Higher National Unit Specification

General information

Unit title: Hospitality Industry (SCQF level 7)

Unit code: J3J0 34

Superclass:	ND
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Source:	Scottish Qualifications Authority
Version:	01

Unit purpose

This unit is designed to introduce learners to the main features of the hospitality industry. Learners 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.

This unit is mandatory in the Higher National Certificate (HNC) in Hospitality Operations at SCQF level 7 and the Higher National Diploma (HND) in Hospitality Management at SCQF level 8. It can also be undertaken as a standalone unit.

This unit is also part of a suite of units at SCQF levels 5, 6 and 7 that explore the hospitality industry. This unit is suitable for learners who have an interest in pursuing a career in the hospitality industry.

Outcomes

On successful completion of the unit the learner will 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.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

Recommended entry to the unit

Access to this unit is at the discretion of the centre. However, it is recommended that learners have good communication skills and have achieved least one National Course at SCQF level 6, an equivalent qualification or relevant experience. It would also be beneficial if learners had some ICT skills and the Core Skill of *Problem Solving* at SCQF level 4 or above.

Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the support notes for 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.

The Assessment Support Pack (ASP) for this unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable assessment. Centres wishing to develop their own assessments should refer to the ASP to ensure a comparable standard. A list of existing ASPs is available to download from SQA's website **(http://www.sqa.org.uk/sqa/46233.2769.html)**.

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**.

Higher National Unit Specification: Statement of standards

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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 SQA.

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. Learners 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

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 marketing information
♦ Market 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
♦ Marketing of sustainable practices
♦ Forecasting market demand

Higher National Unit Specification: Statement of standards (cont)

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Evidence requirements for this unit

Learners will need to provide evidence to demonstrate their knowledge and/or skills across all outcomes. Written/oral evidence is required for all outcomes in this unit.

Outcome 1

♦ Describe the types of business and the range of job roles in the hospitality industry
♦ Identify and describe current trends in the hospitality industry
♦ Explain the importance of the hospitality industry to the local and national economy
♦ Describe the concept of sustainability and outline the benefits of adopting sustainable practices

Outcome 2

♦ Define the term marketing
♦ Explain why market research and marketing information is important to hospitality businesses
♦ Describe the following hospitality marketing characteristics:
  — Perishability
  — Intangibility
  — Heterogeneity
  — Inseparability
  — Seasonality
♦ Describe the term segmentation and explain how it is used to identify target markets

Outcome 3

♦ 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
♦ Explain how a hospitality business manages and controls its marketing activities
♦ Describe how a hospitality business can use its sustainable practices in its marketing activities

Higher National Unit Support Notes

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Unit support notes are offered as guidance and 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 learners with an understanding of the hospitality industry. It also introduces learners to the principles of marketing and its application within the context of the hospitality industry. Although many concepts will be covered in the 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 conservation and longevity of hospitality business. The use of a business's sustainable practices as a marketing tool.

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.

Higher National Unit Support Notes (cont)

Unit title: Hospitality Industry (SCQF level 7)

Customer expectations

High levels of customer expectations of standard of service. The importance of anticipating customer requirements and meeting (or exceeding) customer expectations.

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, Customer Relationship Management (CRM) systems
♦ 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: 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, CRM, etc.
♦ Customer expectations, customer service excellence, 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.

Higher National Unit Support Notes (cont)

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Outcomes 2 and 3

Learners 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 product added value, quality assurance schemes, market demands, trends
♦ Market research methods: types and uses of research, eg qualitative and quantitative, 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 approaches to delivery of this unit

This unit is mandatory in the HNC in Hospitality Operations at SCQF level 7 and the HND in Hospitality Management at SCQF level 8. It can also be selected as an optional unit in the HND in Professional Cookery with Management at SCQF level 8. It may also be delivered as a stand-alone unit.

Lecturers/teachers should not only draw on their own knowledge and expertise of the hospitality industry when delivering this unit, but also the experiences of the learners.

This unit lends itself to research (in teams, groups, or individually) and presents opportunities to develop skills in research, working with others, problem solving, presentations and communication including the appropriate use of ICT.

Visits to industry, visiting speakers and guest lecturers will enhance the delivery of the unit and will help to put the learning into context.

Higher National Unit Support Notes (cont)

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Guidance on approaches to assessment of this unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

Outcome 1

Assessment of Outcome 1 could take the form a report, presentation or short response questions covering the evidence requirements.

Outcomes 2 and 3

Assessment of Outcomes 2 and 3 could be based on a combination of short answer questions and a report or presentation.

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the evidence requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at **www.sqa.org.uk/e-assessment**.

Opportunities for developing Core and other essential skills

Communication: **Written Communication (Reading) at SCQF level 6**

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

Communication: **Written Communication (Writing) at SCQF level 6**

For Outcomes 1 learners are required to select and present well-structured information, and may use this information 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.

Higher National Unit Support Notes (cont)

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Problem Solving: Critical Thinking at SCQF level 6

For all outcomes, learners are required to gather and present information on the hospitality industry, including current trends, the importance of the industry to the local and national economy, the impact of adopting sustainable practices. In addition, learners are required to demonstrate their understanding of services marketing, how hospitality business forecast demand and promote their products and services. In doing these tasks candidates will be demonstrating the Core Skill component of Critical Thinking at SCQF level 6.

Information and Communication Technology: Accessing Information at SCQF level 5

For all outcomes learners 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 local and national 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

Learners are likely to use ICT independently and effectively to gather and present information on their research into the trends that affect hospitality businesses as well how these businesses market their services. In doing so, they will be demonstrating the Core Skill component of Providing and Creating Information level 4.

History of changes to unit

Version	Description of change	Date

General information for learners

Unit title: Hospitality Industry (SCQF level 7)

This section will help you decide whether this is the unit for you by explaining what the unit is about, what you should know or be able to do before you start, what you will need to do during the unit and opportunities for further learning and employment.

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 by hospitality businesses to promote their products and services.

Entry to this unit is at the discretion of your college/training provider, however, it is recommended that you have good communication skills and have achieved least one National Course at SCQF level 6, an equivalent qualification or relevant experience before undertaking this unit.

The assessments for this unit will test your knowledge and understanding of the impact of current trends on hospitality businesses, as well as how these businesses promote their products and services. The assessments are likely to take the form of short answer questions, reports and/or presentations.

Completion of this unit will also enable you to develop the following Core Skills:

♦ *Problem Solving*: Critical Thinking at SCQF level 6
♦ *Communication*: Written Communication (Reading) at SCQF level 6
♦ *Communication*: Written Communication (Writing) at SCQF level 6
♦ *Information and Communication Technology*: Accessing Information at SCQF level 5
♦ *Information and Communication Technology*: Providing/Creating Information at SCQF level 4

On completion of this unit, will you will be able to progress to other units/qualifications within the hospitality suite and/or seek employment in the hospitality industry.