



Travel and Tourism

Component 2 – Customer needs in Travel and Tourism

Learning Aim A & B



How does this unit link to prior learning?

In this component you will need to apply your learning from the previous component to the context of meeting customer needs. You will apply what you have learnt about different organisations and destinations and link them directly to the customer.

What will you be learning about?

During this section of the course, you will investigate the how organisations meet customer needs in the world of travel and tourism. This can include customer needs such as wanting a holiday at a certain time of year or within a certain budget, and preferences such as individuals wanting an adventure holiday and families wanting a beach and activities for young children. In this component, you will investigate how market research is used by organisations to identify trends and consider how organisations respond to these trends to meet customer needs. Learners will research how organisations need to offer a range of products to meet the requirements and preferences and understand how holiday packages are put together to meet the needs and preferences of specific customers.

Key Focus

The key focus of this unit of work is to investigate how organisations identify travel and tourism trends and how to meet needs and preferences of travel and tourism customers.. You will cover the following areas:

A1 – Types of market research

A3 – How organisations use research to identify travel and tourism trends

B1 – Providing products and services to meet different needs and preferences

A2 – How organisations use market research to identify customer needs and preferences

B2 – Planning a holiday to meet customer needs and preferences

We will develop our learning by studying the following sequence of lessons:

1. Types of research – Primary – Questionnaires and surveys (A1)

You will be studying the different types of research organisations do, starting with primary research, looking at the advantages and disadvantages of each method

2. Types of research – Secondary – Online, Company and Print materials (A1)

You will be studying the different types of research organisations do looking at the advantages and disadvantages of secondary data, looking at the examples of online materials, company materials and printed resources.

3. Measuring customer satisfaction & Product Development (A2)

You will learn about importance of customer satisfaction and how it can be measured, looking at examples of how it can be collected and why it is collected. You will learn how organisations are developing their products and services to improve satisfaction.

4. Using research to identify trends (A2/3)

You will look at how organisation use market research to identify the needs of different groups of people, looking at different visitor types, destinations, spending habits and booking/transport methods.

MOCK PSA - Assessment 1A

You will complete a mock assessment of the assessment 1A task you will complete in your real exams.

MOCK PSA - Assessment 1B

You will complete a mock assessment of the assessment 1A task you will complete in your real exams.

5. Providing products and services to meet needs – Holidays and Accommodation (B1)
You will be studying the range of holidays to meet a variety of customer needs and preferences.

6. Providing products and services to meet needs – Other (B1)

You will be studying a range of needs and how they are met by organisations in the travel industry.

MOCK PSA - Assessment 2

You will complete a mock assessment of the assessment 2 task you will complete in your real exams.

7. Planning a holiday to meet needs – Information to include in a plan (B2)

You will be studying Information to include in plan: destination, holiday type, accommodation, travel arrangements and times, cost breakdown and total costs, times and dates of travel.

8. Planning a holiday to meet needs – Information to include in a plan (B2)

You will be studying Information to include in plan: activities, excursions, health risks and precautions, safety and security concerns.

9. Planning a holiday to meet needs – Providing accurate information (B2)

You will be looking at how they are providing accurate information and advice on why the destination and holiday will meet customer needs and preferences.

MOCK PSA - Assessment 3a/3b

You will complete a mock assessment of the assessment 3a/3b task you will complete in your real exams.

How will this unit help you in the future?

Year 11

In year 11 you will start the year by completing the PSA for this component so all of this content is important for that. You will then go on to the final component which is synoptic (builds on everything you have learnt) so all this content is also crucial for the final exam that you complete

Beyond Lode Heath

You will gain an understanding of how organisations identify customers and match holidays to them. It will also help if the if you eventually end up working in the travel and tourism sector as you will have an understanding of the different types customers and how to meet their needs.

Key Vocabulary

Primary research Secondary research Questionnaires Surveys Interviews Qualitative Quantitative Customer needs

Customer Journey Customer Satisfaction Package Holiday Activity Excursion Costs Health Risks Safety & Security

Homework guidance:

Pupils will receive a minimum of one homework per week for which they will be expected to spend a minimum of 30 to 60 minutes completing. These will be a combination of written, research, knowledge retrieval and investigative homework's. **Failure to complete homework will result in a 25 minute after school detention, in which they will be expected to complete the homework.**

How can you help?

Encourage pupils to make use of resources that are uploaded onto to google classroom.

Encourage pupils to read the news to keep students up to date with local and global events as this will support their understanding

You can help them by ensuring their homework is completed on time. Supporting them with their written work and encouraging them to research and then reduce and summarise information rather than copying from the internet.

Encourage them to read out their work to you and explain it in their own words to ensure that they understand it. Get them to check through their work and correct errors with spellings and presentation.