

Hospitality Industry

HIGHER NATIONAL DIPLOMA

酒店业

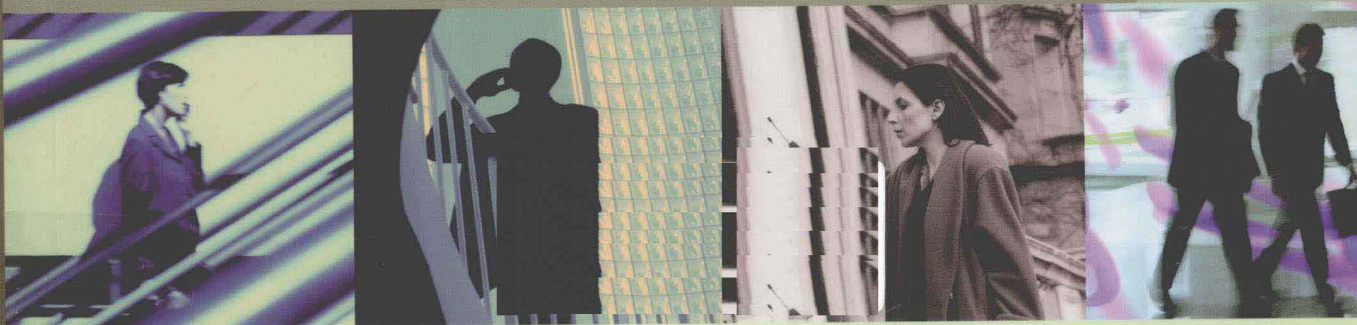
英文新版
第二版

【英】苏格兰学历管理委员会 (SQA)

Unit Student Guide

HOSPITALITY MANAGEMENT

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SCOTTISH
QUALIFICATIONS
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1

Introduction to the unit

1.1

What this unit is about

This unit is designed to help you understand marketing in the hospitality industry and what is involved in the marketing process. It is also intended to highlight the importance of the hospitality industry to the economy of the country. The unit looks at the different sectors of the industry and requires you to analyse a current local example and make decisions regarding the applicable marketing mix.

1.2

Outcomes

There are three outcomes:

1. Explain the importance of the marketing process within the hospitality industry;
2. Evaluate the application of marketing within the hospitality industry;
3. Explain the importance of the hospitality industry and its impact on the local economy.

1.3 Unit structure

This unit contains the following study sections:

Section number and title	Approx. study time
1. Marketing in the hospitality industry	10 hours
2. Application of marketing	14 hours
3. Hospitality industry	12 hours

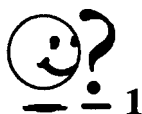
1.4 How to use these learning materials

You should complete all of the activities and questions detailed in the student guide. Your tutor may request that work is completed and submitted for internal review. This should be done within the time frame allocated.

1.5 Symbols used in this unit

These learning materials allow you to work on your own with tutor support. As you work through the course, you'll encounter a series of symbols which indicate that something follows which you're expected to do. You'll notice that as you work through the study sections you will be asked to undertake a series of Self-Assessed Questions (SAQs), Activities and Tutor Assignments (TAs). An explanation of the symbols used to identify these follows.

Self-Assessed Question



This symbol is used to indicate a Self-Assessed Question (SAQ). Most commonly, SAQs are used to check your understanding of the material that has already been covered in the sections.

This type of assessment is self contained; everything is provided within the section to enable you to check your understanding of the materials.

The process is simple:

- you are set SAQs throughout the study section
- you respond to these, either by writing in the space provided in the assessment itself, or in your notebook
- on completion of the SAQ, you turn to the back of the section to compare the model SAQ answers to your own
- if you're not satisfied after checking out your responses, turn to the appropriate part of the study section and go over the topic again.

Remember — the answers to SAQs are contained within the study materials. You are not expected to ‘guess’ at these answers.

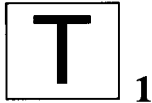
Activity

This symbol indicates an activity which is normally a task you'll be asked to do which should improve or consolidate your understanding of the subject in general or a particular feature of it.

The suggested responses to activities will follow at the end of each section.

Remember that the SAQs and activities contained within your package are intended to allow you to check your understanding and monitor your own progress throughout the course. It goes without saying that the answers to these should only be checked out after the SAQ or activity has been completed. If you refer to these answers before completing the activities, you can't expect to get maximum benefit from your course.

**Tutor
assignment**



Tutor assignment — formative assessment

This symbol means that a Tutor Assignment (TA) is to follow. These will be found at the end of each study section. The aim of the TA is to cover and/or incorporate the main topics of the section and prepare you for unit (summative) outcome assessment.

2

Other resources required

There are no specific requirements, although it is important when studying this unit that you are aware of how we are continually being affected by the marketing process. This should involve a certain amount of research by reading newspapers, magazines and journals and visiting hospitality establishments to familiarise yourself with the industry.

Here are some useful subject gateways that can be accessed via the Internet.

- ALTIS: <http://www.altis.ac.uk/>

Hospitality, leisure and tourism gateway.

- BUBL: <http://www.bubl.ac.uk>

Internet resources gateway covering wide subject range.

- PINAKES: <http://www.hw.ac.uk/libWWW/irn/pinakes/pinakes.html>

Provides links to most of the major Internet subject

gateways.

- Resource Discovery Network: <http://www.rdn.ac.uk>

The RDN aims to provide access to high quality Internet resources.

3

Assessment information

3.1

How you will be assessed

Outcome 1 is closed book and will be completed by you under supervision. You will receive the case study information 1 week prior to the assessment date.

Outcome 2 will be completed under supervision in controlled conditions. Two weeks prior to the assessment date, you will receive details of one of the questions. You should familiarise yourself with it in conjunction with the case study. You may bring notes, research and reference material to the assessment.

Outcome 3 will be completed as a closed-book assessment under supervision. The case study used in previous outcomes will be used again, followed by structured questions.

3.2

When and where you will be assessed

All assessments will be completed under supervision on specified assessment dates.

3.3

What you have to achieve

Assessment of Outcome 1 will involve structured short answer questions that refer to the case study.

Assessment of Outcome 2 involves a written and/or oral response to the case study material provided. This could be presented as a structured written report or taped or video evidence or a mixture of these.

Assessment of Outcome 3 will take the form of a case study, which should be linked with Outcomes 1 and 2. You need to be able to describe how the development of the hospitality organisation in the case study will contribute to the local economy, with reference to employment and income multipliers as well as any other relevant economic and social factors.

3.4

Opportunities for reassessment

Normally, you will be given one attempt to pass an assessment with one reassessment opportunity.

Your centre will also have a policy covering 'exceptional' circumstances, for example if you have been ill for an extended period of time. Each case will be considered on an individual basis and is at your centre's discretion (usually via written application), and they will decide whether or not to allow a third attempt. Please contact your tutor for details regarding how to apply.

4

Section 1: Marketing in the hospitality industry

4.1

Introduction to this section

What this section is about

This section explains the importance of the marketing process within the hospitality industry.

Outcomes, aims and objectives

When this outcome is complete you should be able to:

- define marketing
- explain the features of hospitality marketing
- show understanding of both internal and external factors that influence marketing
- define sectors in the hospitality industry
- show understanding of the factors that affect marketing decisions
- explain changing market requirements.