

旅游业市场学

TRAVEL AND TOURISM

HIGHER NATIONAL DIPLOMA

【英】苏格兰学历管理委员会 (SQA)
Scottish Qualifications Authority

Unit Student Guide

Marketing in Travel and Tourism

DG90 04



中国时代经济出版社

SCOTTISH
QUALIFICATIONS
AUTHORITY



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Marketing in Travel and Tourism

旅游业市场学

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Contents

1	Introduction to the Scottish Qualifications Authority	1
2	Introduction to the Unit	3
2.1	What is the Purpose of this Unit?	3
2.2	What are the Outcomes of this Unit?	3
2.3	What do I Need to be Able to do in Order to Achieve this Unit?	3
2.4	Approximate Study Time for This Unit	4
2.5	Equipment/Material Required for this Unit	4
2.6	Symbols Used in this Unit	4
3	Assessment Information for this Unit	7
3.1	What Do I Have to Do to Achieve This Unit?	7
4	Suggested Lesson Plan	9
5	Learning Material	13
5.1	Section 1—Outcome 1	13

5.2	Section 2—Outcome 2	56
5.3	Section 3—Outcome 3	111
6	Additional Reading Material	181
7	Solutions to Self-Assessed Questions and Activities	183
8	Copyright References	187
9	Acknowledgements	189

1

Introduction to the Scottish Qualifications Authority

This Unit **DG90 04, Marketing 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

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.

Please use the number **DG90 04** in your correspondence.

2

Introduction to the Unit

2.1

What is the Purpose of this Unit?

This unit aims to provide the candidate with an introduction to the principles of marketing in the travel and tourism industry. It focuses on the way in which the particular nature of the tourism product impacts on the marketing activities of travel and tourism companies.

2.2

What are the Outcomes of this Unit?

1. define the meaning of marketing and analyse its significance for companies in travel and tourism
2. explain the methods used to identify and understand customers in travel and tourism
3. explain and apply the concept of the marketing mix in travel and tourism.

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 your tutor for marking.

2.4
Approximate
Study Time for
This Unit

The study time required for this unit is approximately 40 hours.

2.5
Equipment/
Material
Required for
this Unit

There is no special equipment or material required for this unit.

2.6
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 (see Section 5), 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).

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 as you work through the unit. The activities will not serve this purpose if you refer to the responses

prior to having attempted the Activity.

Self –Assessed Question



This symbol indicates a Self-Assessed Question. Using a Self-Assessed Question helps you check your understanding of the content that you have already covered.

Everything is provided for you to check your own responses. Answers to the Self-Assessed Questions 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 and Self-Assessed Question throughout the Unit Student Guide will help you to prepare yourself for the formal assessments, and to identify topic areas where you will require clarification and additional tutor support. The Self-Assessed Question will not serve this purpose if you look at the answers before trying the activity!

Self-Assessed Questions and 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 Self-Assessed Questions 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

The Learning Materials (see Section 5) are designed to lead you through a series of activities which will allow you to consolidate your learning and check on your own progress.

In summary, Section1 (Outcome 1) will cover:

- introduction to unit, outcomes/ assessments
- what is marketing? definitions of marketing, marketing in travel and tourism
- different types of organisations within travel and tourism
- accommodation providers, tour operators, and travel agencies
- marketing orientation as opposed to product or sales orientation
- the benefits of market orientation
- the characteristics of a service, perishability, intangibility, inseparability variability

- the special characteristics associated with a travel and tourism service
- the 4Ps of the marketing mix and the 7Ps of the services marketing mix
- factors influencing demand in travel and tourism
- the business and marketing environment
- the PEST factors.

In summary, Section 2 (Outcome 2) will cover:

- the importance of marketing information
- qualities of good information
- sources of good information
- primary and secondary data
- market research techniques
- focus groups, observation and questionnaires
- market segmentation and target marketing
- segmentation criteria

- understanding consumer behaviour
- consumer behaviour in travel and tourism.

In summary, Section 1 (Outcome 3) will cover:

- the elements of the marketing mix, the inter-relationship of the four elements
- the 4Ps in relation to the travel and tourism industry
- the product mix, product items, product lines, depth and width
- the product life cycle, introduction, growth, maturity and decline
- the Boston consulting group matrix, the optimal product mix
- pricing strategies, pricing tactics, and differential pricing
- promotion, advertising, sales promotion, PR/publicity and personal selling
- different advertising media, advertising objectives, PR techniques
- the place element, distribution

- distribution of the travel and tourism product, supplementary points of sale
- the role of the Internet
- the interaction of the elements of the marketing mix.