

## Liverpool John Moores University

Title: MARKETING FOR TOURISM & LEISURE  
Status: Definitive  
Code: **7518TEF** (103433)  
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: City College University

Team	Leader
Steve Burns	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 22  
**Total Learning Hours:** 200  
**Private Study:** 178

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	21
Tutorial	1

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay (4000 words)	100	

### Aims

*To develop critical awareness of the role of marketing within the tourism and leisure industry.*

*To develop familiarity with a range of marketing methods including the importance of the development of ICT in the Leisure & Tourism context.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 demonstrate knowledge and understanding of key theoretical principles related to marketing as applied to the leisure and tourism sector
- 2 to critically evaluate specific marketing strategies employed within the Tourism & Leisure industry

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Essay 4000 words	1	2
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### **Outline Syllabus**

*The module will start by exploring some key theoretical principles of marketing as they specifically relate to tourism and leisure. Themes such as destination marketing and developing promotional campaigns will be explored before turning the attention to the importance of ICT in the leisure and tourism marketing environment.*

### **Learning Activities**

Lectures and seminars and workshops will be the main form on student learning activities. Students will also participate in small group discussions around material presented in lectures.

### **Notes**

This module examines the importance of marketing to the leisure and tourism industry and provides an exploration of key marketing principles as they apply to hospitality, leisure and tourism.