

Qualifi Level 7 Diploma

Marketing Approaches in Hospitality and Tourism

Level 7: Diploma in Hospitality & Tourism Management
UeCampus Study Guide



Academic Module



Study Guide



Online Learning

Unit Overview

Chapter 1

Identify & Evaluate Marketing Strategies

Ansoff, STP, Porter's
Competitive Strategies,
Blue Ocean Strategy

Chapter 2

Assess & Recommend Marketing Strategies

CRM, networking,
customer loyalty,
digital influence

Chapter 3

Marketing Communication Strategies

Brand identity, IMC,
digital/viral/guerrilla,
SEO, GEO, content

Three learning outcomes across strategic marketing frameworks, relationship marketing, and communications

The Ansoff Growth Matrix

Identifying strategic growth directions for tourism and hospitality organisations

Existing Products

New Products

Market Penetration

Loyalty programmes,
frequent flyer schemes

Lower risk

Product Development

Wellness tourism,
eco-tourism packages

Medium risk

Market Development

European destinations
targeting Asian travellers

Medium risk

Diversification

Hotels entering
wellness retreats

Highest risk

STP Framework

Segmentation → Targeting → Positioning

Segmentation

- Demographic (age, income)
- Geographic (domestic vs international)
- Psychographic (lifestyle, values)
- Behavioural (travel motivations)
- AI-powered micro-segmentation

Targeting

- Luxury travellers
- Digital nomads
- Adventure tourists
- Cultural tourists
- Niche vs mass targeting

Positioning

- Luxury safari destination
- Creative cultural hub
- Wellness retreat
- USP & brand differentiation
- Perceptual mapping

Porter's Competitive Strategies

Cost Leadership

Reducing costs to undercut competitors. Budget airlines (SpiceJet), hostels, OTAs leveraging scale.

+ High market share potential

– Low margins; quality risk

Differentiation

Creating perceptions of superiority. Luxury resorts, heritage experiences, Qantas FFP loyalty.

+ Premium pricing; strong brand

– Requires continuous innovation

Focus / Niche

Targeting a specific segment. Wildlife tourism, medical tourism, boutique hotels for creatives.

+ Deep customer loyalty

– Limited market size

Tribe (2016) extended Porter with a price/quality model: hybrid strategies seek high quality at low prices — difficult but competitively powerful.

Blue Ocean Strategy & Evaluation KPIs

Blue Ocean Strategy

Create new market spaces rather than competing in existing ones (Kim & Mauborgne)

- Experiential tourism
- Eco-tourism
- Digital nomad destinations
- Space tourism

+ Reduces competition, creates new demand

– Difficult to sustain; high investment and risk

Evaluation KPIs

- Return on Investment (ROI)
- Customer Engagement (likes, shares, reviews)
- Brand Awareness (impressions, reach)
- Conversion Rate (visitors → bookings)
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (CLV)

Customer Relationship Marketing (CRM)

The sale is not the end of the marketing process — it is the beginning of a relationship

4–5×

Cost of acquiring a new customer vs retaining one

80%

Of revenue from 20% of customers



Employee satisfaction from stable relationships

CRM Principles & Market Types

- Consumer markets
- Supplier markets
- Referral markets (WoM & eWoM)
- Internal (employee) markets
- Influence markets (media, regulators)

Technology-Enabled CRM

- E-CRM & data warehouses
- Affiliate marketing
- Permission marketing
- Social media engagement
- AI-driven personalisation

Customer Loyalty Strategies

Social Media & Influencer Marketing

Maldives tourism boards invite Instagram influencers to luxury resorts for authentic content creation

Loyalty Programmes

Hilton Honors: points for stays, free nights, upgrades — encouraging repeat bookings across the chain

Personalisation

Disney MagicBands link to tickets, rooms & preferences for seamless, customised guest experiences

Content Marketing & SEO

Airbnb Magazine offers destination guides and travel stories, driving organic discovery and trust

Marketing Communications & Brand Identity

Brand identity in hospitality is experiential, emotional, and intangible — communications make it visible

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|-----------|---------------------------|--|
| 01 | Create Awareness | Ensure the brand enters the traveller's consideration set |
| 02 | Communicate Values | Translate brand personality into messages and imagery |
| 03 | Differentiate | Highlight USPs, heritage, service style, emotional appeal |
| 04 | Build Consistency | Unified identity across website, social, email, booking, and in-person |
| 05 | Shape Emotion | Connect with aspirations: freedom, prestige, discovery, wellness |
| 06 | Enable Advocacy | UGC, reviews, and influencer content reinforce brand meaning |

The promotions mix: advertising, digital marketing, direct marketing, sales promotion, PR, personal selling, collateral, sponsorship

Digital Marketing in Tourism & Hospitality

The 5Ds of Digital Marketing

Devices	Platforms	Media	Data	Technology
Smartphones, tablets, smart TVs, voice assistants	Google, Instagram, TikTok, YouTube, Facebook	Paid, owned, earned channels (ads, SEO, UGC)	Customer analytics, behavioural insights, GDPR	VR, AR, chatbots, AI, podcasts, video

Key Digital Channels

Search (SEO/SEM)	Social Media	OTAs & Metasearch	Review Platforms	Email & CRM	Content & Influencer
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SEO, GEO & Content Marketing

Search Engine Optimisation (SEO)

- Technical SEO (speed, mobile, schema)
- On-page (content, headings, meta)
- Off-page (backlinks, authority)
- Local SEO & Google Business
- Compounding returns over time

Generative Engine Optimisation (GEO)

- Visibility in AI-generated answers
- ChatGPT, Google AI Overviews, Copilot
- Structured, cited, factual content
- Extends SEO into the AI era
- Critical for future discovery

Content Marketing & Storytelling

- Blog posts, video, podcasts, guides
- Emotional narrative over promotion
- Evergreen content compounds value
- Fuels SEO, social, email, PR
- Differentiates in crowded markets

Viral & Guerrilla Marketing

Viral Marketing

Designed for rapid, organic sharing through emotion, originality, and social currency

- Shareable destination videos
- Influencer-led travel content
- Hashtag campaigns & challenges
- Humorous airline safety videos

+ Massive reach at low cost; peer endorsement

– Cannot be guaranteed; short-lived; may not convert

Guerrilla Marketing

Unconventional, low-cost, high-impact tactics using creativity and surprise

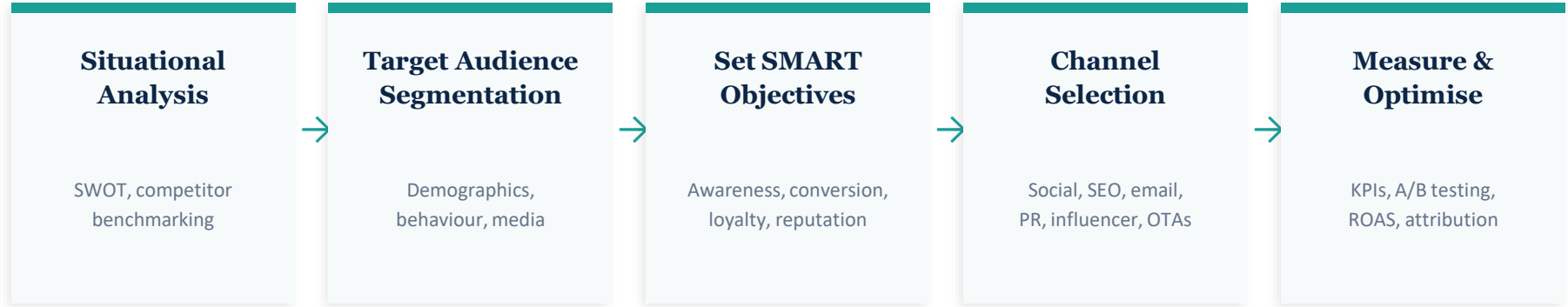
- Pop-up destination installations
- Immersive street activations
- Hidden hotel key treasure hunts
- AR experiences in public spaces

+ Memorable; media attention; low budget

– Limited reach alone; reputational risk; hard to measure

Integrated Marketing Communications (IMC)

One brand voice across every touchpoint — the strategic imperative for hospitality



The traveller journey is fragmented — Instagram → Google → OTA → TripAdvisor → brand website → mobile app → post-stay review.
IMC ensures every encounter tells the same story.

MBA-level recommendations must acknowledge practical constraints: budget, team capability, and technological infrastructure. Propose phased implementation where resources are limited.

Comparative Strategy Evaluation

Criterion	Digital Marketing	Viral Marketing	Guerrilla Marketing
Reach	Global, precise targeting	Potentially massive but unpredictable	Local unless amplified digitally
Measurability	Highly measurable (analytics)	Difficult to attribute to bookings	Very difficult to measure
Cost Efficiency	Scalable; pay-per-click options	Low media cost if viral achieved	Low budget, high creativity required
Brand Control	High — owned & paid channels	Low — audience interprets freely	Moderate — risk of misinterpretation
Conversion	Strong — integrates with booking	Weak — awareness over action	Weak — attention over conversion
Sustainability	Long-term with SEO & content	Short-term spikes	One-off impact unless supported
Best For	Conversion, loyalty, measurement	Awareness, Gen Z engagement	Disruption, differentiation, events

Digital marketing is the most strategically reliable; viral and guerrilla are powerful complements, not substitutes.

Key Takeaways

- Strategic frameworks (Ansoff, STP, Porter, Blue Ocean) provide structured approaches to marketing decisions in competitive tourism markets
- CRM and relationship marketing build long-term value — acquiring customers costs 4–5× more than retaining them
- Brand identity in hospitality is experiential and emotional — communications make it visible, consistent, and meaningful
- Digital marketing is the most strategically reliable channel — measurable, targetable, and integrated with the booking journey
- Viral and guerrilla marketing are powerful complements for awareness and differentiation, but cannot substitute for strategic consistency
- IMC ensures one brand voice across a fragmented traveller journey — from Instagram inspiration to post-stay advocacy
- MBA-level recommendations require strategic reasoning: situational analysis → audience → objectives → channels → measurement