



Travel and Tourism

Component 2 – Customer needs in Travel and Tourism



Learning Aim A

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. You will be looking at how organisations use research to identify and respond to tourism trends and when selecting and planning products, services and holidays to meet customer needs and preferences.

What will you be learning about?

During this scheme of work, you will investigate how organisations meet customer needs in the world of travel and tourism. The travel and tourism sector has to meet the needs and preferences of many different types of customer. 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. Customers may also have other considerations when making travel and tourism choices, such as safety and security. In this component, you will investigate how market research is used by travel and tourism organisations to identify trends such as types of holiday taken, when they are taken and where. You will consider how organisations respond to these trends to meet customer needs and preferences.

Key Focus

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

A1 – Types of market research

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

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

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 focusing on questionnaires and surveys.

2. Types of research – Primary - Qualitative and Quantitative (A1)

You will look at the different types of research that are available, exploring the advantages and disadvantages of each and why they are used to collect information

3. Types of research – Primary – Interviews and Focus groups (A1)

In this lesson you will be looking at the some more examples of primary data collection, again looking at the advantages and disadvantages of each of them

4. 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

5. Using research to identify trends (A2)

You will look at how organisation use market research to identify the needs of different groups of people, looking at families, solo travellers, leisure travellers and business travellers

6. Market segments and target markets (A2)

You will learn about target markets and market segmentation, and how products/services can be matched based on age, lifestyle and gender looking at examples from T&T organisations

7. Product development (A2)

You will learn what is meant by the customer journey and how organisations are developing their products and services to improve this.

8.Measuring customer satisfaction (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.

9. Trends - Visitor numbers by type (A3)

You will learn about the different reasons for why people travel outbound, domestic and inbound, looking at business and leisure and how they have changed.

10. Trends: Changing popularity of holiday types (A3)

You will learn about the different travel trends that have been predicted, looking at trends like the catch up consumer and other trends identified by ABTA. You will also look at how organisation identify these trends.

10. Trends: Changes to booking methods, transport and spending (A3)

You will learn about the different holiday habits that tourists have, how do they book holidays, how do they travel and how much money do they spend when they are visiting destinations

11. Trends: Changing trends (A3)

You will learn about the key changes in increased environmental and cultural awareness and how organisations are meeting this. You will also look at how trends have changed in leisure, health and sport holidays.

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.

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	Focus groups	Qualitative	Quantitative	Customer needs
Market Segmentation	Socio-demographics	Customer Journey	Intellectual Property	Customer Satisfaction	leisure	Differentiation	

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 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.