



Travel and Tourism

Component 2 – Customer needs in Travel and Tourism



Learning Aim B

How does this unit link to prior learning?

This topic is synoptic so builds on both component 1 and 2 – you will need to apply your learning from the previous components to the context of meeting customer needs. You will apply this looking at how organisations use research to identify and respond to tourism trends and when selecting and planning products, services and holidays to meet customer needs and preferences.

What will you be learning about?

During this scheme of work, you will investigate the how organisations meet customer needs in the world of travel and tourism. Learners will understand that travel and tourism organisations need to offer a range of products to meet the requirements and preferences of different types of customers, in order to meet financial and strategic aims. Learners will assess how a variety of products or services provided by travel and tourism organisations meet the needs and preferences of different customers.

Learners will understand how holiday packages are put together to meet the needs and preferences of specific customers. They will research products and services to plan a holiday for a specific customer or group of customers

Key Focus

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

- B1 – Providing travel and tourism products and services to meet different customer needs and preferences
- B2 – Planning a holiday to meet customer needs and preferences

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

1. Providing products and services to meet needs – Holidays and Accommodation **(B1)**

You will be studying the range of holidays to meet a variety of customer needs and preferences,

2. Providing products and services to meet needs – Activities **(B1)**

You will be studying the range of activities, e.g. excursions, sporting activities, dance classes, special events

3. Providing products and services to meet needs – Tailor made and amenities **(B1)**

You will be studying the range of activities tailor made facilities and amenities, e.g. play areas, crèche, gym, beauty salon, barbecue area

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

You will be studying how they are meeting other customer needs and preferences, e.g. green tourism, conservation volunteering, cultural activities, adventure tourism.

MOCK PSA - Assessment 2

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

5. Planning a holiday to meet needs – Assessing needs **(B2)**

You will learn about they are assessing general and specific customer needs from information provided.

6. Planning a holiday to meet needs – Assessing needs **(B2)**

You will be looking at researching suitable destinations - sources of information, e.g. websites, guidebooks, tourist leaflets, atlases, holiday brochures, tourist information centres.

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

You will be studying Information to include in plan: destination, including features that would appeal to customer, holiday type, accommodation, travel arrangements and times, cost breakdown and total costs, times and dates of travel, activities, excursions, health risks and precautions, safety and security concerns.

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

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

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

You will be looking at how they are overcoming objections and resolving problems, e.g., change of dates, change of accommodation. Whilst also showing understanding towards different types of customer and their needs and preferences.

MOCK PSA - Assessment 3a/3b

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

How will this unit help you in the future?

Year 11

This is the final component for Travel and Tourism, you will need this knowledge to complete the synoptic internal assessment at the end of this learning aim and then will also need it for the final learning aim and internal assessment.

Beyond Lode Heath

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

Key Vocabulary

Package Holiday Tailor-made Holiday All-inclusive Holiday Multi-centre Holiday Glamping Excursion Sustainable Itinerary

Budget Luxury Activities Products Conservation Volunteering Cultural Customer Needs Preferences Costs Health Risks

Homework guidance:

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

How can you help?

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

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

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

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