

Higher National Unit Specification

General information for centres

Unit title: Marketing Planning in Travel and Tourism

Unit code: DK04 35

Unit purpose: This Unit is designed to enhance a basic knowledge of marketing by providing the candidate with the opportunity to put theory into practice through the gathering of marketing information and the development of a marketing plan for a travel or tourism business, based on an assessment of the marketplace. It will also give candidates some insight into practices in marketing research and some exposure to designing and administering a questionnaire for the purposes of gathering data for travel and tourism businesses. This reflects the fact that the vast majority of businesses in Scottish tourism are small in size and are therefore unlikely to retain the services of marketing research agencies on their behalf.

Although designed with a clear emphasis on the travel and tourism sector, the Unit could also be applied to service orientated sectors such as hospitality.

On completion of the Unit the candidate should be able to:

1. Collect and analyse marketing information for a travel or tourism related business, event or project.
2. Develop a marketing plan for a travel or tourism related business.
3. Devise marketing programmes to achieve stated marketing objectives.

Credit points and level: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: This Unit is designed as a progression from Higher National Unit (DK0E 34): Applying Marketing Principles in Travel and Tourism.

Core skills: There may be opportunities to gather evidence towards core skills in this Unit, although there is no automatic certification of core skills or core skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes.

General information for centres (cont)

Assessment: The various stages associated with the preparation of a marketing plan to a very large extent dictate the form of assessment to be used. It is suggested that the use of a case study approach will support this by providing the candidate with background information on a travel or tourism business for which a marketing plan is to be prepared. Candidates should be facilitated in their efforts to produce a working document in which the theory and practice of marketing is applied in a travel and tourism context.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Collect and analyse marketing information for a travel or tourism related business, event or project.

Knowledge and/or skills

- ◆ How to conduct a survey
- ◆ How to interpret the results of the survey
- ◆ How to present the results of the survey
- ◆ Issues related to making valid conclusions and recommendations based on collected data

Evidence requirements

Each candidate must provide evidence that they individually designed a questionnaire which reflects current good practice in terms of the type, wording and sequencing of questions. The questionnaire should contain at least 12 questions. The method of conducting the survey (by telephone, mail, e-mail or face-to-face) should be selected based on suitability for the purpose and constraints (financial or otherwise). A minimum of 15 respondents must be surveyed. The results should be presented in the form of a report which present the findings accurately and comprehensively. The report must include the following sections: Terms of reference, methodology, research findings, conclusions and recommendations. An appendix including a copy of the questionnaire and bar charts/pie charts describing some of the findings should be included. The report must interpret the results correctly and in accordance with the stated objectives of the research. The conclusions and recommendations made must be valid and achievable in terms of the resources available and the aims of the project and should be based on the findings only (and not on personal opinions).

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning in Travel and Tourism

Assessment guidelines

It is suggested that the assessment takes the form of a case study/scenario which will provide a travel or tourism context for the gathering of data. The candidate will be asked to design a questionnaire which should be used to conduct a survey according to the criteria set out in evidence requirements above, in order to research questions/issues which should be specified in the assessment. Having conducted the survey, they must then produce the report as described at evidence requirements above. The case study/scenario used in this Outcome will be continued on into Outcomes 2 and 3 when candidates will be required to develop a marketing plan for the business, event or project described. This should be borne in mind when selecting appropriate questions for candidates to research.

Outcome 2

Develop a marketing plan for a travel or tourism related business

Knowledge and/or skills

- ◆ The benefits of marketing planning
- ◆ The marketing planning process
- ◆ How to analyse the business environment (PEST analysis)
- ◆ An understanding of consumer motivation
- ◆ How to conduct a SWOT analysis
- ◆ How to set marketing objectives which are realistic in the context of market conditions (SMART)

Evidence requirements

Each candidate must produce a marketing plan for the travel and tourism business, event or project which forms the basis of the case study/scenario in Outcome 1. The production of this marketing plan forms the basis of assessment for both Outcomes 2 and 3. The first stage of the marketing plan is for the candidate to complete a comprehensive and accurate market analysis which takes account of relevant political, economic, social and technological factors as well as current market conditions and trends. This analysis should demonstrate an understanding of the business environment in which travel and tourism businesses are operating as well as an understanding of consumer motivation. Stage 2 of the marketing plan is a SWOT analysis undertaken by each candidate of the travel or tourism business already researched in Outcome 1. The SWOT should be consistent with all known data. Based on all of the above information, each candidate must then produce a set of marketing objectives for the travel or tourism business. These should conform to SMART criteria in the context of market conditions described.

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning in Travel and Tourism

Assessment guidelines

The assessment for this Outcome can be combined with Outcome 3 a part of an integrated assessment instrument for the Unit, details of which are given under Outcome 3 below.

Outcome 3

Devise marketing programmes to achieve stated marketing objectives.

Knowledge and/or skills

- ◆ How to devise a product plan which takes account of trends and customer needs and expectations
- ◆ How to identify channels of distribution which are appropriate for the product developed and the target markets
- ◆ What factors to consider when devising a pricing strategy for the business
- ◆ How to develop a promotional programme which will achieve stated marketing objectives
- ◆ What mechanisms should be used to monitor and evaluate the effectiveness of the marketing programmes selected

Evidence requirements

Each candidate must develop marketing programmes to achieve the marketing objectives previously mentioned. These programmes must include a product development plan, a distribution plan, a pricing plan and a promotional plan. The promotional plan should cover advertising, PR/media and sales promotion. The product plan must take account of product trends, market conditions (as described in the market analysis) and customer needs and expectations. The channels of distribution identified must be appropriate for the product and the target market. The factors to be considered when devising a pricing strategy should be accurately identified. The promotional programme selected must be appropriate to the target market and should maximise opportunities to achieve stated marketing objectives. The promotional plan should cover advertising, PR/media (including a press release) and sales promotion. The mechanisms used to monitor each of the marketing programmes should be effective and appropriate.

Assessment guidelines

The assessment covering Outcomes 2 and 3 should build on the case study/scenario already established in Outcome 1. Candidates should be instructed to proceed to develop a marketing plan for the travel or tourism business already described in Outcome 1 and for which research has been conducted. It may be necessary at this stage to provide more detailed information on the business in question in order to facilitate this. It is suggested that the assessment should break this process down into various stages for the candidate to complete. These stages might be organised as follows:

Higher National Unit specification: statement of standards (cont)

Unit title: Marketing Planning in Travel and Tourism

Stage 1 — completion of a market analysis which takes account of relevant political, economic, social and technological factors as well as consumer motivation.

Stage 2 — completion of a SWOT analysis

Stage 3 — the development of a set of marketing objectives

Stage 4 — the development of marketing programmes to achieve stated marketing objectives, including:

- ◆ a product plan
- ◆ a distribution plan
- ◆ a pricing plan
- ◆ a promotional plan covering advertising, PR/media (including a press release), sales promotion

Candidates should suggest appropriate mechanisms for monitoring and evaluating the effectiveness of each of the marketing programmes.

Administrative Information

Unit code:	DK04 35
Unit title:	Marketing Planning in Travel and Tourism
Superclass category:	BA
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Higher National Unit specification: support notes

Unit title: Marketing Planning in Travel and Tourism

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

The Unit is designed to enhance a basic knowledge of marketing by providing the candidate with the opportunity to put theory into practice through the gathering of marketing information and the development of a marketing plan for a travel or tourism business, based on an assessment of the marketplace.

The Unit is designed to give candidates some insight into practices in the field of marketing research and some exposure to designing and administering a questionnaire for the purposes of gathering data for a travel or tourism business. This reflects the fact that the vast majority of businesses in Scottish tourism are small in size and are therefore unlikely to be able to afford to retain the services of marketing research agencies on their behalf. To facilitate this, candidates will be required to consider issues relating to questionnaire design, administration and analysis.

The Unit also seeks to provide candidates with the opportunity to produce a marketing plan for a travel or tourism business. In order to support this process, candidates will be engaged in a variety of activities designed to foster interest and enthusiasm in the discipline of marketing in general and marketing within the travel and tourism industry in particular. The content is therefore designed to provide candidates with skills which he or she will find useful once employment in the travel and tourism industry has been secured.

Guidance on the delivery and assessment of this Unit

It is recommended that candidates are afforded maximum exposure to current marketing practice through a variety of methods which might include: visits to travel/tourism businesses in both the public and private sectors, talks by speakers from travel/tourism business (either on site or in college), exposure to current press clippings of travel/tourism based articles, examination of pertinent research studies, use of industry web sites (notably VisitScotland's industry website www.scotexchange.net).

Higher National Unit specification: support notes (cont)

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Open learning

This Unit is well suited to delivery by open learning. Materials could be developed in the traditional paper based way, or online, incorporating interactive activities and links to industry websites. Candidate progress could be monitored through tutor marked assignments. Rather than submitting the completed marketing plan for the assessment of Outcomes 2 and 3, it is suggested that the marketing plan should be submitted in sections to ensure that the candidate is 'on track'. This should ensure that any errors in the early stages of the plan are corrected before they impact negatively on the later stages.

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements for Candidates with Additional Support Needs* (BA 2399, SQA, due 2004).

General information for candidates

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This Unit is designed to enhance a basic knowledge of marketing by providing you with the opportunity to put theory into practice through the gathering of marketing information and the development of a marketing plan for a travel or tourism business.

The Unit is designed to give you some insight into practices in the field of marketing research and the opportunity to learn how to design and administer a questionnaire for the purposes of gathering data for a travel and tourism business. The Unit also provides you with the opportunity to produce a marketing plan for a travel or tourism business. As part of this process, you will be required to conduct a market analysis and a SWOT analysis, before proceeding to develop appropriate marketing objectives for the organisation, project or event. After this, you will devise marketing programmes to achieve the objectives set. This will take the form of a product plan, distribution plan, pricing plan and promotional plan.

This Unit is designed to provide you with the skills required to practice marketing within the travel and tourism industry.