

## National Unit Specification: general information

<b>UNIT</b>	Marketing in Travel and Tourism (Advanced Higher)
<b>NUMBER</b>	D447 13
<b>COURSE</b>	Tourism (Advanced Higher)

This is a component unit of Advanced Higher Tourism.

### SUMMARY

This unit will enable candidates to analyse and apply the principles and practice of marketing in the travel and tourism context.

### OUTCOMES

- 1 Define the meaning of marketing and analyse its significance for businesses in travel and tourism.
- 2 Explain and apply the concept of the marketing mix.
- 3 Explain the principles and practices involved in the collection of marketing information in travel and tourism.
- 4 Explain and evaluate the role and types of promotion undertaken by travel and tourism businesses.

### RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates will benefit from having attained one of the following:

- Course or units in Higher Tourism
- Higher English or equivalent

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### Administrative Information

<b>Superclass:</b>	NK
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## **National Unit Specification: general information (cont)**

**UNIT**        Marketing in Travel and Tourism (Advanced Higher)

### **CREDIT VALUE**

1 credit at Advanced Higher.

### **CORE SKILLS**

There is no automatic certification of core skills or core skills components in this unit.

Additional information about core skills is published in *Automatic Certification of Core Skills in National Qualifications* (SQA, 1999).

## **National Unit Specification: statement of standards**

### **UNIT          Marketing in Travel and Tourism (Advanced Higher)**

Acceptable performance in this unit will be the satisfactory achievement of the standards set out in this part of the unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

#### **OUTCOME 1**

Define the meaning of marketing and analyse its significance for businesses in travel and tourism.

##### **Performance criteria**

- (a) Definitions of marketing are appropriate to the special nature of the travel and tourism product.
- (b) Identification of the importance of marketing and marketing orientation is correct in terms of travel and tourism businesses.
- (c) Analysis of the extent to which a marketing orientation is adopted in travel and tourism businesses is comprehensive and accurate.

##### **Evidence requirements**

Evidence which demonstrates the candidate's understanding of the marketing concept in the travel and tourism context, and which provides an assessment of the status of marketing within the industry.

#### **OUTCOME 2**

Explain the concept of the marketing mix.

##### **Performance criteria**

- (a) Elements of the marketing mix and how they interact are identified.
- (b) Explanation of the need to manipulate the marketing mix in terms of response to changing conditions and stage reached in the product life-cycle is appropriate.
- (c) The marketing mix concept is applied in the context of a travel and tourism business.

##### **Evidence requirements**

Evidence which demonstrates the candidate's understanding of the concept of the marketing mix and the practical application of this tool to business practice in travel and tourism.

## **National Unit Specification: statement of standards (cont)**

### **UNIT          Marketing in Travel and Tourism (Advanced Higher)**

#### **OUTCOME 3**

Explain the principles and practices involved in the collection of marketing information in travel and tourism.

##### **Performance criteria**

- (a) Identification of the role and sources of marketing information for travel/tourism is correct.
- (b) Explanation of the methods used to study consumer behaviour is accurate.
- (c) Explanation of the meaning and application of market segmentation is correct.

##### **Evidence requirements**

Evidence which demonstrates the candidate's understanding of the principles and current practices involved in the collection of marketing information in travel and tourism.

#### **OUTCOME 4**

Explain and evaluate the role and types of promotion undertaken by travel and tourism businesses.

##### **Performance criteria**

- (a) Identification of the elements of the promotions mix is accurate.
- (b) Evaluation of the role of public sector tourism agencies in the promotion of destinations and tourism businesses is correct in terms of current practice.
- (c) Explanation of the role of sales promotion in travel and tourism is accurate.
- (d) Explanation of the role of public relations in travel and tourism is accurate.
- (e) Identification of the different types of selling and their role in travel and tourism is correct in terms of current business practice.
- (f) Explanation of the role of advertising in travel and tourism is accurate in terms of current business practice.

##### **Note on range of the outcome**

Public-sector tourism agencies: BTA, National Tourist Boards, Area Tourist Boards.

##### **Evidence requirements**

Evidence which demonstrates the candidate's ability to explain and evaluate the role and types of promotion undertaken by travel/tourism businesses.

## **National Unit Specification: support notes**

### **UNIT            Marketing in Travel and Tourism (Advanced Higher)**

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

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

#### **GUIDANCE ON CONTENT AND CONTEXT FOR THIS UNIT**

This unit provides the candidate with an introduction to the principles of marketing as a management discipline, and to their application within the context of the travel and tourism industry and specifically businesses such as accommodation providers, transport providers, incoming tour operators, visitor attractions, destination marketing organisations and travel agencies. The content should focus on the challenges facing the travel/tourism marketer due to the particular nature of the tourism product, ie perishability, intangibility, heterogeneity, inseparability and seasonality.

Delivery of the unit should make maximum use of current materials (BTA/STB/ATB statistics, national and local newspaper articles, travel trade press articles, television coverage of travel/tourism industry sector and related events, etc.) The candidate should be encouraged to identify examples of marketing activity within the travel and tourism sector.

Further details of unit content can be found in the Advanced Higher course specification.

#### **GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT**

It is recommended that candidates are afforded maximum exposure to current business practice through a variety of methods which might include: visits to travel and tourism businesses in both the public and private sectors, talks by speakers from travel and tourism businesses (either on-site or in college), exposure to current press clippings of travel and tourism-based articles, examination of relevant research studies and other reference materials.

Candidate-centred activities should be used to encourage the candidate to participate in the discovery, collection, evaluation and organisation of material relevant to the issues covered. This will bring the candidate into contact with the industry and will ensure that the materials they are using are always up-to-date. Such materials are likely to include tourism statistics (Outcome 3), promotional materials (Outcome 4), reports of public relations activities (Outcome 4), examples of sales promotions (Outcome 4), evidence of marketing orientation, such as customer satisfaction questionnaires, and examples of quality schemes (Outcome 1).

Where appropriate, arrangements should be made to ensure that there will be no artificial barriers to learning and assessment. The nature of a candidate's special needs should be taken into account when planning learning experiences and selecting assessment instruments. Alternative arrangements can be made as necessary.

Further guidance on learning and teaching approaches can be found in the Subject Guide.

## **National Unit Specification: support notes (cont)**

**UNIT**          Marketing in Travel and Tourism (Advanced Higher)

### **GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT**

A holistic approach to assessment is recommended as this best reflects ‘real-life’ situations and affords candidates the opportunity to demonstrate their grasp of the total concept of marketing.

#### ***Outcomes 1-4***

Projects and the use of case studies of travel and tourism businesses or events are suggested, in order to facilitate the application of the principles and techniques of marketing. There should not be an over-emphasis on theory in these projects.

Please refer to the National Assessment Bank for full assessment items and marking schemes for this unit.

### **SPECIAL NEEDS**

This unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special 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 and Certification Arrangements for Candidates with Special Needs/Candidates whose First Language is not English* (SQA, 1998).