

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Basics of Tourism Promotion & Branding

Workshop Level



LAPT — London Academy of Professional Training

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Reference TT-DMM-W • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

6	18	72	445	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	TT-DMM-W
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1	Creating Promotional Campaigns	3 chapters · 12 classes	65 marks
• 1 Understanding Target Audiences in Tourism Promotion — 4 classes › 1.1 Identifying Key Tourist Demographics › 1.2 Analyzing Travel Preferences and Trends › 1.3 Segmenting and Targeting Tourism Audiences › 1.4 Customizing Campaigns for Audience Engagement • 2 Crafting Compelling Tourism Campaigns — 4 classes › 2.1 Identifying Key Elements of a Tourism Campaign › 2.2 Developing a Target Audience Profile › 2.3 Crafting an Engaging Campaign Message › 2.4 Selecting Effective Promotion Channels • 3 Utilizing Digital Platforms for Tourism Branding — 4 classes › 3.1 Exploring Key Digital Platforms for Tourism Promotion › 3.2 Crafting Effective Digital Content for Tourism Branding › 3.3 Leveraging Social Media for Tourism Brand Engagement › 3.4 Analyzing Metrics to Optimize Digital Tourism Campaigns			
2	Evaluating Tourism Branding	3 chapters · 12 classes	65 marks
• 1 Understanding Tourism Branding Concepts — 4 classes › 1.1 Exploring Core Concepts of Tourism Branding › 1.2 Identifying Key Elements of Successful Tourism Brands › 1.3 Analyzing Case Studies of Effective Tourism Branding › 1.4 Applying Branding Strategies to Enhance Tourism Appeal • 2 Analyzing Successful Tourism Branding Strategies — 4 classes › 2.1 Exploring Key Elements of Tourism Branding › 2.2 Identifying Successful Tourism Branding Tactics › 2.3 Examining Case Studies of Iconic Tourism Brands › 2.4 Analyzing the Impact of Branding on Tourist Engagement • 3 Measuring and Assessing Tourism Brand Performance — 4 classes › 3.1 Understanding Key Metrics in Tourism Brand Performance › 3.2 Analyzing Visitor Perception and Feedback › 3.3 Comparing Competitor Brand Strategies › 3.4 Applying Analysis to Enhance Brand Positioning			

3

Introduction to Tourism Promotion

3 chapters · 12 classes **115 marks**

• 1 Understanding Tourism Markets and Consumer Behavior — 4 classes

- › 1.1 Exploring Tourism Market Segmentation
- › 1.2 Analyzing Tourist Consumer Behavior
- › 1.3 Identifying Key Tourism Market Trends
- › 1.4 Applying Consumer Insights to Tourism Promotion

• 2 Techniques and Tools for Effective Tourism Promotion — 4 classes

- › 2.1 Exploring Core Concepts of Tourism Promotion
- › 2.2 Utilizing Digital Tools for Enhancing Tourism Visibility
- › 2.3 Developing Strategic Tourism Branding Initiatives
- › 2.4 Measuring the Impact of Tourism Promotion Techniques

• 3 Building and Maintaining a Strong Tourism Brand — 4 classes

- › 3.1 Understanding the Core Elements of a Tourism Brand
- › 3.2 Identifying and Targeting the Right Audience for Tourism Branding
- › 3.3 Crafting Compelling Brand Messaging for Tourism
- › 3.4 Strategies for Maintaining Brand Consistency in Tourism Promotion

4

Marketing Strategies for Tourism

3 chapters · 12 classes **90 marks**

• 1 Understanding the Fundamentals of Tourism Marketing — 4 classes

- › 1.1 Exploring Key Concepts in Tourism Marketing
- › 1.2 Identifying Target Markets and Consumer Profiles
- › 1.3 Analyzing Tourism Branding Strategies
- › 1.4 Applying Digital Tools for Tourism Promotion

• 2 Developing Effective Tourism Marketing Strategies — 4 classes

- › 2.1 Understanding the Core Elements of Tourism Marketing
- › 2.2 Identifying Target Audiences and Tailoring Messages
- › 2.3 Crafting Compelling Tourism Brand Narratives
- › 2.4 Implementing and Evaluating Marketing Campaigns

• 3 Building and Promoting Tourism Brand Identity — 4 classes

- › 3.1 Understanding the Core Elements of Tourism Branding
- › 3.2 Crafting a Unique Value Proposition for Your Tourism Brand
- › 3.3 Developing a Consistent Visual Identity in Tourism
- › 3.4 Implementing Strategies to Effectively Promote Your Brand Identity

5

Portfolio Development

3 chapters · 12 classes **45 marks**

• 1 Understanding Tourism Portfolio Essentials — 4 classes

- › 1.1 Exploring Core Elements of a Tourism Portfolio
- › 1.2 Analyzing Successful Tourism Brand Portfolios
- › 1.3 Identifying Key Branding Strategies for Tourism
- › 1.4 Crafting a Unique Tourism Brand Identity

• 2 Crafting Engaging Destination Narratives — 4 classes

- › 2.1 Understanding the Elements of a Destination Narrative
- › 2.2 Analyzing Successful Tourism Narratives
- › 2.3 Crafting Authentic and Captivating Storylines
- › 2.4 Applying Narrative Techniques to Portfolio Projects

• 3 Implementing Digital Tools for Portfolio Enhancement — 4 classes

- › 3.1 Exploring Digital Tools for Portfolio Enhancement
- › 3.2 Integrating Social Media Platforms into Your Portfolio
- › 3.3 Utilizing Multimedia Elements for Dynamic Portfolios
- › 3.4 Analyzing Digital Analytics to Optimize Portfolio Impact

6

Tourism Market Trends

3 chapters · 12 classes **65 marks**

• 1 Understanding Global Tourism Market Dynamics — 4 classes

- › 1.1 Explore Global Tourism Growth and Patterns
- › 1.2 Analyze Key Factors Influencing Tourism Markets
- › 1.3 Identify Emerging Trends in Global Tourism
- › 1.4 Apply Market Dynamics to Tourism Promotion Strategies

• 2 Analyzing Regional Tourism Growth and Trends — 4 classes

- › 2.1 Understanding Key Indicators of Regional Tourism Growth
- › 2.2 Analyzing Current Trends in Regional Tourism
- › 2.3 Identifying Opportunities in Emerging Tourism Markets
- › 2.4 Applying Trend Analysis to Create Tourism Growth Strategies

• 3 Predicting Future Trends in Tourism Promotion — 4 classes

- › 3.1 Understanding Key Predictive Analytics in Tourism
- › 3.2 Analyzing Emerging Tourist Preferences and Behaviors
- › 3.3 Leveraging Technology to Forecast Tourism Trends
- › 3.4 Applying Trend Analysis to Innovate Tourism Marketing

