



## How does this unit link to prior learning?

Component 2 builds directly on the foundations you built in Component 1. While Component 1 focused on identifying organisations and what makes destinations popular, Component 2 asks you to apply that knowledge practically. You will use your research skills to plan actual travel routes and use your understanding of industry features to meet specific customer needs.

## What will you be learning about?

In Component 2, you will start by identifying the latest travel and tourism trends and understanding how they shape the industry. You'll explore how to plan complex travel routes, choosing the best transport and accommodation to fit a budget while meeting specific customer needs. You will also learn about the different stages of a customer's journey and how travel organisations work hard to provide excellent service and solve problems when things don't go to plan.

## We will develop our learning each week by focusing on:

<p><b>1. Types of research – Primary</b> You will be studying the different types of research organisations do, looking at the advantages and disadvantages of each primary method.</p>	RAG	<p><b>7. Providing products and services to meet needs</b> You will be studying a range of needs of a variety of customers and how they are met by organisations in the travel industry.</p>	RAG
<p><b>2. Types of research – Secondary</b> You will be studying the different types of research organisations do, looking at the advantages and disadvantages of secondary data for market research.</p>		<p><b>8. MOCK PSA - Assessment 2</b> You will complete a mock assessment of the assessment 2 task you will complete in your real exams.</p>	
<p><b>3. Measuring Customer Satisfaction &amp; Product Development</b> You will learn about the importance of customer satisfaction and how it can be collected and why, how the data is interpreted by organisations and used to develop their products and services.</p>		<p><b>9. Planning a holiday to meet needs – Information to include in a plan</b> You will be studying Information to include in a travel plan: destination, accommodation, travel arrangements, times, total costs, times and dates of travel.</p>	
<p><b>4. Using research to identify trends</b> 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.</p>		<p><b>10. Planning a holiday to meet needs – Information to include in a plan</b> You will be studying Information to include in plan: activities, excursions, health risks and precautions, safety and security concerns.</p>	
<p><b>5. MOCK PSA - Assessment 1A/1B</b> You will complete a mock assessment of the assessment 1A and 1B task you will complete in your real exams.</p>		<p><b>11. Planning a holiday to meet needs – Providing accurate information</b> You will be looking at how to provide accurate information and advice on why the destination and holiday will meet customer needs and preferences.</p>	
<p><b>6. Providing products and services to meet needs</b> You will be studying the range of holidays and accommodation types to meet a variety of customer needs and preferences.</p>		<p><b>12. MOCK PSA - Assessment 3a/3b</b> You will complete a mock assessment of the assessment 3a task you will complete in your real exams.</p>	

## Key vocabulary

Primary research	Secondary research	Questionnaires	Surveys	Interviews	Qualitative	Quantitative	Customer needs
Customer Health	Customer Satisfaction	Package	Holiday	Excursion	Risks	Safety	Security

**How will this help you in the future?**

**KS4**

Component 2 builds the problem-solving and logical thinking skills needed for your other practical and technical subjects. Planning routes and managing budgets helps you learn to think clearly under pressure.

Since this unit focuses on customer service, it also helps you develop a professional tone that is useful for any verbal or written assessments. By learning how to handle different situations and meet specific requirements, you are training your brain to be more organized and detail-oriented, which makes managing your revision and exam questions much easier.

**Beyond LHS**

The hands-on experience in Component 2 is perfect for your future education and career. Mastering customer service and itinerary planning gives you the professional communication skills needed for college interviews and part-time jobs.

If you move on to an apprenticeship or a Level 3 course, you will already be ahead because you understand how to solve real-world problems and work within a budget. These skills show that you are reliable and ready for a professional environment, helping you stand out to any employer in the industry.