

## National Unit Specification: general information

**UNIT** Marketing in Travel and Tourism: An Introduction (Higher)

**CODE** DM4R 12

**COURSE** Travel and Tourism (Higher)

### SUMMARY

This Unit is a mandatory Unit of the Travel and Tourism (Higher) Course and is also available as a free-standing Unit.

This Unit is designed to develop a practical knowledge of the application of marketing concepts and techniques in the travel and tourism industry. It is designed to meet the needs of candidate's wishing to pursue a career in the travel and tourism industry, and those with an interest in the subject area.

The specific aims of the Unit are to develop:

- ◆ an understanding of the role and importance of marketing in a travel and tourism business environment
- ◆ an understanding of the role of customer service in the marketing chain
- ◆ an understanding of the various aspects of travel and tourism businesses which are marketing orientated

### OUTCOMES

1. Explain the role of marketing and its application in travel and tourism.
2. Explain the role of customer service as a marketing tool in travel and tourism organisations.
3. Analyse the marketing function in a travel and tourism business or organisation.

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### Administrative Information

**Superclass;** NK

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## **National Unit Specification: general information (cont)**

**UNIT**            Marketing in Travel and Tourism: An Introduction (Higher)

### **RECOMMENDED ENTRY**

While entry is at the discretion of the centre, candidates will normally be expected to have attained some of the following:

- ◆ Standard Grade English at grade 2 or above
- ◆ Intermediate 2 Travel and Tourism or its Units

### **CREDIT VALUE**

1 credit at Higher (6 SCQF credit points at SCQF level 6\*)

*\*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.*

### **CORE SKILLS**

This Unit gives automatic certification of the following:

**Core Skills components for the Unit**

Critical Thinking at Intermediate 2

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

### **UNIT          Marketing in Travel and Tourism: An Introduction (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 this statement of standards are mandatory and cannot be altered without reference to the Scottish Qualifications Authority.

#### **OUTCOME 1**

Explain the role of marketing and its application in travel and tourism.

##### **Performance Criteria**

- a) Explain the concept and importance of marketing and market orientation.
- b) Describe methods of market research and the reasons for selecting them.
- c) Describe the elements of the marketing mix.

#### **OUTCOME 2**

Explain the role of customer service as a marketing tool in travel and tourism organisations.

##### **Performance Criteria**

- a) Explain the principles of customer service.
- b) Describe the business benefits of good customer service.
- c) Explain how quality customer service contributes to competitive advantage in a travel and tourism organisation.

#### **OUTCOME 3**

Analyse the marketing function in a travel and tourism business or organisation.

##### **Performance Criteria**

- a) Identify the aims and objectives of the travel and tourism business or organisation
- b) Produce a SWOT analysis for the business or organisation selected.
- c) Evaluate the marketing mix for the business or organisation selected.

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

### **UNIT           Marketing in Travel and Tourism: An Introduction (Higher)**

#### **EVIDENCE REQUIREMENTS FOR THIS UNIT**

The content of this Unit is given in Appendix 1.

Evidence is required which demonstrates that candidates have achieved all the Outcomes and Performance Criteria.

Evidence for this Unit will be in the form of a report based on work produced throughout the Unit, which provides an analysis of marketing in a travel and tourism business or organisation.

This analysis should clearly identify the elements of the marketing mix and customer service in relation to the business or organisation being studied. Candidates should also demonstrate how relevant they are to the tourist business or organisation being studied. Recommendations made about the marketing strategy should relate to the content of the analysis.

The evidence gathered to produce this report is likely to be obtained at different stages in the teaching of the Unit. The report should be produced under supervised conditions.

Candidates may have access to their work during the assessment.

The assessment will sample the content and skills listed in Appendix 1.

Candidates should demonstrate competence in all PCs. Reassessment can be carried out by re-working tasks within the same set of evidence.

The standard to be applied and the breadth of coverage are illustrated in the National Assessment Bank items available for this Unit. If a centre wishes to design its own assessments for this Unit they should be of a comparable standard.

## National Unit Specification: support notes

### UNIT Marketing in Travel and Tourism: An Introduction (Higher)

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 intended as a first step in understanding the concepts and practices of marketing in travel and tourism. The emphasis is on the practical application of marketing techniques and resources rather than on marketing theory. However, a simple outline of concepts is covered in Outcome 1, as is marketing in the context of travel and tourism businesses and organisations. Emphasis throughout should be placed on actual business practice, and case studies, examples, promotional materials etc, should be gathered from a range of attractions and service providers. Centres will find it helpful to concentrate on provision in the local area, comparing and contrasting different approaches. The role of the individual in marketing, both within organisations and as part of the marketing of the wider local area, should be highlighted, as it is important that new entrants to the industry have an awareness of the importance of their own contribution to, and impact on, the tourism activity of the area.

This Unit at Higher builds on the work covered at Intermediate 2 level in the Unit *Business Practices in Travel and Tourism*. This Unit requires candidates to develop a deeper understanding of the concepts of marketing, in particular the role of customer service, and their use in a business environment.

This Unit is one of the two mandatory Units that form part of the Travel and Tourism (Higher) Course. The other mandatory Unit is *Structure of the Travel and Tourism Industry*. The optional Units are *The Scottish Tourism Product: An Introduction* and *Tourist Destinations*.

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

Outcomes should be taught sequentially as Outcomes 1 and 2 provide the essential knowledge and understanding for the completion of the analysis in Outcome 3.

Candidate centred activities and group work should be used to encourage the candidate to participate in the collection, selection, evaluation and organising of the content material. Maximum benefit will be achieved through a practical approach, eg by taking advantage of opportunities for visits to, and talks from, practitioners in travel and tourism marketing in the local area, field trips to promotional events. Group work incorporating discussions and diagnosis should be encouraged in Outcome 1.

Visits to travel and tourist businesses and organisations (eg a Tourist Information Centre (TIC) local tour operator, travel agency or similar), where candidates will be able to observe best practice are recommended as an appropriate teaching/learning aid. Candidates will also be able to observe customer service in practice.

## National Unit Specification: support notes (cont)

### UNIT Marketing in Travel and Tourism, an Introduction (Higher)

Practical work in the classroom will require the candidates to have access to display sources and equipment. After initial consultation with the tutor, the approach should be to allow the candidate a large degree of autonomy in the analysis, with ongoing support provided as appropriate. Both desk research and fieldwork will be necessary. While the subject area is applicable to any travel and tourism business or organisation, centres may find it useful to concentrate on activity in their local area.

The analysis could be enhanced if candidates identify the marketing plan for a business or organisation they are studying. Candidates might then benefit from producing an actual marketing plan for another business or organisation.

If being delivered as part of a Course and if the candidate group has not previously completed *Travel and Tourism: An Introduction* (Intermediate 2) and has no previous industry experience, this Unit should be delivered either after or concurrently with the other mandatory Unit *Structure of the Travel and Tourism Industry* (Higher). This is important as an awareness of the organisations and structures involved in the tourism industry is necessary for the successful completion of the Unit.

#### **GUIDANCE ON THE APPROACH TO ASSESSMENT FOR THIS UNIT**

To meet the evidence requirements for this Unit the candidate should compile a folio of work integrating the content of each Outcome. This could be managed through an investigation specifically related to Outcome 3. Such a folio could then become the basis for the report which contains the required evidence. This evidence should demonstrate that the candidate can analyse marketing in a selected travel and tourism business or organisation. Evidence should also include a demonstration of the candidate's understanding of the role of marketing in the context of business planning, and the application of marketing tools, including customer service, to business practice in travel and tourism.

The findings relating to the Performance Criteria for Outcome 1 form the introduction to the recommended marketing strategy and may highlight, for example best practice in similar organisations as a comparison with the chosen business or organisation.

#### **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 Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*.

## APPENDIX ONE

### National Unit Specification: statement of standards

#### UNIT Marketing in Travel and Tourism: An Introduction (Higher)

##### Appendix 1 - Unit Content

NB: This Appendix is within the statement of standards, ie the mandatory requirements of the Unit.

The skills and content which will be sampled to provide the evidence for the Unit are as follows.

- ◆ the role of marketing and marketing concepts, definitions, market orientation versus product orientation
- ◆ the purpose of market research, different types and methods – primary and secondary research, qualitative and quantitative research, use of data obtained through tourist organisations and trade associations, internal records
- ◆ the marketing mix - product, price, promotion and place: its use by, and importance to, tourism businesses
- ◆ factors which affect pricing : length and intensity of visit, any USP (Unique Selling Point), the range of services provided, costs and overheads, competitors' prices, seasonal variations, target market/s, life cycle of the attraction/business, what the market will bear, image
- ◆ promotional techniques and their effectiveness including print and electronic, advertising, exhibitions, public relations and special promotions
- ◆ the principles of customer service and its importance to the tourism industry
- ◆ benefits of good customer service to the employee, the organisation, the local community and the tourism industry in general in Scotland
- ◆ current industry initiatives, e.g. Welcome Host, Scotland's Best
- ◆ setting aims for tourism businesses and organisations
- ◆ SWOT analysis production - strengths, weaknesses, opportunities and threats. The use and importance of a SWOT analysis
- ◆ setting appropriate objectives for a tourism business/organisation - realistic, specific, achievable, measurable
- ◆ monitoring mechanisms including: visitor surveys, mystery shopper, observation, suggestions box, staff meetings and appraisals, checklists for daily tasks and procedures, quantitative methods eg monitoring phone calls answered, lost, waiting times
- ◆ evaluation mechanisms including: improvement/lack of improvement in staff relations - timekeeping, retention, absence, uptake of training, morale, motivation, increase/decrease in positive/negative feedback, increase/decrease in revenue from entrance fees, merchandise, catering, increase/decrease in visitor numbers, increase/decrease in bookings, improvement/lack of improvement in appearance of premises.