

# Marketing Planning in Travel and Tourism

HIGHER NATIONAL DIPLOMA

旅游业营销规划

【英】苏格兰学历管理委员会 (SQA)

Unit Student Guide

TRAVEL AND TOURISM

DK04 35



 中国时代经济出版社

  
SCOTTISH  
QUALIFICATIONS  
AUTHORITY

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Marketing Planning in Travel and Tourism

旅游业营销规划

苏格兰学历管理委员会著

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# 1

## **Introduction to the Scottish Qualifications Authority**

This Unit **DK04 35 Marketing Planning in Travel and Tourism** has been devised and developed by the Scottish Qualifications Authority (SQA). Here is an explanation of the SQA and its work:

The SQA is the national body in Scotland responsible for the development, accreditation, assessment, and certification of qualifications other than degrees.

Its website can be viewed on: [www.sqa.org.uk](http://www.sqa.org.uk).

SQA's functions are to:

- devise, develop and validate qualifications, and keep them under review;
- accredit qualifications;
- approve education and training establishments as being suitable for entering people for these qualifications;
- arrange for, assist in, and carry out the assessment of people taking SQA qualifications;

- quality assure education and training establishments which offer SQA qualifications;
- issue certificates to candidates.

In order to pass SQA Units, students must complete prescribed Assessments. These assessments must meet certain standards.

The Unit Specification outlines the three Outcomes that students must complete in order to achieve this Unit. The Specification also details the knowledge and/or skills required to achieve the Outcome or Outcomes. The Evidence Requirements prescribe the type, standard and amount of evidence required for each Outcome or Outcomes.

# 2

## Introduction to the Unit

### 2.1

What is the Purpose of this Unit?

This Unit aims to enhance the candidate's knowledge of marketing in the travel and tourism industry. It gives the candidate an opportunity to put theory into practice by gathering marketing information and developing a marketing plan based on an assessment of the marketplace.

### 2.2

What are the Outcomes of this Unit?

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

Further details can be found in Appendix 1 — Unit Specifications.



### 2.3

What do I  
Need to be  
Able to do in  
Order to  
Achieve this  
Unit?

You should work through the following pack and read through the notes and complete the accompanying Activities. Unit assessment will be issued to you as you go through the Unit and these should be completed and returned to you tutor for marking.

### 2.4

Approximate  
Study Time  
for This Unit

Completion of this Unit is intended to be flexible.

The notional study time for this Unit is 40 hours but actual time allocated is at the discretion of the centre.

### 2.5

Symbols Used  
in this Unit

The various Learning Materials sections are designed so that you can work at your own pace, with tutor support. As you work through the Learning Materials you will encounter symbols. These symbols indicate that you are expected to do a task. **These tasks are not Outcome Assessments.** They are exercises designed to consolidate learning or encourage thought, in preparation for the Outcome Assessment (see Section 3 — Assessment Information for this Unit).

**Activity**

This symbol indicates an Activity(A). Usually, Activities are used to improve or consolidate your understanding of the subject in general or a particular feature of it.

In this Unit, you are asked to undertake a number of activities to assist you with the assessments.

Everything is provided for you to check your own responses. Answers to the Activities are to be found at the back of the Unit Student Guide. Where suggested responses to activities are provided in the Unit Student Guide, **students are strongly discouraged from looking at these responses before they attempt the activity.** The activities throughout the Unit Student Guide will help you to prepare yourself for the formal assessments, and to identify topic areas in which you will require clarification and additional tutor support. The activities will not serve this purpose if you look at the answers before trying the activity!

Activities are designed to be checked by you. No tutor input is necessary at this stage unless special help is requested, although from time to time your tutor may wish to view your responses to Activities to see how you are progressing.



# 3

## **Assessment Information for this Unit**

### **3.1**

**What Do I  
Have to Do to  
Achieve This  
Unit?**

You should work through the following pack and read through the notes and complete the accompanying Activities. Unit assessment will be issued to you as you go through the Unit and these should be completed and returned to your tutor for marking.



# 4

## Suggested Lesson Plan

### Outcome 1

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

Suggested time allocation, to include the conducting of the survey, 12 hours.

### Outcome 2

Develop a marketing plan for a travel and tourism related business

Suggested time allocation, 10 hours.

### Outcome 3

Devise marketing programmes to achieve stated objectives

Suggested time allocation, 18 hours.





# 5

## Learning Material

### 5.1 Section 1— Outcome 1

#### Aims and objectives of this Outcome

At the end of this Outcome you should be able to:

- conduct a survey;
- interpret the results of the survey;
- present the results of the survey;
- draw conclusions and make recommendations based on collected data.

#### What is Marketing?

There is no single authoritative definition of marketing, but basically it is about **the customer**.

Marketing is not just another word for advertising nor is it a fancy sort of selling. Marketing is a business philosophy that is driven by what the customer needs and wants. Marketing is about satisfying customer needs, and the marketing approach to business is about looking at the business from the customer's

point of view.

## **Marketing and Customer Satisfaction**

If we think of a market in terms of the people who *buy* rather than the people who *sell*, then we will realise that marketing is really all about **using our knowledge of the market to create satisfied customers.**

The marketing concept holds that achieving organisational goals depends on determining the needs and wants of target markets, and on delivering the desired satisfactions more effectively and more efficiently than competitors. Companies which adopt the marketing philosophy use their knowledge of their markets to produce what customers want, and in so doing, make profits through the creation of satisfied customers.

The marketing concept is a philosophy of business in which:

- the emphasis is on the customer;
- attention is focussed on customers and their needs;
- profits are created through customer satisfaction;
- products/services are designed to match customers' needs;