

SQA Advanced Unit Specification

General information for centres

Unit title: Hospitality Industry

Unit code: HP4T 47

Superclass: NA

Publication date: August 2017

Source: Scottish Qualifications Authority

Version: 01

Unit purpose

The unit is designed to introduce candidates to the main features of the hospitality industry. Candidates will gain an understanding of the different sectors of the industry and its importance to the economy. In particular the unit looks at marketing processes in the hospitality industry.

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

- 1 investigate the main features of the hospitality industry.
- 2 define the meaning of marketing and describe its importance in the hospitality industry.
- 3 describe marketing processes used in the hospitality industry.

Recommended prior knowledge and skills

Access to this unit is at the discretion of the centre. However it is recommended that candidates have good communication skills, this may be demonstrated by possession of at least one National Course at SCQF level 6, an equivalent qualification or relevant experience. It would also be beneficial if candidates had some IT skills and a minimum SCQF level 4 in the Core Skill of *Problem Solving*.

Credit points and level

1 SQA Credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

*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 National 1 to Doctorates.

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Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes of this unit specification.

There is no automatic certification of Core Skills or Core Skill components in this unit.

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.

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

Investigate the main features of the hospitality industry.

Knowledge and/or Skills

- ◆ Features of the hospitality industry
- ◆ Current trends
- ◆ Importance of the hospitality industry to the economy
- ◆ Sustainable practice

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills, in relation to the hospitality industry, by showing that they can:

- ◆ describe the types of businesses and the range of job roles.
- ◆ analyse and evaluate current trends.
- ◆ describe its role and significance in the local, national and global economy.
- ◆ describe the concept of sustainable practices.

Outcome 2

Define the meaning of marketing and describe its importance in the hospitality industry.

Knowledge and/or Skills

- ◆ Definition of the term marketing
- ◆ Marketing in the hospitality industry
- ◆ Market research and information
- ◆ Market segmentation and target markets

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Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills, in relation to the hospitality industry, by showing that they can:

- ◆ explain what marketing is.
- ◆ describe the characteristics of the hospitality industry (perishability, intangibility, heterogeneity, inseparability and seasonality).
- ◆ explain why market research and information is important.
- ◆ explain the process of segmentation and target markets.

Outcome 3

Describe marketing processes used in the hospitality industry.

Knowledge and/or Skills

- ◆ Management and control of marketing activities
- ◆ Marketing mix for hospitality services
- ◆ Forecasting market demand

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills, in relation to the hospitality industry, by showing that they can:

- ◆ describe how hospitality businesses manage and control their marketing activity.
- ◆ explain what the marketing mix is and how the elements of the marketing mix must balance and complement each other.
- ◆ describe how to forecast customer demand.

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Unit specification: support notes

Unit title: Hospitality Industry

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

This unit is designed to provide candidates with an understanding of the hospitality industry. It also introduces candidates to the principles of marketing and its application within the context of the hospitality industry. Although many concepts will be covered in this unit not all need to be covered in depth, the focus should be on how they relate to and fit into marketing theory. It will be necessary to touch on SWOT analysis and product range/portfolio analysis; however, these are covered in greater detail in other units.

The link between marketing and the economic health of the hospitality industry should be highlighted throughout the unit. The following should be covered in the delivery of the unit:

Types of business

Discuss the different sectors within the industry: hotels and other businesses providing accommodation, restaurants, bars, pubs, clubs and contract catering.

Range of Job Roles

Discuss the variety of jobs available, transferable skills, career progression.

PESTLE

Investigate the Political, Economic, Social, Technological, Legal and Environment impacts made by and on the hospitality industry.

Sustainability

Environmentally friendly products, local produce, waste control, energy conserving and longevity of hospitality business.

Characteristics

How the hospitality (service) industry differs from other products in how they market their product, eg seasonality, intangibility, perishability, heterogeneity, ownership, customer involvement, inseparability.

Customer Expectations

High level of customer expectations of standard of service and WOW experience.

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Trends

Examine current trends in:

- ◆ Food and drink
- ◆ Accommodation, eg luxury hotels bathtubs at bottom of bed, mood lighting
- ◆ Service style
- ◆ Technology, eg tablets (iPad) for orders, guest management, customer feedback
- ◆ Marketing activity, eg Trip Advisor, Twitter, Facebook

Marketing Mix

The seven Ps in service marketing; Product, Place, Price, Promotion, Physical Evidence, Process, People.

Outcome 1

Features of the hospitality industry should include:

- ◆ The types of business as described within the Standard Industrial Classification, ie hotels, restaurants, bars, clubs, contract caterers, as well as appropriate areas such as conference venues, halls of residence and residential homes.
- ◆ The range of jobs: general managers, shift supervisors, team leaders, accommodation managers, front of house personnel, waiting staff, bar staff, chefs, etc.
- ◆ Current trends in technologies: eMarketing, 4square, Facebook, Twitter, QR, etc.
- ◆ Customer expectations, WOW experience, etc.
- ◆ Concept of sustainability: energy efficiency, waste management, waste reduction, recycling, using seasonal products, using sustainably sourced products, longevity of hospitality product (ensure it doesn't reach saturation where supply outstrips demand), etc.
- ◆ PESTLE: impact of current Political, Economic, Social, Technological, Legal and Environment issues, etc.

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Outcomes 2 and 3

Candidates should be able to explain and apply the marketing concept and why it is important to the success of hospitality organisations.

- ◆ Definition of marketing: an outline of the key stages of the marketing process; identifying, anticipating and satisfying customer requirements.
- ◆ Characteristics of the hospitality industry: an outline of the main features which relate to hospitality marketing, services rather than products, added value, quality assurance schemes, market demands, trends.
- ◆ Market research methods: types and uses of research, ie quantitative and qualitative, primary and secondary. Common methods of gathering primary and secondary data.
- ◆ Understanding typical hospitality segmentation: should include demographic and behavioural aspects.
- ◆ Marketing Mix: The seven Ps:
 - Physical Evidence
 - Product
 - Price
 - Promotion
 - Process
 - People
 - Place.
- ◆ Forecasting Demand; should include management judgement/experience, trends analysis, future developments and events.
- ◆ Management and Control of Marketing Activity; should include analysis of marketing media used and target markets approached.

Guidance on the delivery of this unit

This unit is in the framework for the SQA Advanced Certificate/Diploma in Hospitality Management and is an optional unit in the SQA Advanced Diploma Professional Cookery framework; it is recommended the unit is taught within this context. Alternatively it can be delivered as a stand-alone unit.

Guidance on the assessment of this unit

Outcome 1

Assessment of Outcome 1 could take the form an investigative report.

Outcomes 2 and 3

It is recommended that part of the assessment of Outcome 2 is short answer questions. The remainder of Outcome 2 and Outcome 3 could be integrated into the investigative report started in Outcome 1.

Online and Distance Learning

As this unit deals more with knowledge elements and the application of theory, than with the application of practical skills, it could be developed as a distance learning pack or adapted to an online format. Tutor/lecturer support would still be important in the delivery of this unit and the assessment needs to be conducted where arrangements have been put in place to ensure authenticity of the candidates work.

Opportunities for developing Core Skills

Communication: Written Communication (Reading) at SCQF level 6

For all outcomes candidates are required to read, understand and evaluate complex written information in order to carry out research using a variety of textbooks and online sources.

Communication: Written Communication (Writing) at SCQF level 6

For Outcomes 1 candidates are required to select and present well-structured information, in order to produce a report on the findings of their investigation into the hospitality industry, where a written report is used they will be demonstrating this Core Skills component.

Information and Communication Technology: Accessing Information at SCQF level 5

For all outcomes candidates will use a variety of electronic sources to research, analyse and evaluate information (such as key features of the hospitality industry, the importance of the hospitality industry on national and global economies, sustainable practices, current trends, marketing processes, etc) in order to meet all evidence requirements.

Information and Communication Technology: Providing/Creating Information at SCQF level 4

If candidates use ICT independently, effectively, and responsibly to carry out a range of processing tasks and/or use ICT to present information in response to evidence requirements, they will be demonstrating the Core Skill component of Providing and Creating Information.

Equality and inclusion

This unit specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

Administrative information

Version	Description of change	Date

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SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of SQA Advanced Qualifications.

FURTHER INFORMATION: Call SQA's Customer Contact Centre on 44 (0) 141 500 5030 or 0345 279 1000. Alternatively, complete our [Centre Feedback Form](#).

General information for candidates

Unit title: Hospitality Industry

This unit is designed to introduce you to the main features of the hospitality industry. You will gain an understanding of the different sectors of the industry and its importance to the economy.

You will also find out about marketing in the hospitality industry; its characteristics, the importance of research, the process of segmentation, target markets and the processes used in the hospitality industry.

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

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