



Aspire Achieve Thrive

**Summer Term
Term 3**

Travel and Tourism

Component 2A - Customer needs in Travel & Tourism

Option B

Year 10

Name: _____

Tutor group: _____

Travel teacher: Mr Sophola

ActiveLearn access code:

Year 10 Homework Timetable

Monday	English Task 1	Ebacc Option A Task 1	Option C Task 1
Tuesday	Option B Task 1	Sparx Science	Science Task 1
Wednesday	Sparx Maths	Option C Task 2	Sparx Science
Thursday	Ebacc Option A Task 2	Sparx Maths	Option B Task 2
Friday	Sparx Science	Science Task 2	English Task 2

Sparx Science

- Complete 100% of their assigned homework each week

Sparx Maths

- Complete 100% of their assigned homework each week

Option A (EBACC)	Option B	Option C
Computer Science	Business Studies	Art
French	Hospitality and Catering	Business Studies
Geography	Drama	Hospitality and Catering
History	Music	Child Development
	Geography	Computer Science
	Health and Social Care	Drama
	ICT	Photography
	Media Studies	Science (Triple)
	Music	Sport
	Sport	
	Travel and Tourism	



Half Term 5 (5 weeks) - Year 10		
Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question
Week 1 21st April 2025	Cornell Notes on: Primary research: questionnaires & surveys	Question: Describe the main advantages & disadvantages of using questionnaires to collect data. (4)
Week 2 28th April 2025	Exam question on: Qualitative & quantitative data	Question: What are the advantages and disadvantages of qualitative & quantitative research?. (6)
Week 3 5th May 2025	Cornell Notes on: Primary research	Question: Does the type of question you ask make a difference to the information you receive? (6)
Week 4 12th May 2025	Exam question on: Secondary research data	Question: Explain the benefits (advantages) of using company printed materials such as books, magazines for research. (6)
Week 5 19th May 2025	Cornell Notes on: Using market research to identify customer needs	Question: The National Marine Aquarium is one of Plymouth's main visitor attractions. Discuss the reasons why you think the organisation would appeal to visitor groups such as families and leisure travellers. (6)

Half Term 6 (7 weeks) - Year 10

Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question
Week 6 2nd June 2025	Exam question on: Market segments and target markets	Question: Explain how a travel and tourism organisation such as Alton Towers provides products and services to meet the needs of a young family with 2 teenagers. (6)
Week 7 9th June 2025	Cornell Notes on: Product development	Question: How can market research findings (results) help improve Butlin's product development (what they offer to visitors)? (9)
Week 8 16th June 2025	Exam question on: Customer satisfaction	Question: Describe how and explain why it is important for Poppy Cottages to respond to customer feedback. (6)
Week 9 23rd June 2025	Mock Exams	Mock Exams
Week 10 30th June 2025	Mock Exams	Mock Exams
Week 11 7th July 2025	Cornell Notes on: Changing popularity of holiday types and destinations	Question: Discuss the four different methods of research that travel organisations may use to identify customer trends. Clue: read page 97 in textbook. (6)
Week 12 14th July 2025	Cornell Notes on: Changes to booking methods, transport and spending	Question: Explain how changes in the way people book and plan holidays can help make tourism more sustainable. [6 marks]

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

A1 Types of market research

Learners will know the different types of market research used by organisations. They will understand when different types of research are used, the types of information they produce and the advantages and disadvantages of each.

- Advantages and disadvantages of a range of primary research methods:
 - qualitative and quantitative questionnaires and surveys: face-to-face, telephone, post, on a website/social media site
 - visits or observation: looking at and recording how customers and competitors behave in situations in a structured way
 - formal or informal interviews, chats or focus groups: talking to people to find out their views and experiences.
- Advantages and disadvantages of a range of secondary research methods:
 - online research o books, journals, trade magazines o company materials
 - market and government reports and statistics.

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

Learners will understand how different types of market research are used by travel and tourism organisations to identify types of customers and their needs and preferences. They will also learn how organisations could use this information to provide a variety of services and products to meet customer needs.

Learners will understand how market research findings could be used to:

- Identify types of customers and a range of customer needs – needs of families with children, solo travellers, leisure travellers, business travellers
- identify market segments and target markets – by age, gender, lifestyle, geographical location
- inform product development – adaptation of products and services to meet new or changing customer needs; developing new products and services
- measure customer satisfaction – to encourage customer loyalty and respond to feedback.

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

Learners will understand the importance for organisations of identifying changing trends in travel and tourism so they can develop products and services to meet changing, new or emerging markets.

Learners will know the different travel and tourism trends that organisations may research and monitor:

- visitor numbers by type – domestic, inbound, outbound visitor, and reason for travel – business, leisure, visiting friends and relatives (VFR)
- visitor numbers and access to new and emerging destinations
- changing popularity of different holiday types/destinations
- changes to booking methods/communications
- changing transport trends
- customer spending behaviour on holiday
- increasing environmental/cultural awareness

O changing trends in leisure, health and sport.

BTEC Tech Award in Travel and Tourism 2022 Specification
Component 2: Customer Needs in Travel & Tourism

Personal Learning Checklist				
Learning Objective	Criteria			
A1	Advantages and disadvantages of a range of primary research methods: • qualitative and quantitative questionnaires and surveys: face-to-face, telephone, post, on a website/social media site • visits or observation: looking at and recording how customers and competitors behave in situations in a structured way • Formal or informal interviews, chats or focus groups: talking to people to find out their views and experiences.			
A1	Advantages and disadvantages of a range of secondary research methods: • online research • books, journals, trade magazines • company materials • Market and government reports and statistics.			
A2	identify types of customers and a range of customer needs – needs of families with children, solo travellers, leisure travellers, business travellers			
A2	identify market segments and target markets – by age, gender, lifestyle, geographical location			
A2	inform product development – adaptation of products and services to meet new or changing customer needs; developing new products and services			
A2	Measure customer satisfaction – to encourage customer loyalty and respond to feedback.			
A3	visitor numbers by type – domestic, inbound, outbound visitor, and reason for travel – business, leisure, visiting friends and relatives (VFR)			
A3	visitor numbers and access to new and emerging destinations			
A3	changing popularity of different holiday types/destinations			
A3	changes to booking methods/communications			
A3	Changing transport trends			
A3	customer spending behaviour on holiday			
A3	increasing environmental/cultural awareness			
A3	Changing trends in leisure, health and sport.			

Term 5&6 Travel and Tourism

Session	Keywords		
Week 1 Questionnaires and Surveys	Primary research- is research that directly collects new data or facts to address a certain problem, validate a decision taken or answer specific questions Questionnaires-have a predefined set of questions, designed to collect data about specific things, most often in the form of a customer satisfaction questionnaire. Surveys-include the whole process of collecting data, through the use of questionnaires among other means, and then analysing the returned data to work out the significance of the responses and to draw conclusions from them.	Advantages & disadvantages of primary research: • The advantages are that the information collected is up-to-date, confidential and specific to the organisation. • The disadvantages however are it can be expensive, time consuming and the information collected can be limited. Questionnaires: Questionnaires use either open or closed questions and sometimes employ a mixture of both. Open-ended questions enable respondents to answer in their own words in as much or as little detail as they desire. Closed questions provide respondents with a series of predetermined responses they can choose from. Advantages of Questionnaires: Questionnaires are cheap to organise and distribute. Disadvantages of Questionnaires: Respondents may not always be completely truthful with their answers. Not everyone will return the questionnaires so response can be low.	 The diagram illustrates primary research collection techniques and their characteristics. At the top, a central blue circle labeled 'Primary research collection techniques' is connected to five surrounding circles: 'Questionnaires' (red), 'Focus groups' (green), 'Interviews' (blue), 'Observation or visits' (orange), and 'Surveys' (teal). Below this, a second diagram shows a central dark blue circle labeled 'Primary research' surrounded by six circles representing its characteristics: 'Up-to-date' (green) with a checkmark, 'Time-consuming' (red) with an 'X', 'Expensive' (red) with an 'X', 'Unreliable' (red) with an 'X', 'Quick' (green) with a checkmark, and 'Unique' (green) with a checkmark.
Week 2 Quantitative and Qualitative Data	Qualitative research - seeks to understand the reasons, opinions and motivations of respondents and their behaviour. Qualitative research-collects data to target how many people do a certain thing.	Qualitative research provides detailed information. It allows opinions to be expressed and may be based on feelings. This research will usually measure the quality of something. For example, the open question 'what can we do to improve our customer service?'. Travel organisations will often use qualitative research to understand travel behaviours. Quantitative research provides statistical data that can be analysed numerically. This will usually measure the quantity of something and assess its value or importance. For example, the closed question ' how many holidays have you taken this year?' will produce quantitative data as the answers will likely only contain a number. Travel organisations will often use quantitative research to plan and forecast by finding out which destinations are growing in popularity and which destinations are in decline.	Quantitative Data <u>Numerical</u> Depicts numbers, counts, frequencies, etc. Qualitative Data <u>Descriptive</u> Depicts qualities, characteristics, etc.

Term 5&6 Travel and Tourism

Session	Keywords				
Week 3 Visits Observations Interviews and Focus Groups	Visits - Travel & Tourism organisations can use this technique to visit competitors' locations or businesses to gather information on their activity. One advantage is to obtain first hand information and a disadvantage include the costs and time involved.	Observation can be used as a method of collecting information. This is a method that is best used in a natural environment	Formal interviews can be carried out in person or over the telephone. They are more expensive than questionnaires. However, they provide better insights and the opportunity to engage with customers. Informal interviews- involves collecting customer feedback, such as through chats, and can be inexpensive (cheaper) and give great results. They provide interviewer with great information through listening 'and conversation. They can respond to body language and facial expressions.	Focus Groups is where a selected small number of people are invited to come together to discuss a topic. They are often used in Travel & Tourism industry to get people's views and opinions on a brand or a product.	Open and closed questions Good use of open & closed questions can be an important way of completing great market research. Closed questions can be answered with a single word (yes or no). For example, Do you want to visit this attraction again? Open questions will provide more information. These take time and thought to answer. For example, What type of holiday are you looking for?

Term 5&6 Travel and Tourism

Session	Keywords				
Week 4 Secondary Research Online Materials, company and Print Materials	Secondary research- is research that build on and uses existing primary research, sometimes by bringing together similar data from different sources or analysing their findings	Secondary research uses information that already exists; the primary research have already been carried out by someone else. Much of this information is public and can be used for free. Advantages include: • Someone else has already done the work for you • It saves time • It saves the organisation money Disadvantages include: • The information could be unreliable • Information could be out of date • It may not be enough to answer the question you are asking			Market & government statistics Many organisations carry out research that can be used for secondary purposes (by other people or companies)
	Stakeholders are people with an interest or concern in a business who can be affected by its performance Suppliers are businesses that provide other businesses with products or services Travel Trade organisations are those put in place and funded by the travel industry. Example ABTA	Travel & tourism organisations have an obligation to stakeholders to publish reports & materials to show how they are performing. This information can include: • Competitor activity • New and developing trends • Impacts of outside factors • Finance and turnovers • Customer activity • Sustainability • Employment Trade organisations Also carry out research and publish reports about how the industry is doing so as to give advice and guidance to their members and to the public.			Books, journals & Trade magazines These can be accessed online. However, you can still subscribe to receive hard copies. These are excellent sources of up-to-date information. 

Term 5&6 Travel and Tourism

Session	Keywords				
Week 5 Using Market Research to Identify Customer Needs and Preferences	The travel & tourism sector is very competitive. It is very important that the industry get to know their customers if they want to keep them. Types of customers and their needs: To keep their customers happy it is important for organisations to know what their customers want. This is important to maintain customer loyalty.	Families: Families with children are generally looking for facilities and services that can cater for everybody. They look for family friendly destinations, transport and accommodation amongst other things.	Solo traveller: These are visitors who travel on their own. This means that they can choose to do exactly what they want. They will consider comfort, safety and entertainment, activities and costs. This is a growing and popular sector.	Leisure travellers: During covid opportunities to travel for leisure were very restricted and limited. When restrictions were lifted, people were keen to travel again both within the UK and abroad.	Business Travellers: Business travellers have different needs from leisure travellers. They will consider facilities that will allow them to work whilst travelling, value for money, space to work, accessibility and convenience. Covid changed the nature of business travellers as people do not need to meet face to face as more meetings now take place on-line.

Term 5&6 Travel and Tourism

Session	Keywords				
Week 6 Market Segments and Target Markets	Market segments & target markets - Once they have identified customers & their needs, travel & tourism organisations use this information to develop specific products & services for various groups such as families.	Target market & market segmentation -The term Target market is used to refer to the group of people that an organisation aims to sell its products and services to. Within each group there are sub-groups such as families.	The market can be split into socio-demographics. This includes age, gender, income or lifestyle. Geographical location. This means areas where visitors come from. Matching products & services Market segmentation is used to develop products & services to meet customers needs and preferences and to keep the organisation ahead of its competitors (other companies).	Examples of organisations and target groups: Age: TUI has since 2014 operated a youth clubbing brand marketed as “2wentys”. It offers holidays for grownups such as Ibiza and Magaluf. Lifestyle & gender: Attitude towards the LGBTQ+ community can vary around the world. This is now a growing sector and tour operators are working hard to meet the needs of all customers where diversity is embraced and customers can relax.	TUI: One company but many holiday types Organisations may also consider different budgets and tailor products to meet these needs. These large companies are recognised by customers as they offer products for specific market groups.
Week 7 Product development	Customer journey is the full experience a customer has using an organisation’s products and services.	Product development- An organisation may have strong brand presence with the products they offer but customer needs and trends are constantly changing. It is important that they keep up with the changes so as to keep ahead of their competitors. New and changing customer needs: Customers expect to be listened to and understood, and that means that travel and tourism organisations must pay attention and adapt their products and services to keep up with expectations or risk losing their customers to their competitors. Excellent customer service can be the difference between keeping or losing customers. Product development- Butlins focus • Butlins opened in 1936, yet it is still drawing in many visitors almost 100 years later. • Originally, the park included chalet accommodation, meals and entertainment on site. • Butlins has made improvements to ensure it caters to guests in 2023 and beyond. In 1950 Butlins opened an indoor heated pool and in the 1960s Butlins built revolving bars and a monorail. In the 1980s, on site waterparks were created and in the 1990s Butlins downsized to only 3 camps, however these 3 camps were developed to have a large indoor entertainment area for poor weather. • Butlins now has a website that allows potential customers to research into their holiday and also allows them to book online.			Developing new products and services Market research informs the development of new products and services to meet the ever changing needs and preferences of customers. It reveals trends that may be emerging and can influence the development of new products.

Term 5&6 Travel and Tourism

Session	Keywords				
Week 8 Customer satisfaction	Customer satisfaction is a measure of how satisfied a customer is with a product, service or experience. Social media is changing travel marketing and the way it engages younger travellers especially.	Customer loyalty: Keeping customers happy is important. Customers who are happy will recommend the company and in turn the organisation will make more money.	Collecting customer feedback: Customer satisfaction cannot be achieved without knowing what the customers want and need. Customers like to feel valued and appreciated. Feedback can be collected through- different ways. Small companies may choose to speak to customers directly whereas a larger company may use questionnaires.	Responding to customer feedback: Loyal, returning customers save companies money so responding to customer feedback and making appropriate changes or upgrades to products or services is very important.	Fact: A study by 1st Financial Services found that 96% of unhappy customers won't complain to the offending business but 91% of these customers say they will never return.
Week 9 Mock Exams	Mock Exams	Revision for Component 2 LOA mock			
Week 10 Mock Exams	Mock Exams	Revision for Component 2 LOA mock			

Term 5&6 Travel and Tourism

Session	Keywords				
Week 11 Changing popularity of holiday types and destinations	Popularity of holiday types and destinations: ABTA have reported that since the pandemic, members have reported an increasing number of people travelling outside of peak periods. Research carried out by ABTA in 2022 also suggests that Spain was the number one European destination and USA was the favourite long-haul destination.	A trend is: The direction in which something is changing or developing.	Own market research: This is important to the travel and tourism organisation as it helps them to understand why customers choose their products or services over their competitors. Booking.com has grown from being a small company to become a world leader in digital travel. They strive to become the best of the best and have hundreds of small research teams whose job it is to use customer feedback and design products and services to meet changing needs and preferences of customers.	National statistics: Organisations such as VisitBritain collect information and provide them to tourism organisations to help them with marketing and product development.	Public organisations & trade associations: Most travel & tourism organisations are in the private sector. They provide information to help educate people.
Week 12 Changes to booking methods, transport and spending	Sustainable means minimising the damage to something so that it can continue for a long time.	The type of holiday that people take, the way they choose to travel and the methods they use to plan and book their holidays change constantly. Demand and expectations are at an all time high.	Booking preferences: Travel agents were once the only place you could book holidays. Customers now have so many more other booking options to choose from. They no longer have to rely on travel agents to do everything for them. They can now book everything themselves.	Changing transport trends: Since the pandemic customers have started to rethink the way they travel. Customers are now more likely to want to reduce their carbon footprint and choose companies that will help them achieve that.	Customer spending behaviour on holiday: Since the pandemic the behaviour has changed with more people now choosing to spend most of their holiday budget on the holiday itself, accommodation and transport.

STEP 2: CREATE CUES

What: Reduce your notes to just the essentials.

What: Immediately after class, discussion, or reading session.

How:

- Jot down key ideas, important words and phrases
- Create questions that might appear on an exam
- Reducing your notes to the most important ideas and concepts improves recall. Creating questions that may appear on an exam gets you thinking about how the information might be applied and improves your performance on the exam.

Why: Spend at least ten minutes every week reviewing all of your previous notes. Reflect on the material and ask yourself questions based on what you've recorded in the Cue area. Cover the note-taking area with a piece of paper. Can you answer them?

STEP 1: RECORD YOUR NOTES

What: Record all keywords, ideas, important dates, people, places, diagrams and formulas from the lesson. Create a new page for each topic discussed.

When: During class lecture, discussion, or reading session.

How:

- Use bullet points, abbreviated phrases, and pictures
- Avoid full sentences and paragraphs
- Leave space between points to add more information later

Why: Important ideas must be recorded in a way that is meaningful to you.

STEP 3: SUMMARISE & REVIEW

What: Summarise the main ideas from the lesson.

What: At the end of the class lecture, discussion, or reading session.

How: In complete sentences, write down the conclusions that can be made from the information in your notes.

Why: Summarising the information after it's learned improves long-term retention.

WEEK 1: Cornell Notes (Homework task 1)

Topic: Primary research: questionnaires & surveys	Student book page: 76-77
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[illegible]

Summary

WEEK 1: Exam Question (Homework task 2)

Question: Describe the main advantages & disadvantages of using questionnaires to collect data. (4)

Answer:

[illegible]

WEEK 1: Exam Question review and improvement (Classwork)

Model answer:

[illegible]

WEEK 2: Cornell Notes (Homework task 1)

Topic: Qualitative & quantitative data	Student book page: 78-79
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Questions	Notes
	Qualitative research:
	Quantitative research:
	Putting the data to use:
	Combining qualitative & quantitative:

Summary

WEEK 2: Exam Question (Homework task 2)

Question: What are the **advantages** and **disadvantages** of qualitative & quantitative research?. (6)

Answer:

[illegible]

WEEK 2: Exam Question review and improvement (Classwork)

Model answer:

[illegible]

WEEK 3: Cornell Notes (Homework task 1)

Topic: Primary research	Student book page: 81-82
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Questions	Notes
	What is primary data?:
	Visits:
	Observation:
	Formal & informal interviews:
	Focus groups:
	Open & closed questions:

Summary

WEEK 3: Exam Question (Homework task 2)

Question: Does the type of question you ask make a difference to the information you receive? (6) **Clue:** Consider both open and closed questions.

Answer:

WEEK 3: Exam Question review and improvement (Classwork)

Model answer:

Week 4: Cornell Notes (Homework task 1)

Topic: Secondary research data	Student book page: 82-83
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[illegible]

Summary

WEEK 4: Exam Question (Homework task 2)

Question: Explain the benefits (advantages) of using company printed materials such as books, magazines for research. **Clue:** Think about how you can use these in your research. (6)

Answer:

WEEK 4: Exam Question review and improvement (Classwork)

Model answer:

WEEK 5: Cornell Notes (Homework task 1)

Topic: Using market research to identify customer needs	Student book page: 86-87
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Questions	Notes
	Types of customers and their needs:
	families:
	Solo travellers:
	Leisure travellers:
	Business travellers:

Summary

WEEK 5: Exam Question (Homework task 2)

Question: The National Marine Aquarium is one of Plymouth's main visitor attractions. Discuss the reasons why you think the organisation would appeal to visitor groups such as families and leisure travellers. (6)

Answer:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

WEEK 5: Exam Question review and improvement (Classwork)

Model answer:

WEEK 6: Cornell Notes (Homework task 1)

Topic: Market segments and target markets

Student book page:88-89

Questions	Notes
	Target market and market segmentation:
	Geographical location:
	Matching products and services:
	Age:
	Lifestyle and gender:

Summary

WEEK 6: Exam Question (Homework task 2)

Question: Explain how a travel and tourism organisation such as Alton Towers provides products and services to meet the needs of a young family with 2 teenagers. (6)

Answer:

WEEK 6: Exam Question review and improvement (Classwork)

Model answer:

WEEK 7: Cornell Notes (Homework task 1)

Topic: Product development	Student book page: 90-91
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Questions	Notes
	Customer journey:
	New & changing customer needs:
	Developing new products and services at Butlin's:

Summary

WEEK 7: Exam Question (Homework task 2)

Question: How can market research findings (results) help improve Butlin's product development (what they offer to visitors)? **Develop your ideas.** (9)

Answer:

WEEK 7: Exam Question review and improvement (Classwork)

Model answer: _____

WEEK 8: Cornell Notes (Homework task 1)

Topic: Customer satisfaction

Student book page: 92-93

Questions	Notes
	Customer satisfaction is...
	Customer loyalty:
	Collecting customer feedback:
	Responding to customer feedback:
	Poppy Cottages (example): summarise the 2 ways they give customer feedback (in person & online):

Summary

WEEK 8: Exam Question (Homework task 2)

Question: Describe how and explain why it is important for Poppy Cottages to respond to customer feedback. (6) Clue see page 93

Answer: _____

[illegible]

WEEK 8: Exam Question review and improvement (Classwork)

Model answer: _____

[illegible]

WEEK 9: Cornell Notes (Homework task 1)

Topic: Mock Exams	Student book page:
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Questions	Notes
	Business travel:
	Leisure travel:
	Visiting friends and relatives:
	Visitor numbers and types:
	Emerging destinations:

Summary

WEEK 9: Exam Question (Homework task 2)

Question: Mock Exams

Answer: _____

[illegible]

WEEK 9: Exam Question review and improvement (Classwork)

Model answer: _____

[illegible]

WEEK 10: Cornell Notes (Homework task 1)

Topic: Mock Exams	Student book page:
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[illegible]

Summary

WEEK 10: Exam Question (Homework task 2)

Question: Mock Exams

Answer: _____

WEEK 10: Exam Question review and improvement (Classwork)

Model answer: _____

WEEK 11: Cornell Notes (Homework task 1)

Topic: Changing popularity of holiday types and destinations	Student book page: 96-97
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[illegible]

Summary

WEEK 11: Exam Question (Homework task 2)

Question: Discuss the four different methods of research that travel organisations may use to identify customer trends. Clue: read page 97 in textbook. (6)

[illegible]

WEEK 11: Exam Question review and improvement (Classwork)

Model answer: _____

WEEK 12: Cornell Notes (Homework task 1)

Topic: Changes to booking methods, transport and spending	Student book page: 99-100
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Questions	Notes travel trends:
	Popularity of holiday types and destinations:
	A trend is...
	Own market research:
	National statistics:
	:
	Publish information from competitors:
	Public organisations and trade associations:

Summary

WEEK 12: Exam Question (Homework task 2)

Question: Explain how changes in the way people book and plan holidays can help make tourism more sustainable. [6 marks]

Answer: _____

[illegible]

WEEK 12: Exam Question review and improvement (Classwork)

Model answer: _____

[illegible]

Aspire (ACHIEVE) Thrive

Develop your character



Aspire | Achieve | Thrive