

Component 2

Customer Needs in Travel and Tourism



Student Activities and Exercises

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Level 1/Level 2 : 2022 specifications

Component 2: Customer Needs in Travel and Tourism

Student Activities and Exercises

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&
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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.

About the authors


Bob Holland has been involved in the field of tourism education for more than 25 years, through working with a range of organisations to develop resources and provide professional development opportunities for teachers. He has worked as a Chief Examiner and Principal Moderator, and has been closely involved with the development of a number of Travel & Tourism specifications. He is the author of a number of popular Travel & Tourism textbooks and eBooks, including these [WJEC Level 3 resources](#).

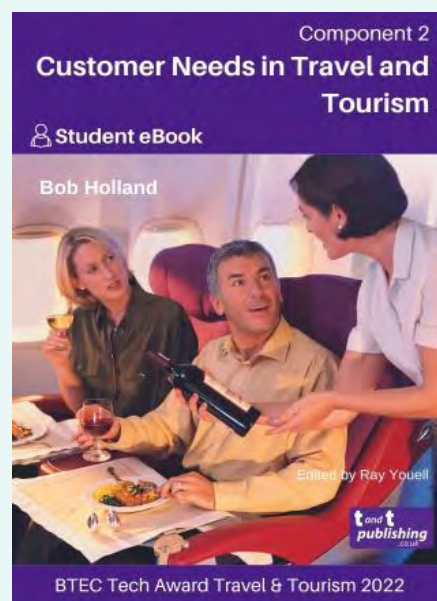
Jayne Clancy has more than 20 years' experience teaching a range of Travel and Tourism qualifications. For most of that time she has worked as a Senior Examiner and Principal Moderator, and has contributed to the development of a number of online resources. Jayne is also a qualified and experienced tour guide

Also available

VLE Student eBook

*Component 2: Customer Needs in
Travel and Tourism*

Learn More 



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

Need help?
See pages 9-19
of the [eBook](#)

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.	

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

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	

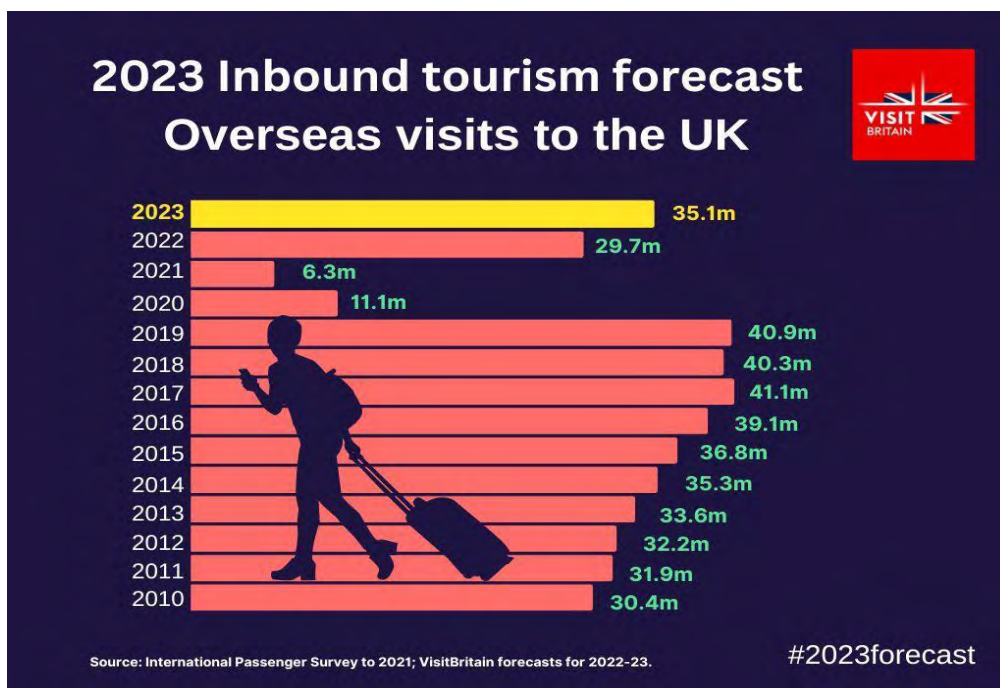
A3 How travel and tourism organisations may use research to identify travel and tourism trends

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.



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 three 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

Need help?

See pages 78-79
of the [eBook](#)

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				

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	<i>Collin's Continental Tours</i> 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	<ul style="list-style-type: none"> • 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. <p>Your evidence must include a list of sources as appropriate.</p>

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

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	

<p>Meeting the needs and preferences of customers</p> <p>Customer profile 1</p>	<p>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.</p> <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • One travel plan • One additional information document