Component 2

Customer Needs in Travel and Tourism

Student Activities and Exercises

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Component 2: Customer Needs in Travel and Tourism

Student Activities and Exercises

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BTEC Tech Award in Travel and Tourism (2022)

Component 2: Customer Needs in Travel and Tourism
Student Activities and Exercises

Introduction

Written to cover the 2022 Pearson BTEC Tech Award specifications, this Teacher Resource provides valuable support to staff delivering **Component 2: Customer Needs in Travel and Tourism**.

It is designed to be used in conjunction with the Component 2 VLE Student eBook.

The student activities and exercises included in this resource are divided into two sections:

Section A consists of a series of comprehension exercises which aim to reinforce key terminology and concepts contained in the specification. Where appropriate, suggested answers are provided. Some questions may require additional research by students.

Additionally, a number of activities are provided which require students to undertake research and other developmental activities designed to enhance their understanding of key concepts and to apply this understanding to travel and tourism organisations. These activities also require students to make judgements and to justify their decisions. The activities can be undertaken as individual tasks or as group activities. Students may require additional support to complete the activities.

Section B comprises a range of practice assessment tasks which are designed to assist students with their preparation for the set assignment produced by Pearson. Most of these tasks are focused on a realistic scenario and cover Learning Outcome A and Learning Outcome B.

This resource should be used in conjunction with other materials available on the Pearson Qualifications' website, including the current specification, teachers' guide and sample assessment materials.

We hope you find this resource a useful teaching aid when delivering the BTEC Tech Award in Travel & Tourism course.

Bob Holland & Jayne Clancy
April 2023

Access to more Travel and Tourism resources

Staff and students are welcome to visit our website www.tandtpublishing.co.uk and register for access to our expanding database of travel and tourism resources. You will find a wide range of free and subscription resources, including the latest industry news, videos and video clips, links to relevant websites, blank maps, tourism statistics, student activities, etc. Simply visit the website and click on 'Free Resources' on the top bar to learn more.

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Also available

VLE Student eBook

Component 2: Customer Needs in Travel and Tourism

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Learning outcomes and component content

Learning outcome A : Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends

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

Learning outcome B : Recognise how the needs and preferences of travel and tourism customers are met

B1 : Customer needs and preferences

B2 : How travel and tourism organisations provide different products and services to meet customer needs and preferences

B3 : Customer needs and different types of travel

B4 : Travel planning to meet customer needs and preferences

Section A
Comprehension exercises and activities

A series of comprehension exercises and activities which aim to reinforce key terminology, knowledge and concepts contained in the specification. Where appropriate, suggested answers are provided. Some questions may require additional research by students.

A1 Types of market research

Exercise 1: Market research

1. Identify, and explain the difference between, the two types of data which can be collected through market research.

2. Explain the difference between primary and secondary research.

3. Identify the advantages and disadvantages of questionnaire surveys as a method of primary market research by writing advantage or disadvantage alongside each of the 9 statements below.

Statement	Advantage or disadvantage?
Ease of use – questionnaire surveys can be conducted face-to face, by telephone, by post or increasingly using websites, apps and social media.	
Targeted surveys – questionnaire surveys can be aimed at specific types of customers.	
Dishonest answers – people sometimes give dishonest answers just to get rid of the person asking the questions.	
Anonymity – respondents are more likely to give honest answers if they do not have to give their name and address.	

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Incomplete answers – because the respondent did not understand all of the questions or, perhaps, because technical terms were used.	
Insights – about customers' awareness levels and their brand perception, which can help to identify new target markets.	
Fast results – questionnaire surveys are the simplest and fastest means of collecting data.	
Expense – face-to-face questionnaire surveys are expensive to plan and carry out.	
Helping to understand the customer – a good face-to-face questionnaire survey is just like a real conversation. You can use both closed and open questions when designing a questionnaire. Marketeers mostly prefer more open questions in order to gather detailed information.	

4. Explain how visits and observation can be effective forms of market research in travel and tourism.

5. Define 'mystery shopper' and explain how the technique is used in market research in travel and tourism.

6. Give **one** advantage and **one** disadvantage of visits and observation as primary research methods in travel and tourism.

7. Explain why formal and informal interviews are used for market research purposes.

8. Explain how focus groups are used as a market research tool in travel and tourism.

9. Explain the main advantage of secondary market research compared to primary research.

10. Suggest **one** disadvantage of secondary market research.

11. Identify examples of major events that can result in significant changes in patterns of tourism which could not always be predicted through market research.

A1 Types of market research

Exercise 1: Answers

1. Qualitative and quantitative data. *Qualitative data* refers to a person's opinion or attitude to a facility, product or service, e.g. a couple agreed that the customer service in the hotel was the best aspect of their stay. *Quantitative data* refers to factual information collected as part of a survey, e.g. 54% of respondents said that the food in the hotel was excellent.

2. *Primary research* is collecting new data that is not already available from another source, for example a survey of visitors to a theme park. *Secondary research* is the analysis of data that is already available, either from an organisation's own records or from another source, such as a report from a research company or a tourist board's annual report.

3. Answers are as follows:

Statement	Advantage or disadvantage?
Ease of use – questionnaire surveys can be conducted face-to face, by telephone, by post or increasingly using websites, apps and social media.	Advantage
Targeted surveys – questionnaire surveys can be aimed at specific types of customers.	Advantage
Dishonest answers – people sometimes give dishonest answers just to get rid of the person asking the questions.	Disadvantage
Anonymity – respondents are more likely to give honest answers if they do not have to give their name and address.	Advantage
Incomplete answers – because the respondent did not understand all of the questions or, perhaps, because technical terms were used.	Disadvantage
Insights – about customers' awareness levels and their brand perception, which can help to identify new target markets.	Advantage
Fast results – questionnaire surveys are the simplest and fastest means of collecting data.	Advantage
Expense – face-to-face questionnaire surveys are expensive to plan and carry out.	Disadvantage
Helping to understand the customer – a good face-to-face questionnaire survey is just like a real conversation. You can use both closed and open questions when designing a questionnaire. Marketeers mostly prefer more open questions in order to gather detailed information.	Advantage

4. Primary market research can be undertaken by simply visiting an attraction or a facility such as an airport and observing what happens. The researcher will have a structured set of objectives, which will vary according to what is being observed. For example, how people move around a visitor attraction can be observed to help improve visitor flows and reduce waiting times or the number of people entering a shop counted. Observation also has an important role to play in researching competitors' products by, for example, employing 'mystery shoppers'.

5. A 'mystery shopper' is a person who is hired to observe a facility first-hand and report back on their experience. It is not uncommon for hoteliers, travel agents and airlines, for example, to use the facilities of competitors in order to pick up new tips and improve their own products. They employ 'mystery shoppers' to report on their competitors' (and even their own!) facilities and standards of service.

6. An advantage of visits and observation is that the actual running of a facility can be experienced first-hand. A disadvantage is that the views and opinions of customers are not collected.

7. Formal and informal interviews are used to obtain qualitative information about customers' views, opinions and experiences of travel and tourism products and services. This information is not easy to obtain from questionnaire surveys or observation, but in-depth interviews give respondents the time to reflect and consider in detail why they make the decisions they do.

8. A focus group normally consists of up to 10 consumers under the guidance of a skilled interviewer who will use a number of techniques to explore the innermost thoughts and values of the members of the group. The market research firm will ask the members of the group a series of questions, give them a product to try or a video to watch, after which they share their opinions, ideas and reactions. Focus groups could be used, for example, to consider interior design ideas for a new hotel or comment on a series of adverts for a destination. The sessions are generally taped or video-recorded for future analysis and will often signal changes of direction in terms of a company's product range or promotional activities. Once a focus group has finished, the interviewer will write a report on the main findings for the company concerned.

9. The main advantage of secondary market research is that the person or company undertaking the research does not have to spend time and money designing and conducting questionnaire surveys and other forms of primary research, since they are using sources which already exist.

10. The main disadvantage of secondary market research is that the data produced may not provide exactly what the researcher is trying to find out about a particular group of customers. Secondary data can also go out of date very quickly in the travel and tourism industry.

11. Major events could include war, changing economic conditions, climatic and tectonic events (earthquakes and volcanic eruptions) and pandemics such as the recent Covid-19 pandemic, which had a dramatic impact on the travel and tourism industry worldwide.

A1 Types of market research

Exercise 2: Secondary research sources

Complete the information in the passages below by inserting what you think are suitable words to complete the sentences.

a. Published data

Most major countries publish detailed reports about the numbers of inbound and ……………....
tourists. Increasingly, governments know exactly how many people enter and leave their country
using passport control data and ………. requests.

In the UK, much of this information is published on the ………………..………….. and
……………………………………………………………… websites. Detailed information relating to
inbound, outbound and ……………………….. tourism is available and is updated as often as
possible. Also, information about each major country from which tourists visit the UK is identified
as a ………………… …………..………... Information relating to the types and ……….. of tourists,
what activities they enjoy and where in the UK they like to visit are provided in order to help UK-
based organisations meet the needs of these customers.

Tourism organisations such as VisitBritain also publish reports about likely future …………………..
in tourism, using research from a number of sources. Such reports are helpful to travel and tourism
organisations when planning for the future.

b. Printed materials

A cruise company can study the cruises offered in weekend newspaper supplements, compare
the prices being charged and any …………………... being offered by competitors.

Another example would be when a tour operator wishes to develop tours to a particular
destination, ………………………………. could be used to discover more information about local
attractions which could then be featured as excursions.

Trade magazines, such as ……………………………………………….. and the Travel Trade Gazette
are used to obtain up-to-date information about the travel industry and future plans.

c. Company materials

All large travel and tourism organisations have to publish …………………..……… reports, which
give detailed information about their activities and future plans. These reports also contain
…………………... information, such as the profit or loss made by the organisation. This
information can be used by …………………... ………………………… and competitors to examine
how successful the organisation is, how many customers it had and to examine its future plans.

A1 Types of market research

Exercise 2: Answers

a. Published data

*Most major countries publish detailed reports about the numbers of inbound and **outbound** tourists. Increasingly, governments know exactly how many people enter and leave their country using passport control data and **visa** requests.*

*In the UK, much of this information is published on the **VisitBritain** and **Office for National Statistics (ONS)** websites. Detailed information relating to inbound, outbound and **domestic** tourism is available and is updated as often as possible. Also, information about each major country from which tourists visit the UK is identified as a **market segment**. Information relating to the types and **ages** of tourists, what activities they enjoy and where in the UK they like to visit are provided in order to help UK-based organisations meet the needs of these customers. Tourism organisations such as VisitBritain also publish reports about likely future **trends** in tourism, using research from a number of sources. Such reports are helpful to travel and tourism organisations when planning for the future.*

b. Printed materials

*A cruise company can study the cruises offered in weekend newspaper supplements, compare the prices being charged and any **discounts** being offered by competitors.*

*Another example would be when a tour operator wishes to develop tours to a particular destination, **guidebooks** could be used to discover more information about local attractions which could then be featured as excursions.*

*Trade magazines, such as **Travel Weekly** and the Travel Trade Gazette are used to obtain up-to-date information about the travel industry and future plans.*

c. Company materials

*All large travel and tourism organisations have to publish **annual** reports, which give detailed information about their activities and future plans. These reports also contain **financial** information, such as the profit or loss made by the organisation. This information can be used by **market researchers** and competitors to examine how successful the organisation is, how many customers it had and to examine its future plans.*

A1 Types of market research

Activity 3: Quantitative versus qualitative data

Create a qualitative statement from each of the quantitative statements in the table below (one example has been completed for you). Compare and discuss your answers with a partner.

Quantitative research finding	Qualitative alternative
84% of respondents were happy with the service provided by their tour operator.	*The majority of respondents were happy with the service provided by their tour operator.*
Only 5% of the guests would give the *Excelsior Hotel* a 5-star rating.	
48% of passengers thought that the delay to their flight was unacceptable.	
96% of those taking the tour thought that the guide was excellent.	
23% of the visitors to the attraction thought that the toilets needed improvement.	
78% of passengers with special needs were disappointed by the service provided by the cruise line.	

A1 Types of market research

Activity 4: Open and closed questions

Open and closed questions are used when collecting primary research data. Closed questions are usually answered with '*yes*' or '*no*', for example '*shall I go ahead and book that cruise holiday for you?*' Open questions give the respondent the chance to give more detailed answers on their opinion and attitude, for example '*what are you looking for from your cruise holiday?*'

Think about the type of holiday you would like to go on next year. Choose a partner in your group to take on the role of a travel agent and ask you **open** and **closed** questions in order to find a suitable holiday that you could take. How do you think your partner did? Once completed, swap roles and carry out the exercise again with you taking the role of the travel agent.

List the open and closed questions you asked in the boxes below.

1. **Open questions**

2. **Closed questions**

Need help?
See page 11 of the **eBook**

A1 Types of market research

Activity 5: Collecting qualitative data

Imagine that you are conducting a questionnaire survey at a theme park, asking customers about their experience as they are leaving the attraction. Think of **five** questions you could ask to which customers could reply with a short **qualitative** response, for example '*what did you think of the catering facilities?*'

Question 1

Question 2

Question 3

Question 4

Question 5

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A1 Types of market research

Activity 6: Mystery shopper exercise

Imagine that you are conducting a 'mystery shopper' exercise in a fast-food restaurant. Work with a partner to devise a checklist of questions that could be used in the survey, which should cover all aspects of the dining experience, from when you arrive to when you depart.

Your checklist of questions

A1 Types of market research

Activity 7: Questionnaire design

Some market research surveys are targeted at particular types of customers. Imagine that you are surveying children about a large play area in a stately home. Design a questionnaire which could be completed by children between the ages of 8 and 10, with the help of their parents. Use graphics and include questions that will collect qualitative as well as quantitative data.

Activity 8: Customer reviews and feedback

Use the *Trustpilot* website and search hotels, airlines, cruise companies and other travel and tourism organisations to find **five** organisations which have very good reviews and **five** which have very poor reviews. Complete the following boxes with your results.

Companies with very good reviews

Companies with very poor reviews

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

Exercise 9: Identifying customer needs

Need help?
See pages 20-33 of the **eBook**

1. Explain briefly why travel and tourism organisations undertake market research.

2. In the following table draw a line to match each type of customer to their correct needs.

Customer type	Travel needs?
Solo traveller	Budget accommodation and travel
A senior businessperson	Group travel and accommodation options
A self-employed tradesperson	A variety of challenging outdoor activities
Families	Single accommodation
Educational groups	First-class travel and premium hotel accommodation
Adventure tourists	Child-friendly travel, accommodation and activities

3. Explain the main benefits to travel and tourism organisations of identifying customer needs.

4. Explain the word 'market 'in relation to business? Give an example to support your answer.

5. Explain the term 'market segmentation' in relation to travel and tourism.

6. Identify the five main ways by which markets are segmented.

7. Describe how the following three types of lifestyle classifications might spend their time on holiday – 'adrenaline junkie', 'beach bum' and 'culture vulture'.

8. Explain why knowing which country or region a customer lives in can be very important to travel and tourism organisations.

9. Explain, using an example, how organisations identify their markets on a local, national or international basis.

10. Explain the term 'price sensitivity' and suggest why knowing the income range of customers is very important to travel and tourism organisations in terms of pricing their products and services.

11. Explain how travel and tourism organisations can use market research to identify target markets and meet their needs.

12. Explain the process of 'product development' in relation to theme parks.

13. Identify three different methods by which customer satisfaction can be measured.

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14. Explain, giving examples, why it is important for travel and tourism organisations to respond to negative as well as positive customer feedback.

15. Why do travel and tourism organisations find it to be more beneficial to look after existing customers rather than trying to attract new customers?

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

Exercise 9: Answers

1. Travel and tourism organisations undertake market research to find out more about their customers' needs, expectations and preferences. Having this information allows the organisations to develop products and services to satisfy customer expectations.

2.

Customer type	Travel needs?
Solo traveller	Budget accommodation and travel
A senior businessperson	Group travel and accommodation options
A self-employed tradesperson	A variety of challenging outdoor activities
Families	Single accommodation
Educational groups	First-class travel and premium hotel accommodation
Adventure tourists	Child-friendly travel, accommodation and activities

3. Travel and tourism organisations may not be able to meet the exact needs and preferences of every single customer, but by knowing about their main types of customers, businesses can provide products and services to meet the needs of their main customer groups.

4. In business a 'market' is defined as the total number of people who might buy the products and services provided by a travel and tourism organisation. The largest travel and tourism organisations, such as international airlines and hotel chains, have global markets because customers from most countries in the world can book flights or accommodation in hotels.

5. Market segmentation is the process of dividing the total market for a product or service (i.e. all the people who could buy it) into different 'segments', each with broadly similar characteristics. Companies carry out segmentation since it allows them to focus more clearly on the needs and expectations of particular groups of customers, for example older people, young couples wanting activity holidays or high spenders looking for the ultimate in luxury. These are known as their 'target markets', i.e. the customers they will target with advertising and promotion in order to maximise sales.

6. Age, gender, lifestyle, geographical region and income.

7. *Adrenaline junkies* enjoy outdoor activities such as winter sports and water sports. They are likely to take part in adventure holidays and travel to more remote destinations as well as enjoying theme parks and similar attractions. *Beach bums* like to relax on holiday, enjoy having time to sunbathe and perhaps enjoy the nightlife of the destination they are visiting. *Culture vultures* want to spend their time visiting art galleries, museums and other cultural sites. They will also enjoy eating local foods and visiting cultural attractions

8. Knowing in which areas customers live can be very important for many travel and tourism organisations. For example, if a small theme park in Brighton found out through market research that 90% of its customers came from the south-east of England and London, it would focus its marketing on those areas. Money spent trying to attract customers from Scotland or Wales would be wasted.

9. Many organisations identify a local market, a national market and an international market. For example, a National Trust property such as an historic house may attract visitors from the local area on a day out. There might also be domestic tourists visiting from other parts of the UK as well as international tourists visiting Britain from other countries. Market research can help managers of an attraction identify which of the three groups makes up the largest proportion of its customers.

10. Market research can be used to find out how 'price sensitive' the customers of an organisation are. Generally, travellers who buy more expensive travel products, such as business-class seats on aircraft or luxury hotels, are less price sensitive, because they have a higher disposable income. Accommodation providers and attractions which cater for people with lower incomes will need to ensure that the prices are affordable for their main customer groups. This can be achieved through market research.

11. Organisations can use market research to identify specific groups of customers who can be targeted with advertising and promotion – these are their 'target markets'. Organisations might identify the domestic market, the family market or the business market based on market research findings. The more an organisation knows about its target markets the easier it is to develop products and services to meet their needs.

12. Theme parks develop new rides and experiences on a regular basis, which encourages more customers to return year after year. The development of a new multi-million-pound ride will only take place after extensive market research using focus groups and surveys amongst customers. Travel and tourism organisations must respond to changes in customer needs and preferences by adapting existing facilities to meet these changes or developing new products and services – this process is known as 'product development'.

13. (1) Primary research being undertaken when customers leave an attraction. (2) Comment cards are often left in hotel rooms asking for customers' thoughts about the room and other facilities provided. (3) Sending out online questionnaires to customers following a holiday or visit to an attraction.

14. If, for example, customer feedback at a visitor attraction consistently mentions the poor quality of the toilets, managers should respond by improving the toilet facilities. If customer feedback is consistently positive and reviews mention, for example, the quality of the service they have received, this can be used in the marketing of the organisation.

15. It is estimated to cost five times more to attract new customers with marketing initiatives than to retain existing ones, according to the UK Institute of Customer Service (ICS). Also, customers are more likely to stay loyal to an organisation if they feel that their views and comments are being listened to and acted upon.

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

Activity 10: Needs of families with children

Families travelling with children have a range of needs and preferences which vary depending on the age of the children. Thinking of a family staying in a three-star hotel in a Spanish coastal resort, complete the following table to show how the typical needs and expectations of families change as children get older. Compare your answers with a partner in your group.

Need help?
See pages 20-22 of the **eBook**

Family composition	Typical needs and preferences
With an infant under the age of 2	
With children under 5	
With children aged 6 to 10	
With children aged 11 to 15	
With teenagers aged 16 to 18	

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

Activity 11: Tour operators' family holidays

Need help?
See pages 20-22 of the **eBook**

Working in small groups, carry out some research into the family holidays offered by **either** *TUI Travel* **or** *Jet2 Holidays*. Identify the facilities the tour operator mentions for each of the age groups identified in the table on page 29. Make a list of the various facilities, products and services offered for families. For which age group are most facilities offered?

You have now conducted market research using secondary sources of information.

Write your research results below.

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

Activity 12a: The appeal of river cruises

Working alone or with a partner, study the websites and brochures of tour operators offering river cruises throughout Europe. Companies such as *Saga*, *Emerald* and *Viking* are popular brands. Look at the images shown of the destinations which are visited and passengers enjoying a river cruise. After studying 4 or 5 websites, decide which of the groups in the table below river cruises appeal to the most. Give a score out of 10 for each group, with 10 being *very appealing* and 0 being *not appealing at all*.

Need help?
See pages 20-29 of the **eBook**

Customer type	Appeal to customer type (10 = high; 0 = low)
Families with children under 5 years old	
Retired couples over 70 years old	
Solo backpackers	
Couples aged 50 – 70	
Middle-aged single travellers	
Families with teenaged children	
Ecotourists	
Business tourists	

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

Activity 12b: The appeal of river cruises

For each customer type shown in Activity 12a, complete the following table with brief reasons explaining why you chose your level of appeal for river cruises.

Need help?
See pages 20-29 of the **eBook**

Customer type	Reasons for your river cruising appeal rating
Families with children under 5 years old	
Retired couples over 70 years old	
Solo backpackers	
Couples aged 50 – 70	
Middle-aged single travellers	
Families with teenaged children	
Ecotourists	
Business tourists	

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

Activity 13a: Customer needs at visitor attractions

Working in groups of three or four, study the websites of zoos and other animal-based attractions, such as Whipsnade Zoo, Chester Zoo, Longleat, Woburn and Colchester Zoo. Each member of the group should study a different attraction.
Complete the table below with your impressions of the attraction's website from the point of view of a wide range of customers.

Name of the attraction	
Quality of information	
Range of images	
Pricing structures (are they easy to understand?)	
Information for customers with special needs	
Information for travel and tourism organisations (such as coach operators)	
Information for education groups	
Information about environmental programmes	

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

Activity 13b: Customer needs at visitor attractions

Having studied the different websites in Activity 13a, hold a discussion to decide which of the websites you, as a group, think is best at identifying and satisfying a range of customer needs, preferences and expectations.

Write an explanation below of how the group reached its decision.

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

Activity 14: Gathering customer feedback for product development

A hotel in a UK seaside resort is considering developing new products and services. It can afford to provide **two** of the following:

1. Indoor swimming pool
2. Crazy golf course in the grounds
3. A tennis court
4. A children's soft play area

You have been asked to design an online questionnaire to be sent to guests who have stayed at the hotel and are on its mailing list.

The questionnaire should contain no more than 10 questions and should include questions about the respondent's profile, for example name, age, gender, etc., as well as asking about views on the possible new products.

You can use the space below to write your questions before designing your questionnaire.

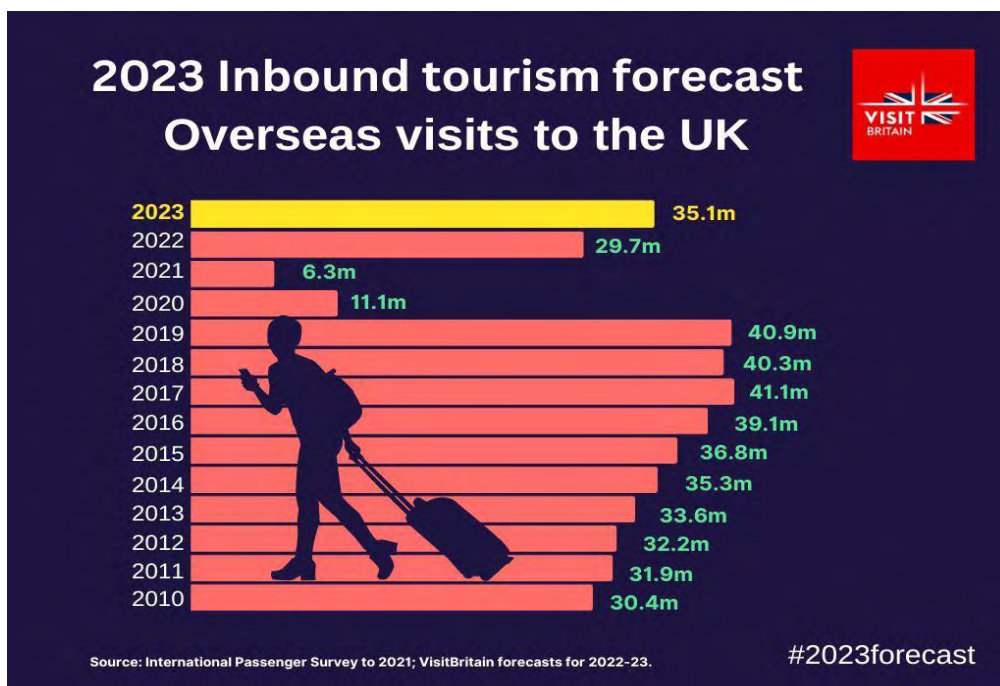**A3** How travel and tourism organisations may use research to identify travel and tourism trends

Need help?
See pages 34-51
of the **eBook**

Exercise 15: Travel and tourism trends

1. Explain the meaning of the term 'trend' in the context of travel and tourism.

2. Describe and explain the trend in overseas visitors to the UK shown in the following table. Give reasons for the increases and decreases.

3. How would the trend in overseas visitors shown in the table in Question 2 have an impact on UK travel and tourism organisations?

4. Why is it important for travel and tourism organisations to identify trends?

5. What is the difference between the VisitBritain.org and the VisitBritain.com websites?

6. Suggest why it is important for UK travel and tourism organisations to understand trends relating to domestic and inbound tourists.

7. Identify the three basic reasons why people travel.

8. Identify examples of new customer types which could be emerging markets for the UK.

9. Explain why India and China were identified as major emerging markets for incoming tourism to the UK up until the start of the Covid-19 pandemic.

10. Identify one type of holiday that has seen a steady increase in popularity over the last 20 years in the UK.

11. Outline the impact of the Covid-19 pandemic on inbound tourism to the UK.

12. Briefly outline how developments in technology have influenced trends in the travel and tourism industry.

13. Give examples of why different types of travel and tourism organisations might be interested in how transport trends are changing.

14. Give examples as to why many businesses rely on the spending by tourists while on holiday and are interested in the trends in spending patterns.

15. Explain how market research can help provide travel and tourism organisations with information relating to customers' environmental awareness and their concerns about their impact on tourist destinations and the planet.

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

Exercise 15: Answers

1. A trend can be simply defined as a recognisable change over a period of time. Trends can be identified by analysing research data and identifying what changes have occurred over the period in question.

2. The table shows the number of overseas visits to the UK between 2010 and 2023. The trend was positive between 2010 and 2019, but visitor numbers took a severe drop in 2020 and 2021 due to the impact of the Covid-19 pandemic on international tourism. The situation improved in 2022 to 29.7 million visits, with a forecast growth to 35.1 million for 2023.

3. While overseas visitor numbers were increasing, travel and tourism companies would feel confident about investing in new products and facilities, such as a new range of guided tours, more airline routes or an extension to a hotel. This would lead to more job opportunities in the industry. When Covid-19 arrived, much investment was put on hold and many staff were furloughed or lost their jobs altogether. More travel and tourism companies are beginning to invest and recruit staff in the post-pandemic era.

4. Identifying and understanding trends helps travel and tourism organisations to make business decisions for the future, such as what new facilities to build, how many staff to employ, which new destinations to feature in tour operators' programmes, etc.

5. VisitBritain.org is a trade website which supports UK travel and tourism businesses, whereas VisitBritain.com is the consumer website for overseas visitors planning to visit the UK.

6. For tourism organisations based in the UK, understanding trends in domestic and inbound tourism is very important. Organisations receiving increasing numbers of visitors from a certain country might decide to provide information for visitors in their own language, for example. If an organisation finds that fewer people are visiting from a particular country, the organisation can either increase its marketing in that country or decide that it's not worth the marketing effort. Also, organisations will want to identify trends in domestic visitor numbers. Over time, there could be a trend for increased or decreased visitor numbers to a particular region of the UK.

7. The tree basic reasons why people travel are: (a) for leisure purposes, (b) for business, (c) visiting friends and relatives (VFR).

8. A new or emerging market could be more older people taking short breaks, more single people travelling or changes in patterns of tourism to a particular destination. For example, if data showed that fewer UK tourists were travelling to Italy and more to Greece, then UK tour operators might provide more package holidays to Greece and cut back on the number to Italy.

9. Up until the beginning of the Covid-19 pandemic, India and China had been identified as major emerging markets for the UK. For example, in 2010 around 186,000 Chinese tourists visited the UK – by 2019 this number had increased to 883,000. This trend encouraged UK travel and tourism organisations to provide products and services

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which would appeal to Chinese visitors, such as visits to locations used in the making of Harry Potter films, which are very popular in China.

10. One type of holiday which has seen a steady increase in popularity is that of cruise holidays. There has been a clear trend for the number of UK tourists taking cruise holidays to increase. Companies operating cruise lines have identified these trends and are providing an ever-widening range of destinations to visit and new on-board facilities on ships.

11. The Covid-19 pandemic meant that inbound tourism to the UK was halted overnight under government regulations aimed at reducing the spread of the virus. Overseas visitors were not allowed to visit the UK. This has had a profound impact on travel and tourism organisations, particularly airlines, visitor attractions, hospitality businesses, hotels and other accommodation enterprises. Data shows that 2020 and 2021 saw the biggest falls in overseas visitor numbers to the UK.

12. There is no doubt that one of the most important recent trends in the travel and tourism industry is the development of online bookings and payments brought about by developments in technology, especially smartphones and mobile apps. It has been estimated that, throughout the world, 82% of all travel bookings are made using apps or websites without any human interaction. In recent years, there has been a revolution in the way that people research and book their holidays, flights and other travel services. New technology has also changed the ways that travel and tourism organisations communicate with their customers through, for example, live chat on websites, social media platforms and mobile devices.

13. Examples include (a) a hotel chain may consider building a new hotel close to an airport that is expanding rapidly, (b) an airline may use larger planes on routes which have grown in popularity, (c) a coach operator may change its itineraries based on the declining popularity of particular destinations.

14. Many businesses rely on the spending by tourists while on holiday and are interested in the trends in spending patterns. For example, a small company offering boat and jet-ski hire may rely on tourists using its facilities, a coach company might rely on package holidaymakers taking excursions or an attraction might rely on visitors buying merchandise and other forms of 'secondary spend', e.g. food and drink. Larger numbers of visitors will increase the opportunities for companies like these to expand.

15. Market research can provide information relating to the views of customers and tourism organisations can then adapt their policies, products and services accordingly. For example, many customers would expect accommodation providers to use more locally-produced foods and to take all reasonable steps to reduce the company's carbon footprint. There is also a trend for customers to choose more sustainable tourism experiences while on holiday and market research can help to determine what types of environmentally-friendly tourism experiences customers might enjoy.

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See pages 34-51
of the **eBook**

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

Activity 16: Effects of trends

A number of factors can lead to a destination or attraction having a decrease or increase in visitors over a period of time, thereby illustrating a trend. For example, if an Alpine winter sports resort receives little or no snow for consecutive winters, this could lead to a trend of *decreasing visitor numbers* during the winter sports season.

Consider each scenario below and choose the appropriate phrase to describe the likely result. Remember that a trend is a change over time, which could be a year or a number of years.

Scenario	This is likely to result in …
Over a period of 20 years, a UK seaside resort does not invest in new attractions and facilities for visitors and a number of hotels close	
A Caribbean island is regularly hit by hurricanes, causing loss of life and damage to tourist accommodation	
A city in the UK is used as the setting for a new James Bond film	
A theme park experiences fatal accidents on two of its rides during a five-year period	
A new water park opens in a Spanish resort and additional flights are available to a nearby airport	
A city is chosen to host a major sporting tournament	
A small island limits its tourist numbers by controlling the number of ferry crossings to the island	
A country experiences civil unrest and rioting for a three-year period	
A hotel provides poor customer service and regularly receives a high number of negative online reviews	

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

Activity 17a: Visitor trends in a ski resort

The table below shows the percentages of different types of tourists visiting an Alpine ski resort over an 8-year period. Complete the table by adding the missing figures in each column to make 100%.

Visitor type (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021
Winter leisure	21	22		20	19	18		15	16
Summer leisure	42		44	43	43	45	46		47
Business		23	21	20		19	18	17	17
VFR	12	13	14		15		17	19	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Activity 17b: Visitor trends in a ski resort

Describe the trends shown by the data in the table in Activity 17a and explain what the trends might mean for UK-based travel and tourism organisations providing travel and holidays to the destination.

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

Activity 18: Trends in overseas visitors

The table below shows the number of overseas visits to the UK by different purposes from 2010 to 2021. The figures are in thousands, meaning that in 2010 more than 11.8 million people (11,879,000) visited the UK on holiday.

Year	Holiday	Business	VFR	Other	Total
2010	11,879	6,999	8,488	3,015	
2011	12,413	7,575	9,069	2,829	
2012	11,972	7,722	9,238	3,289	
2013	12,973	8,114	9,558	2,922	
2014	13,929	8,496	10,023	2,888	
2015	14,173	8,983	10,573	3,063	
2016	14,719	9,399	11,843	3,167	
2017	16,539	8,996	12,249	3,240	
2018	16,337	8,789	12,328	2,829	
2019	16,935	8,670	12,427	2,855	
2020	4,362	2,469	3,447	823	
2021	1,175	1,222	3,456	530	

Carry out the following four tasks relating to the data shown in the table.

a. Add up the number of inbound tourists in each row to show the total number of visits in each year in the right-hand column.

b. Produce a line graph to illustrate the data.

c. Describe the trends shown for holiday visits and VFR visits from 2010 to 2019.

d. Explain the impact of the Covid-19 pandemic on overseas visits to the UK for different purposes in 2020 and 2021.

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

Activity 19: Trees in overseas visitors

Read the following extract, taken from a report about peoples' awareness of climate change.

In October 2021, just ahead of the COP26 UN Climate conference in Glasgow, three-quarters (75%) of adults in Great Britain said they were worried about the impact of climate change.

Just over two-fifths (43%) reported feeling anxious about the future of the environment more widely in the past month.

Women were more likely to report worry about both the impact of climate change and anxiety about the future of the environment than men.

Adults who reported being worried about the impact of climate change were three times more likely to have made a lot of changes to their lifestyle in response to the issue than those who were relatively unworried.

Devise a questionnaire to be conducted face-to-face, asking people if their travel and tourism plans had changed, or were going to change in the near future, because of their concern for the impacts of climate change. The questionnaire should contain no more than 10 questions and should include questions about the respondent's profile, for example name, age, gender, etc., as well as asking about their travel plans in the light of climate change.

You can use the space below to write your questions before designing your questionnaire

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B1 Customer needs and preferences

Exercise 20: Customer needs

1. Explain how dates and the time of year may influence when people can travel on holiday. Give two examples to support your answer.

2. Outline the reasons why some tourist destinations are more accessible than others.

3. Why have all-inclusive holidays grown in popularity in recent years?

4. Explain the differences between serviced and self-catering accommodation.

5. How does a person's budget affect their choice of holidays and travel services?

6. Briefly explain the different needs of people travelling for leisure, for business or when visiting friends and relatives (VFR).

7. How can travel and tourism organisations cater for customers with specific needs?

8. Explain the term 'unstated needs' in the context of travel and tourism.

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9. What are customers' 'desirable preferences' in travel and tourism and how can these be met by organisations?

10. Outline ways in which tourists can help to reduce their environmental impact and become responsible tourists.

11. Suggest why, when tourists are given a choice of airports, ports and methods of transport when travelling, they might choose more expensive options over the cheaper alternatives.

12. Describe the range of transport options available to tourists who choose not to drive their own car to their chosen destination.

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13. Explain why tourists choosing package holidays have limited flexibility with their travel arrangements.

14. Identify categories of travellers who may require practical assistance on their journeys.

15. Why does an airline such as British Airways offer different classes of travel on its flights?

B1 Customer needs and preferences

Exercise 20: Answers

1. Families with school-age children possibly face the most restrictions because their main holiday and any other short breaks have to take place in school holiday periods. Many workers who are not tied to school holidays have more choice as to when they can travel, but often only have a set number of days of paid holiday each year. It is an advantage to be able to travel outside of school holidays when prices are often lower due to less demand. Retired people generally have more flexibility as to when they can travel and can choose to travel off-peak when prices are at their lowest.

2. Some destinations are more accessible than others because of the range of transport options available. For domestic tourists, many destinations in the UK can be reached through the motorway network or by train. There is also a network of internal flights which are available to tourists. Many island destinations can be accessed by ferry and it is also possible to take a cruise holiday around the coast of the British Isles. For most long-haul destinations tourists have to take a flight, although they may well have a choice of airlines and may opt for an indirect flight or a stopover.

3. All-inclusive holidays, when holidaymakers pay a single price for all accommodation, flights, food, drinks, transfers, entertainment and activities, are offered by all the major UK tour operators. They have grown in popularity in recent years because customers know exactly how much their holiday will cost before they travel. They are particularly attractive to families travelling on a tight budget.

4. Serviced accommodation is when services and facilities are provided for guests in addition to their room. These could include reception services, restaurant and bar facilities, housekeeping, gym, health club and other leisure facilities, conference and business facilities, entertainment, etc. Hotels are the most common type of serviced accommodation, but the category also includes guest houses, bed and breakfast (B&B) establishments, inns, golf resorts, chalets, youth hostels and farm accommodation. Self-catering accommodation is when guests look after themselves, doing their own cleaning and making meals. It includes all rented premises used for holiday purposes, self-catering holiday centres and villages, all types of caravan accommodation, camping, self-catering youth hostels and chalets, motels (roadside accommodation geared to motorists), second homes, aparthotels (a cross between an apartment and a hotel) and and boats (excluding cruises). Holidaymakers like the freedom and value-for-money that self-catering accommodation offers – families with young children and/or older relatives find it particularly convenient and flexible.

5. Buying holidays and travel products is classed as 'discretionary spending', i.e. it is not totally necessary like buying food, clothing and paying for housing. When the cost of living is high, people often cut back on their holiday spending by perhaps buying a cheaper holiday or choosing a cheaper form of travel. 'Budget' refers to the amount of money people can afford to spend on a holiday or trip. Some people do not have the budget to ever take a holiday while others can afford to travel to luxury destinations more than once a year. Tourists who have a limited budget and are able to travel outside of the peak holiday seasons are more likely to be able to take advantage of discounts and 'last minute deals' offered by organisations who need to fill seats on an aircraft or hotels rooms in a resort.

6. Leisure tourists travel for a variety of reasons, and the travel and tourism industry provides a range of products, services and destination options to meet the needs of different types of leisure traveller. Some tourists travel for relaxation and may therefore choose hotels with spa facilities or those located close to a beach. Those travelling to take part in activities will travel to destinations where their chosen activity is available, such as walking enthusiasts visiting the Scottish Highlands. Business travellers do not usually have a choice of destination when travelling, since their meeting, conference or trade fair will be in a fixed location. They often choose premium travel and accommodation options, plus access to business services and high-speed wi-fi. People visiting friends and relatives travel to where the other members of the family live, or to where a family event or celebration such as a wedding, is taking place. For example, a wedding, attended by a number of family members and friends, could take place on a Caribbean Island.

7. Language – many international tourists are not familiar with the language of the country they are visiting and organisations such as tour operators have a responsibility to ensure that their clients are able to ask for assistance or information in their own language. Cultural needs – such as providing certain meals in hotels or providing facilities for praying in airports. Any restaurant, hotel or other place selling food needs to be aware of food allergies which may affect customers to ensure that specific needs are met. Physical conditions – hearing, sight or mobility issues, including travellers requiring a wheelchair. Not all physical needs are obvious and customers may have medical conditions which are not apparent. It is important for travel and tourism organisations to ensure that staff working with customers are aware of the range of specific needs which could be encountered and be sure that staff are trained to meet the needs of *every* customer.

8. Unlike stated needs, which are those that customers will tell you about, unstated needs are those which a customer may not reveal. For example, a stated need is when a customer asks for a ground-floor room in a hotel. An unstated need could be that a family with a baby expects there to be a cot and high-chair provided in their accommodation. Unstated needs are not always obvious to members of staff since customers may assume that certain needs will be met anyway or are perhaps embarrassed to ask for extra help. Unstated needs also cover the expectation of good service and the provision of accurate information at all times.

9. Tourists have certain basic needs when going on a package holiday – a safe and reliable means of travel, suitable accommodation for the size of group and convenient transfers. Over and above this, many tourists have 'desirable preferences' which they feel makes their holidays or travel more comfortable and enjoyable. In some cases, personal, desirable preferences can be met free of charge, but sometimes the tourist has to pay an additional cost, for example booking a sea view room in a hotel or travelling business class rather than economy on a flight. Meeting customers' personal preferences is not essential to satisfying their needs, but it may give a travel and tourism company an edge over its competitors.

10. Tourists can help reduce their environmental impact and become responsible tourists by using public transport to get to, or travel within, the destination they are visiting, staying in eco-friendly accommodation which supports sustainability, taking part in low-impact activities such as walking or cycling, visiting natural attractions and protected areas, eating in restaurants which serve local produce, buying local crafts, etc.

11. Tourists may prefer not to take the fastest/most direct route to their destination but instead choose to take a more scenic route by car or an indirect route by air allowing for a stopover. They may prefer a departure time for a flight or ferry crossing which is convenient and perhaps does not involve an overnight stay near the port or airport. Also choosing to travel from a port or airport where departures are more frequent, such as crossing from Dover to Calais. Tourists may prefer the on-board services provided by a certain airline, such as choosing between BA and Virgin Atlantic. They may prefer to stay in a resort where transfer times are shorter, rather than have a longer transfer to a resort where accommodation may be cheaper.

12. Transport options for tourists not driving their own car to their chosen destination include hiring a car, which will give the tourists a great deal of flexibility, using public transport, which will be cheaper, but they will have to understand bus and train schedules, or travelling on organised excursions when they will be limited by the times and itineraries available.

13. Generally, people choosing package holidays don't have a lot of flexibility with their travel arrangements once they have booked. Typically, they will fly out to the resort on a specific flight, return a week or two later and stay in the same accommodation for the duration of their holiday. Making changes to a holiday once it is booked can result in extra charges and fees. However, many holiday companies and travel agents will now 'mix and match' travel products to meet a customer's specific needs. This is known as 'dynamic packaging' and gives greater flexibility in terms of the accommodation, transport, transfers and activities on offer to customers.

14. Some tourists need practical assistance to make their journey less stressful and their stay at their destination more manageable and enjoyable. These groups include people with mobility issues, families with babies and young children and some large groups. Help with travelling through airports and train stations, embarking and disembarking planes and trains, plus adapted vehicles for resort transfers are now common in the travel and tourism industry.

15. Airlines offer different classes of travel to meet the needs of a variety of travellers. Some want the cheapest fare on offer and so will choose an economy ticket. Others are happy to pay extra for business or first-class flights with the extra facilities and services they provide.

B1 Customer needs and preferences

Activity 21: Needs and preferences

Study the range of services provided by travel and tourism organisations in the table below. For each service decide whether it is a customer **need** or a **preference**. Compare your answers with another member of your group.

Service	Need or preference?
Soft pillows	
Dairy-free meals	
Adapted room	
Aisle seat on an aircraft	
Sea view room in a hotel	
Child's high-chair	
Priority queuing at an airport	
Qualified lifesavers at a pool	
Locally-produced food and drink	
Smoke alarms in hotel rooms	
Range of excursions in a resort	
Printed tickets	
Safety briefing on an aircraft	
Information in Braille	
First-class air travel	
Fine dining in a restaurant	
Accessible toilets in a theme park	
Wi-fi in a self-catering cottage	

B1 Customer needs and preferences

Activity 22: Time of year to travel

Working in pairs, complete the table below with possible travel and holiday plans for next year for a family with young school-age children (October has been completed for you as an example).

Month	Possible travel or holiday choices
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	*Half-term break at a UK seaside resort or centre such as Butlin's*
November	
December	

B1 Customer needs and preferences

Activity 23: Transport options

Many journeys in the UK can be completed by road, using either private cars or coaches, by rail or by air. Also, destinations such as Northern Ireland, the Isle of Man and the Channel Islands can be accessed by ferry.

Using search engines and the websites of transport operators, provide details of **two** transport options for tourists wishing to make each of the following journeys.

1. A person living in Birmingham wanting to visit Portrush in Northern Ireland.

2. A couple living in Cambridge wishing to visit Aberdeen in Scotland.

3. A family living in Manchester travelling to Jersey.

4. Two friends living in Cardiff planning to visit the Isle of Man.
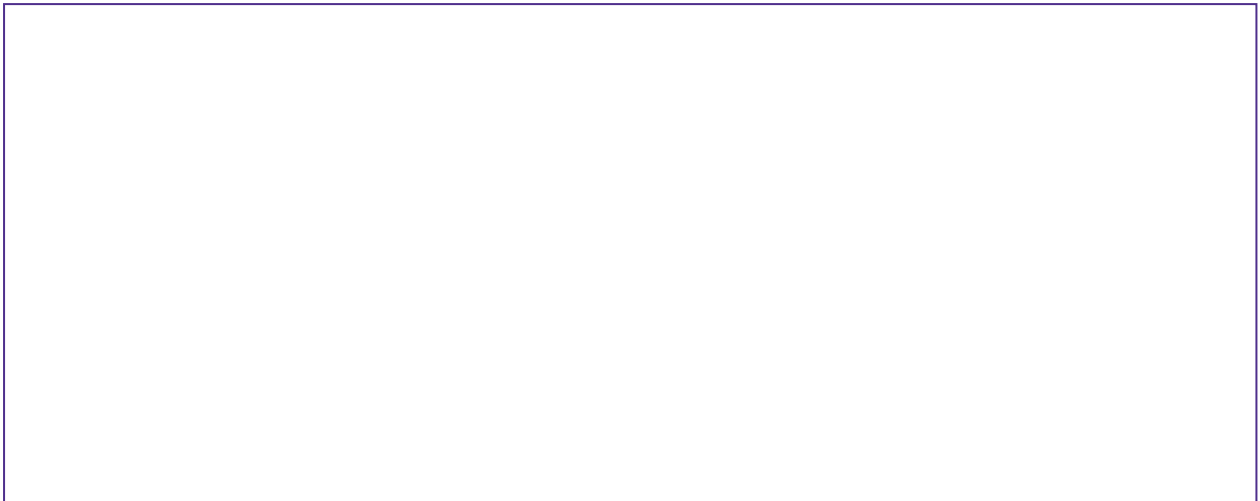
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B1 Customer needs and preferences

Activity 24: Exclusive holiday choices

Set out below are five tourist destinations which are viewed as being expensive and appeal to visitors looking for luxury and exclusivity. Carry out some research on each destination and write a short paragraph explaining why it has an exclusive reputation.
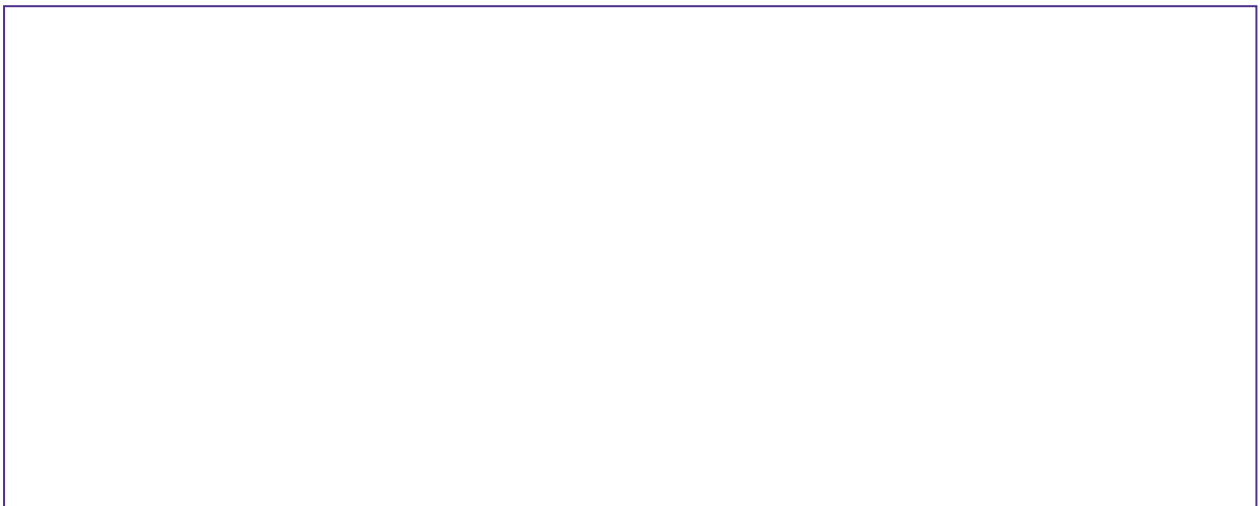
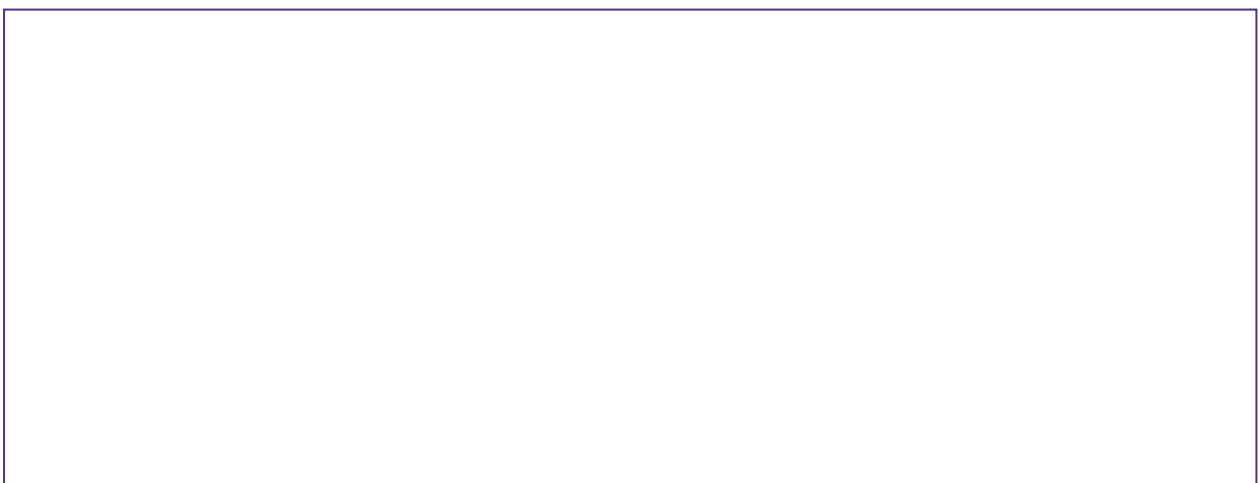1. Verbier in Switzerland.

2. St. Tropez in France.

3. Mustique in the Caribbean.

4. Aspen in Colorado, USA.

5. Monte Carlo.

B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences

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See pages 70-77
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Exercise 25: Different products and services

1. Explain the importance of the pricing of products and services provided by travel and tourism organisations to both the organisations and their customers. Give **two** examples to support your answer.

2. Identify the four stages during the tourism process when organisations need to provide customer service and assistance.

3. Why do travel and tourism organisations provide child-friendly facilities? Give **two** examples of child-friendly facilities to support your answer.

4. What impact did the Equalities Act (2010) have on travel and tourism organisations with regard to providing facilities for people with disabilities?

5. Give the main reason why some travel and tourism organisations try to attract as many business tourists as possible.

6. Identify the range of health and fitness facilities which have been added to many UK hotels in recent years.

B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences

Exercise 25: Answers

1. Organisations must price products at the correct level in order to make a profit and customers must feel that the prices being charged represent good value for money.

   Examples – any two from:

   - Many tour operators, airlines and accommodation providers charge higher rates during peak periods and provide off-peak cheaper prices when there is less demand.
   - Generally, groups are charged less per head than individuals when a group booking is made.
   - Higher prices are charged for premium products such as first-class travel or superior rooms in accommodation.
   - Families are sometimes offered child-free places when travelling outside of the main holiday seasons.
   - Discounts on published prices may also be available and 'last-minute' deals are used to attract customers to book holidays at short notice.

2. The four stages are:

   - The **booking stage**, which may be face-to-face in a travel agency, over the telephone or, increasingly, online. The booking process needs to be efficient and any concerns the customer may have should be dealt with effectively.
   - **During travel** the customer should receive the support and assistance they require and any issues raised during the journey dealt with. However, some travel problems may be out of the control of the organisation involved. Delays and disruption such as those created by severe weather or civil unrest may affect all types of transport.
   - While **staying in their accommodation**, customers will expect to receive a high level of service and be provided with any assistance they need. To a certain degree this will depend on the type of accommodation booked and the type of holiday or tourism experience.
   - Customer service should also be provided in the **post-sales stage** when an organisation can gather feedback from customers relating to their experience and make any adjustments to its products and services as necessary.

3. Travel and tourism organisations need to provide child-friendly facilities in order to make the travel and tourism experience more comfortable and enjoyable for both the parents and children. Examples include children's menus in hotels and restaurants, high-chairs, family rooms with cots and/or bunk beds, children's clubs in resorts, a baby-sitting service, etc.

4. Part of the Equalities Act 2010 means that UK travel and tourism organisations are obliged to provide equal access to services and facilities for all people with disabilities.

5. Business tourists generally spend more per head than leisure tourists, since they often need to travel at short notice, thereby paying higher transport costs. Some business tourists also prefer to book more expensive premium travel products, such as first-class travel and luxury accommodation.

6. Examples include gyms, fitness classes, swimming pools, saunas, spas, beauty treatments, massages, wellness and de-tox breaks, etc.

B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences

Activity 26: Discounts and offers

Research the websites of UK travel and tourism companies to find **four** actual examples of current discounts and special offers. These could be offered by a holiday company, airline, travel agent, visitor attraction, holiday centre, hotel, etc. The offers might be group or family discounts, off-peak pricing or early booking discounts, for example. Write details of the offers in the following boxes.
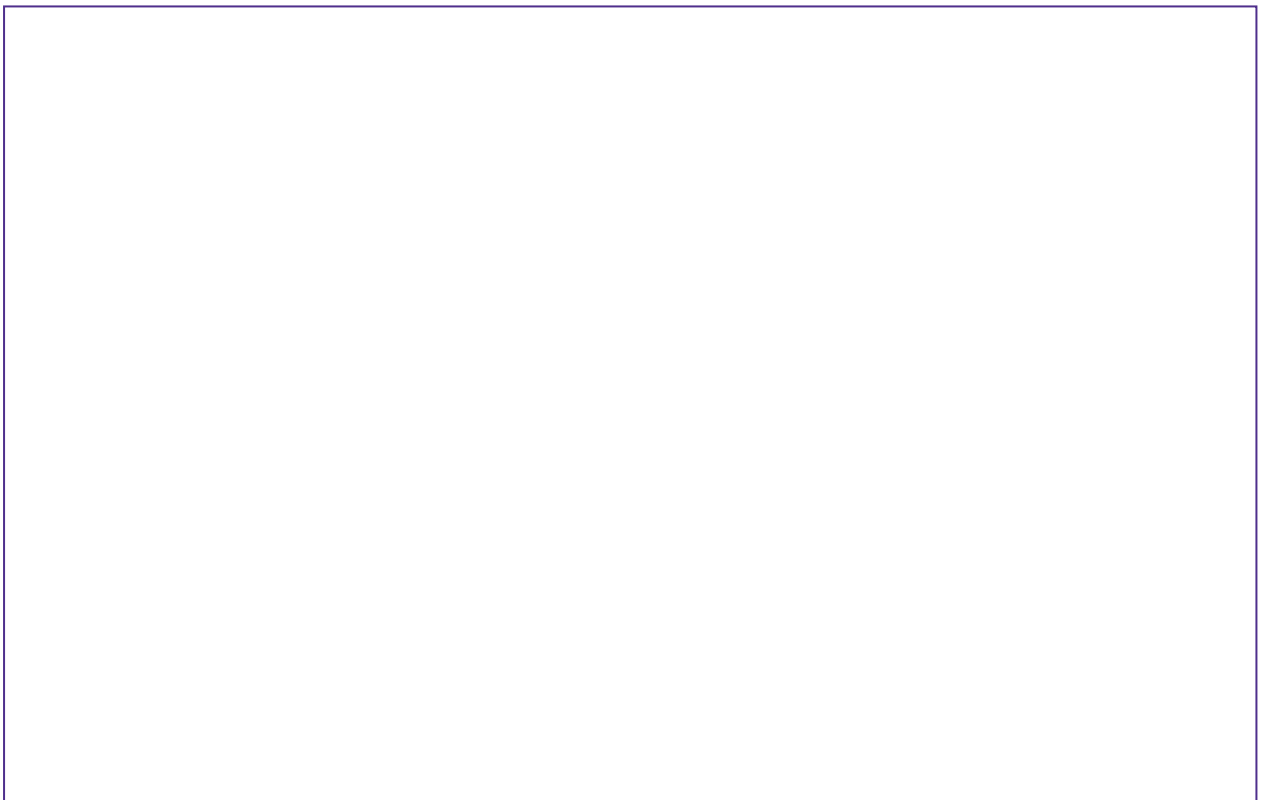
Example 1

Example 2

Example 3

Example 4

B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences

Activity 27: Child-friendly facilities

Families with children require a wide range of facilities while they are away from home, to make their holidays and travel as enjoyable and stress-free as possible. The provision of these facilities will vary with the type of accommodation chosen.

Complete the following table with details of accommodation in the UK and abroad that offers child-friendly facilities.

Type of accommodation	Establishment name	Child-friendly facilities and services offered
A 3-star hotel in Brittany		
A self-catering cottage in Pembrokeshire		
A glamping site in Yorkshire		
A city-centre hotel in Birmingham		
A holiday centre in Skegness		
An all-inclusive hotel in Benidorm		

B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences

Activity 28: Accessible facilities

Large UK visitor attractions provide a variety of facilities for customers with specific needs. Carry out some research into three major attractions in the UK – one theme park, one zoo and one museum/art gallery. Study the websites of the attractions and put a tick (yes) or cross (no) in each box in the table below to show whether or not each facility is mentioned.

Facility	Theme park Name:	Zoo Name:	Museum/art gallery Name:
Access ramps			
Wide entrances			
All on one level			
Hearing loops			
Information in Braille			
Audio guides			
Visual imagery			
Accessible toilets			
Discounts for carers			
Disabled parking			
Accessible website			

B3 Customer needs and different types of travel

Exercise 29: Different types of travel

1. Outline the main needs of tourists visiting city break destinations.

2. Give three types of accommodation often found in countryside destinations.

3. What type of people usually take part in 'stag and hen' parties?

4. Explain how independent tourists make holiday bookings.

5. Explain the meaning of the term 'fly-cruise'.

6. How often are the Olympic Games and FIFA World Cups held?

7. Approximately how many people attend the Glastonbury Festival?

8. Explain the difference between a business meeting and a conference.

9. What is the name of the large conference centre near Birmingham?

10. Give a detailed description of 'adventure travel'.

11. Give **three** examples of educational travel.

12. Give **two** examples of heritage and cultural tourism.

13. Explain why many gap year tourists need to have flexible travel plans.

14. Suggest **one** preference for tourists wanting to book responsible travel.

15. What is the greatest travel need for people wishing to visit friends and relatives (VFR tourism)?

B3 Customer needs and different types of travel

Exercise 29: Answers

1. Tourists need good transport options to travel to the city and to get around once they arrive. There should be a range of accommodation and eating places to suit all tastes and budgets, preferably within easy reach of popular attractions and entertainment areas. It is important that tourists feel safe and secure while travelling in the city on their short break.

2. Any three from campsites, self-catering cottages, B&Bs, farm guesthouses, small country hotels, glamping sites, youth hostels, etc.

3. Groups of young men and women on a pre-wedding trip away to celebrate.

4. Independent tourists may book a 'tailor-made' tour through a travel agent or tour operator or alternatively make their own travel arrangements by booking travel, accommodation, transfers, car hire, activities, etc. separately with different travel companies.

5. Travellers who take a fly-cruise fly from the UK and board their cruise ship in another country.

6. Every 4 years.

7. Approximately 210,000.

8. Business meetings tend to last no more than a day and are usually attended by less than 20 people. Conferences are much bigger events, which can take place over a number of days and may involve thousands of delegates.

9. The National Exhibition Centre (NEC).

10. Adventure travel often involves travelling to more remote, wilderness locations and taking part in outdoor activities which have an element of risk, such as mountaineering, climbing and white-water rafting.

11. A day trip to a visitor attraction, residential geography field trips, a sports tour to the Caribbean, student exchange programmes, etc.

12. Battlefield tours, visits to stately homes and castles, trips to museums and galleries, etc.

13. Gap year tourists travel with the knowledge that their plans could change during the course of their trip and they may need to book travel and accommodation at short notice. If a particular destination does not meet their expectations they may choose to move on to another area, thereby needing flexibility in their travel plans.

14. People undertaking responsible travel may like to visit conservation projects in tourist destinations and take part in activities which have a positive impact on the local environment and culture.

15. Perhaps the greatest travel need for VFR tourists relates to transport arrangements, which should be punctual and reliable. Nobody wants to be late for a wedding or arrive at an airport abroad with nobody there to greet them!

B3 Customer needs and different types of travel

Activity 30: Attractions in cities

Every capital city has a number of 'must-see' attractions which are popular with UK and overseas tourists. For each of the British cities in the table below carry out some research to identify **four** major visitor attractions and enter these into the table. Compare your answers with another member of your group.

City	Your four must-see attractions			
Belfast				
London				
Cardiff				
Edinburgh				

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B3 Customer needs and different types of travel

Activity 31: Countryside accommodation

Carry out some research into accommodation in the Lake District National Park. Choose the last weekend of this month and find suitable accommodation for a 2-night stay (Friday and Saturday nights) for a couple. Complete the table below with your suggestions for a budget and luxury stay for each type of accommodation. Include the name of the accommodation and prices.

Type	Option	Your accommodation suggestions
Campsite	Budget	
	Luxury	
Self-catering cottage	Budget	
	Luxury	
B&B	Budget	
	Luxury	
Country hotel	Budget	
	Luxury	

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B3 Customer needs and different types of travel

Activity 32: Scottish accommodation

An independent tourist is planning a tour of Scotland by car. For each of the destinations shown in the table below, carry out research to find suitable B&B accommodation for two nights in mid-September. Include prices and the names of the B&B establishments.

Destination	Suggested B&B accommodation
Loch Lomond	
Oban	
Isle of Skye	
Inverness	
Edinburgh	
Dundee	
Stromness on Orkney	

B3 Customer needs and different types of travel

Activity 33: Major UK sporting events

Complete the table below by providing details of major UK sporting events which take place every year. Give the name of the event and sport, the venue and the approximate date(s) on which it takes place. Try to cover as many major sports as possible with your answers.

Event	Sport	Venue	Dates

Section B
Assessment practice

A range of practice assessment tasks which are designed to assist students with their preparation for the Component 2 set assignment produced by Pearson. Most of the tasks are built around a realistic industry scenario.

The first Practice Assignment covers *Learning Outcome A – Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends*, while the second Practice Assignment covers *Learning Outcome B – How travel and tourism organisations provide different products and services to meet customer needs and preferences.*

A note on marking: Teachers should refer to the descriptors in the Marking Grid for Component 2 found in the latest version of the Pearson Tech Award 2022 Specification available on the Pearson website. The Specification also includes general guidance on managing Pearson-set Assignments (PSAs).

Practice Assignments: Learning Outcome A

Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**2:** Customer needs in travel and tourism
Your name	
Date	

Scenario 1 **How organisations identify customer needs and travel and tourism trends**	*Collin's Continental Tours* is a small, UK-based company operating coach holidays to destinations in France and Belgium, including short breaks to Paris, battlefield tours and Christmas markets. The company wants to expand and is planning to carry out some market research to identify customer needs and travel and tourism trends.
Learning outcome covered	**A:** Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.
Evidence required	• **For Task 1** – a presentation of approximately 10-12 slides and speaker notes, which can include any combination of text and images. • **For Task 2** – a written report of approximately 2-4 pages of A4 which can include supporting images and should include sub-headings. Your evidence must include a list of sources as appropriate.

Task 1

You must produce a presentation that investigates the different market research methods the company could use to identify customer needs. Your presentation must include:

• Details of the advantages and disadvantages of the range of primary and secondary market research methods that the company could use to identify customer needs
• Recommendations for the most suitable research methods the company could use to identify customer needs

Task 2

The company wants to identify which travel and tourism trends offer opportunities for it to expand by developing new products and services. You will use at least **two** sources of secondary market research to identify new products and services for the company and include these in a report, which must include:

- Details of **four** travel and tourism trends from the secondary market research that the company could use to develop its products and services
- **Recommendations** for new products and services that the company could develop to meet these trends

Scenario 2 **Types of market research – primary research**	You have been asked to plan a focus group activity for the fictitious English seaside resort of Weston-on-Sea. The tourist board wants to the develop a new slogan and image which will be used for future marketing of the destination. The focus group will consist of approximately 12 adults who have visited the resort in the past.
Learning outcome covered	**A:** Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.
Evidence required	• A set of focus group questions. • Examples of 3 new slogans and graphics. • A full-colour poster. • A written report of approximately 1-3 pages of A4 outlining the advantages and disadvantages of using focus groups as a market research technique. Your report can include supporting images and should include sub-headings.

Task 1

The local tourist board has provided you with slogans and graphics, as shown below:

1   *Weston-on-Sea – Wonderful beaches for wonderful people*

2   *Weston-on-Sea – Family fun on famous beaches*

3   *Weston-on-Sea – The cream of the English seaside*

Produce a set of questions which might be used to obtain the views of the people in the focus group as to which of the slogans and graphics might be most effective at attracting visitors to the resort. Discuss your questions with another member of your group.

Task 2

Produce three new slogans and graphics, using different fonts, images and colours, which might also be used. Write a brief explanation as to why you think your ideas might work better than those provided by the local tourist board.

Task 3

Using Google images or a similar programme, choose two or three images of British coastal resorts with good beaches. Use these, together with your favourite slogan for Weston-on-Sea, to produce a full-colour poster to be used to promote the resort, similar to the one below.

Task 4 (optional)

Having produced your poster, refine your list of questions for the focus group. Share your poster with the rest of your group and decide who has produced the best one.

Task 5

Outline the advantages and disadvantages of using focus groups as a market research technique.

Scenario 3 Types of market research – primary research	You have been asked to undertake an observation survey by a UK national park to help determine how its market is segmented. The observations will take place in car parks, popular attractions and at 'honeypot' sites.
Learning outcome covered	**A:** Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.
Evidence required	• A written report of approximately 1-3 pages of A4 which includes your evidence generated for Tasks 1 and 5. Your report can include supporting images and should include sub-headings. • A draft observation record for the national park survey.

Task 1

Working in pairs or small groups, think carefully about the types of information which can be recorded through observation in the context of the national park survey.

Task 2

Design a draft observation record for the national park survey.

Task 3

Use the draft observation record to carry out a trial of the survey (sometimes called a pilot survey) by recording the characteristics of people in a local town centre. You could use the 'pedestrian count' technique, recording information about people who cross an imaginary line.

Task 4

Refine your observation record in the light of your pilot survey.

Task 5

Explain the advantages and disadvantages of observation as a method of market research.

Scenario 4 **Types of market research – secondary research**	You have been asked to undertake online research relating to inbound tourism to the UK from Canada. Use the 'Inbound markets and segments' section of the VisitBritain.org website to find information about the Canadian market. Use the links on the page to find further information and the latest data.
Learning outcome covered	**A:** Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.
Evidence required	• A presentation of approximately 6-8 slides and speaker notes, which can include any combination of text and images. Your evidence must include a list of sources as appropriate.

Task 1

Using the information you have obtained, prepare a presentation of between 6-8 slides to summarise details of the Canadian inbound tourism market to the UK.

Task 2 (optional)

Each member of the class could research a different inbound market and present their findings to the rest of the group.

Scenario 5 Using market research to identify travel and tourism trends	You have been asked to investigate the extent to which UK tourists would be interested in visiting the Central American country of Cosa Rica. The country is seen as being an emerging sustainable tourism destination which has experienced a trend in increased inbound tourism in recent years.
Learning outcome covered	A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.
Evidence required	• A written report of approximately 4-6 pages of A4 which includes your evidence generated for Tasks 1a, 1b, 2 and 3. Your report can include supporting images and should include sub-headings. • A series of survey questions for Task 4. Your evidence must include a list of sources as appropriate.

Study the following table which shows the number of tourism arrivals to Cosa Rica between 2014 and 2021.

Year	2014	2015	2016	2017	2018	2019	2020	2021
Total tourist arrivals	2,526,817	2,660,257	2,925,128	2,959,869	3,018,667	3,139,008	No Data	1,347,055
Holiday tourists	2,179,813	2,241,180	2,263,514	2,714,317	2,731,277	2,997,768	No Data	1,254,369

Task 1a

Produce a line graph to illustrate the data in the table above.

Task 1b

Describe the trends shown by the data, quoting actual figures where you think it is necessary.

Task 2

Undertake online research to discover more about what Costa Rica has to offer inbound tourists. Collect information from tourist board, airline and tour operators' websites as well as other sources. Many UK residents are unaware of what Costa Rica has to offer tourists.

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Task 3

Collect a series of images showing aspects of tourism in Costa Rica and paste them on to two sides of A4 paper. You may also print a map of Central America showing the location of Costa Rica and neighbouring countries.

Task 4

Produce a series of questions which could be included in a face-to-face interview survey to find out if UK residents might be interested in visiting Costa Rica in the near future. You should include 'profile questions' (age, gender, home location, etc.) as well as questions to gauge the views of respondents to taking a holiday in Costa Rica.

Scenario 6 **Types of market research – primary research**	You have been asked to plan a mystery shopper survey for a four-star hotel in the Algarve region of Portugal. You need to develop a checklist of areas to cover in the survey. The hotel's owners have seen an increase in negative reviews recently and wish to try and pinpoint areas to improve the customer experience.
Learning outcome covered	**A:** Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends.
Evidence required	• A written report of approximately 4-6 pages of A4 which includes your evidence generated for Tasks 2 and 3. Your report can include supporting images and should include sub-headings. Your evidence must include a list of sources as appropriate.

Task 1

Study the websites and brochures of tour operators featuring holidays to the Algarve region of Portugal.

Task 2

Choose a suitable four-star hotel and make a list of its facilities, services and amenities.

Task 3

Using the information collected in Task 2, develop a checklist of all the aspects of the hotel you could cover in your mystery shopper survey. Remember that the aim of the survey is to pinpoint areas to improve the customer experience.

Task4

Compare your results with another member of your group. Ask them to comment on the checklist you have produced.

Practice Assignments: Learning Outcome B

Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**2:** Customer needs in travel and tourism
Your name	
Date	

Meeting the needs and preferences of customers **Customer profile 1**	The Patel family – two parents and boys aged 6 and 8 – wish to travel to Lapland to visit Father Christmas. They can travel any time in the first two weeks of December and wish to spend between 3 and 5 nights away from home. The family live near Birmingham. • The family will be looking for a package which includes flights, accommodation and possibility a visit to Santa's Grotto. • The family should be warned about cold weather and the long hours of darkness in Lapland. • Guidance on what clothing to pack would be useful. • Check what other activities, such as driving a snowmobile or dog sleighing, might be available. • Think about the facilities available in the hotel. • Consider which departure airport would be most suitable. • Check the entry requirements for Lapland.
Learning outcome covered	**B:** Recognise how the needs and preferences of travel and tourism customers are met.
Evidence required	• One travel plan • One additional information document

Task 1a

You must develop a travel plan (using the template provided on pages 98-99) that meets the needs and preferences of the customers detailed in the above profile. Your travel plan must include:

- Travel dates and duration
- Accommodation details
- Transport details
- Breakdown of costs including the total cost
- Details of how the travel plan meets the customers' needs and preferences

Task 1b

You must provide additional information (using the template provided on page 100) to the customers detailed in the above profile. The additional information must include:

- Suitable activities, excursions, attractions, etc.
- Essential information: entry requirements, health precautions, safety and security, local customs/traditions, etc.
- Details of how the activities, excursions and attractions suggested will meet the needs and preferences of the customers

Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**2:** Customer needs in travel and tourism
Your name	
Date	

Meeting the needs and preferences of customers **Customer profile 2**	Two couples in their late 50s wish to visit Croatia, exploring the islands along the Dalmatian coast as well as visiting Dubrovnik and other cities. They can spend up to three weeks away from home and want to spend a part of their holiday either on a small cruise ship or a sailing boat. Both couples enjoy adventure activities and are keen swimmers. They live in Cornwall. • It is unlikely that a package holiday will meet the needs of these customers. • Although it has not been stipulated, the holiday will need to take place in the summer months, possibly outside of the main season. • A number of companies offer sailing/cruise options in the region. The major cruise lines would not meet the customers' needs. • Look carefully at the range of adventure activities which are available in Croatia. • Consider the total cost of the holiday, including travel from Cornwall to the departure airport. • The total cost of the holiday might be reduced by considering some less expensive accommodation options. • Consider the safety and security aspects of the activities the customers are likely to take part in.
Learning outcome covered	**B:** Recognise how the needs and preferences of travel and tourism customers are met.
Evidence required	• One travel plan • One additional information document

Task 1a

You must develop a travel plan (using the template provided on pages 98-99) that meets the needs and preferences of the customers detailed in the above profile. Your travel plan must include:

- Travel dates and duration
- Accommodation details
- Transport details
- Breakdown of costs including the total cost
- Details of how the travel plan meets the customers' needs and preferences

Task 1b

You must provide additional information (using the template provided on page 100) to the customers detailed in the above profile. The additional information must include:

- Suitable activities, excursions, attractions, etc.
- Essential information: entry requirements, health precautions, safety and security, local customs/traditions, etc.
- Details of how the activities, excursions and attractions suggested will meet the needs and preferences of the customers

Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**2:** Customer needs in travel and tourism
Your name	
Date	

Meeting the needs and preferences of customers **Customer profile 3**	Mr Parker and his wife wish to take his mother, who is 84 and uses a wheelchair, on holiday to Scotland. Mr and Mrs Parker do not drive and live in London. His mother lived in Scotland when she was younger and enjoyed visiting the area around Loch Lomond. She would also like to visit the historic attractions in Edinburgh. Mr Parker thinks that a holiday lasting about 7 nights should be about right. The holiday will need to take place in September or October. • A coach tour might be an option, but consider the needs of a wheelchair-bound customer. • The accommodation will need to provide appropriate facilities for all members of the party. • It may be possible to choose one-day tours from Edinburgh. • Consider which historic attractions in Edinburgh should be visited. • Think about the issues relating to wheelchair access in the attractions. • Think about how the customers will travel to and from Scotland. • The weather is September is likely to be better than it is in October.
Learning outcome covered	**B:** Recognise how the needs and preferences of travel and tourism customers are met.
Evidence required	• One travel plan • One additional information document

Task 1a

You must develop a travel plan (using the template provided on pages 98-99) that meets the needs and preferences of the customers detailed in the above profile. Your travel plan must include:

- Travel dates and duration
- Accommodation details
- Transport details
- Breakdown of costs including the total cost
- Details of how the travel plan meets the customers' needs and preferences

Task 1b

You must provide additional information (using the template provided on page 100) to the customers detailed in the above profile. The additional information must include:

- Suitable activities, excursions, attractions, etc.
- Essential information: entry requirements, health precautions, safety and security, local customs/traditions, etc.
- Details of how the activities, excursions and attractions suggested will meet the needs and preferences of the customers

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Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**2:** Customer needs in travel and tourism
Your name	
Date	

Meeting the needs and preferences of customers Customer profile 4	The Johnson family wish to travel to the west of France to enjoy a camping holiday on a campsite near the coast so that the children can enjoy the beaches. Mr and Mrs Johnson have three children aged 12, 9 and 6. The family lives in Cardiff. • The holiday will need to take place when the children are not in school. • The family is likely to travel to France using their car, but are open to other suggestions. • It may be possible to find a package holiday for the family. • Think about the amount of time driving between Cardiff and the destination. • The family will not spend all of their time at the beach, so investigate attractions and visits close to the campsite.
Learning outcome covered	**B:** Recognise how the needs and preferences of travel and tourism customers are met.
Evidence required	• One travel plan • One additional information document

Task 1a

You must develop a travel plan (using the template provided on pages 98-99) that meets the needs and preferences of the customers detailed in the above profile. Your travel plan must include:

• Travel dates and duration
• Accommodation details
• Transport details
• Breakdown of costs including the total cost
• Details of how the travel plan meets the customers' needs and preferences

Task 1b

You must provide additional information (using the template provided on page 100) to the customers detailed in the above profile. The additional information must include:

- Suitable activities, excursions, attractions, etc.
- Essential information: entry requirements, health precautions, safety and security, local customs/traditions, etc.
- Details of how the activities, excursions and attractions suggested will meet the needs and preferences of the customers

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Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**2:** Customer needs in travel and tourism
Your name	
Date	

Meeting the needs and preferences of customers **Customer profile 5**	David and Justin want to travel to Rome to visit the famous historic attractions. They have a limited budget and want to travel as cheaply as possible. They live in Manchester and are able to travel in the low season in November or February. They would like to spend 5 nights in the city. • Investigate the major attractions in Rome and what the admission prices are. • Research public transport options in the city. • Budget airlines will probably be the best travel option. • Check out the prices and location of less expensive hotels and self-catering options.
Learning outcome covered	**B:** Recognise how the needs and preferences of travel and tourism customers are met.
Evidence required	• One travel plan • One additional information document

Task 1a

You must develop a travel plan (using the template provided on pages 98-99) that meets the needs and preferences of the customers detailed in the above profile. Your travel plan must include:
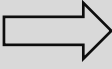
• Travel dates and duration
• Accommodation details
• Transport details
• Breakdown of costs including the total cost
• Details of how the travel plan meets the customers' needs and preferences

Task 1b

You must provide additional information (using the template provided on page 100) to the customers detailed in the above profile. The additional information must include:
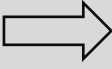
- Suitable activities, excursions, attractions, etc.
- Essential information: entry requirements, health precautions, safety and security, local customs/traditions, etc.
- Details of how the activities, excursions and attractions suggested will meet the needs and preferences of the customers

Travel plan template

Insert customer profile number here ➡	
Destination and dates	
Accommodation details	
Transport details	

Costs (fill in the rows that apply based on the details given in the customer profile)	
Package price	
Accommodation	
Transport	
Additional costs	
Total cost	

Details of how the travel plan meets the customers' needs and preferences

Additional information document template

Insert customer profile number here ⟹	
Details of activities, excursions and attractions, etc.	
Essential information: entry requirements, health precautions, safety and security, local customs/traditions, etc.	
Details of how the activities, excursions and attractions meet the customers' needs and preferences	