★ **TOP TIP:** *Present your SWOT or PESTLE as a table or matrix – this looks professional and is easy for the examiner to read.*

### Criteria 4.2: Critically assess the concept of ethics (~250 words)

**What to do:** Discuss the role of ethics in developing business strategy for hospitality/tourism.

#### How to Write This Section

1. **Define business ethics** and explain why they matter in the hospitality/tourism sector (customer trust, reputation, sustainability).
2. **Discuss key ethical issues:** greenwashing, data privacy, fair treatment of staff, responsible tourism, cultural sensitivity, environmental sustainability.
3. **Apply ethical theories:** Utilitarianism (greatest good for the greatest number), Deontology (duty-based ethics), Virtue Ethics (character and integrity).
4. **Give a real example:** e.g. how a hotel chain has faced ethical criticism, or how an organisation has successfully embedded ethics into its strategy.
5. **Critically assess** – Are ethical strategies always profitable? Is there a tension between ethics and commercial goals?

⚠ **WARNING:** *The word “critically” appears again. You must discuss BOTH the benefits and the challenges of ethical business strategy, not just praise it.*

## Task 5: Conflicts and Mitigation Techniques (600 words)

### Criteria 5.1: Recognise and analyse areas of conflict (~300 words)

**What to do:** Identify the potential conflicts that could arise when implementing the business strategy you proposed in Task 4.

#### How to Write This Section

- **Identify 3–4 specific areas of conflict**, such as:
  - Resistance to change from employees or management.
  - Budget constraints vs. ambitious marketing plans.
  - Conflict between short-term profits and long-term sustainability.
  - Disagreements between stakeholders (owners, staff, customers, local community).
  - Cultural or operational differences in international expansion.
- **For each conflict, explain:** Why does it occur? Who is affected? What impact could it have on the strategy?
- **Apply Stakeholder Theory (Freeman)** or Conflict Management Theory (Thomas-Kilmann) to add academic depth.

### Criteria 5.2: Endorse measures for mitigating conflicts (~300 words)

**What to do:** Recommend specific techniques for resolving or reducing the conflicts you identified.

#### How to Write This Section

1. **For each conflict, propose a mitigation technique:**
  - **Change management:** Use Kotter's 8-Step Model or Lewin's Change Model to manage employee resistance.
  - **Stakeholder engagement:** Regular communication, consultation, and involving key stakeholders in decision-making.
  - **Phased implementation:** Roll out the strategy in stages to reduce risk and manage resources.
  - **Training and development:** Invest in staff training to prepare them for new strategies or technologies.
  - **Negotiation and compromise:** Use the Thomas-Kilmann conflict resolution model (Competing, Collaborating, Compromising, Avoiding, Accommodating).
2. **Justify each technique** by explaining why it is the most appropriate approach for that specific conflict.

★ **TOP TIP:** *Link your mitigation techniques back to your chosen organisation. Generic answers score lower than specific, applied answers.*

# Formatting, Referencing, and Submission Checklist

## Formatting Requirements

- Submit as a single .doc or .docx file.
- Use clear headings and subheadings for each task and criterion.
- Use formal academic English – avoid slang, contractions, and emojis.
- Include tables, diagrams, or charts where they add value (these do not count towards word count).
- Word count tolerance: +10% (e.g. 850 words = up to 935 words allowed).
- Index, headings, tables, images, footnotes, appendices, and references are excluded from the word count.

## Harvard Referencing Essentials

- **In-text citations:** (Author, Year) – e.g. (Kotler et al., 2021) or (Morrison, 2019, p.145).
- **Reference list:** Full alphabetical list at the end of your assignment with all sources cited.
- **Minimum sources:** Aim for 15–20 references across the whole assignment (books, journals, reports, websites).
- **Use credible sources only:** Peer-reviewed journals, published textbooks, official reports. Avoid Wikipedia, random blogs, or unverified websites.

## Before You Submit – Final Checklist

✓	Check
<input type="checkbox"/>	Have I answered EVERY criterion (1.1, 1.2, 2.1, 2.2, 3.1, 3.2, 3.3, 4.1, 4.2, 5.1, 5.2)?
<input type="checkbox"/>	Have I stayed within the word count for each task (+10%)?
<input type="checkbox"/>	Have I used ONE consistent organisation throughout all tasks?
<input type="checkbox"/>	Have I applied at least 2–3 academic models/theories across the assignment?
<input type="checkbox"/>	Have I included real-world examples and case studies?
<input type="checkbox"/>	Have I critically evaluated (not just described) in every section?
<input type="checkbox"/>	Have I used Harvard referencing correctly for all in-text citations?
<input type="checkbox"/>	Have I included a full reference list at the end?
<input type="checkbox"/>	Have I proofread for spelling, grammar, and formatting errors?
<input type="checkbox"/>	Have I run my assignment through Turnitin (or similar) to check for plagiarism?
<input type="checkbox"/>	Have I included a signed statement of authenticity with word count?

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## Final Advice for Achieving Top Marks

- **Be specific, not generic.** Always apply your arguments to your chosen organisation. Generic answers about “the hospitality industry” will score lower than specific, applied analysis.
- **Show original thinking.** The examiner wants YOUR analysis and YOUR conclusions – not a summary of what other people have said. Use evidence to support your own arguments.
- **Balance description with evaluation.** For every paragraph that describes something, write at least one sentence that evaluates it (What works? What doesn't? Why?).
- **Use signposting language.** Guide the reader through your argument with phrases like: “This section will...”, “A key strength of this strategy is...”, “However, a limitation is...”, “Therefore, it is recommended that...”
- **Quality over quantity.** It is better to discuss 3 strategies in depth than 6 strategies superficially. Go deep, not wide.
- **Proofread twice.** Read your assignment once for content and once for grammar/spelling. Small errors can cost you marks on the Presentation criterion.

*Follow this guide step by step, and you will have a well-structured, well-researched, and critically evaluated assignment that meets the highest grading standards. Good luck!*