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Year 11 Travel and Tourism

Component 2 – Customer Needs in Travel and Tourism

Learning Objectives

LA A – demonstrate an understanding of how organisations identify customer needs and travel and tourism trends

What previous knowledge is required?

Component 1 –
Term 6 Introduction to Customers

How will this term's content help with future learning?

Students will be assessed in a new controlled assessment in Term 1 of Year 11 using the pre-release material. Students will sit under controlled conditions but assessed regularly through written assessment and a PPE in March of Year 11. The full qualification is made up of 3 component and student scores will contribute to points and the overall grade at the end of Year 11**.**

National Curriculum / Specification

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
  - books, journals, trade magazines
  - company materials
  - market and government reports and statistics.

- 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.

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

o ● increasing environmental/cultural awareness
● changing trends in leisure, health and sport.

Component 2 – Customer Needs in Travel and Tourism

Learning Objectives

LA B – recognise how the needs and preferences of travel and tourism customers are met

What previous knowledge is required?

LA A – demonstrate an understanding of how organisations identify customer needs and travel and tourism trends

How will this term's content help with future learning?

Students will be assessed in a new controlled assessment in Term 1 of Year 11 using the pre-release material. Students will sit under controlled conditions but assessed regularly through written assessment and a PPE in March of Year 11. The full qualification is made up of 3 component and student scores will contribute to points and the overall grade at the end of Year 11.

National Curriculum / Specification

Learners will understand the different needs, preferences and considerations of customers in relation to holidays and other travel and tourism products and services.

Customer travel and needs:

- dates influencing the time of year that people can travel and the length of stay they
- can take – families with school-age children will be restricted by school holidays,
- retired people may have more flexibility
- travel requirements and accessibility of destinations such as road, air, rail, cruise
- accommodation requirements – type, standard, meal arrangements
- available budget affecting the amount people are willing to pay and the type of
- holiday people can afford, keeping within budget, offering discounts
- purpose of travel affecting choice of destination and type of holiday – relaxation,
- activity, culture, special occasion
- specific needs – language, cultural, visual, hearing or mobility needs
- unstated needs – families with babies or customers with reduced mobility.

● Desirable preferences:

- responsible tourism – being environmentally friendly, minimising carbon footprint
- convenience of travel and destination – routes, departure times and frequency,
- on-board services, transfer times
- transport options at destination
- levels of flexibility – accommodation, excursions, meals
- levels of service standards – first class travel, star ratings, premium rooms,
- upgrade options, budget options, availability of extras
- practical assistance available – with luggage, language, boarding
- influence of image, status, exclusivity.

Learners will understand how the needs and preferences of different types of customers are met by travel and tourism organisations.

● Products and services offered include:

- pricing and booking options – group, family discounts; off peak pricing
- customer service and assistance – online, during travel, at the accommodation, post-sales
- child-friendly facilities – children's menus, cots, highchairs, family rooms, family areas
- accessible facilities, including adaptations for hearing, visual, language needs – ramps, wider entrances, one level, hearing loops, braille, audio guides, signage, visual imagery
- business facilities – conference rooms, executive rooms, free WiFi,

- laundry services, in-room entertainment, room service
- pet-friendly facilities – pets allowed in rooms, treats, water

o health and fitness – spas, saunas, gyms, trainers, classes.

Learners will understand the characteristics of the different types of travel available. They will consider the extent to which different holiday types may meet customer needs
and preferences.

● Leisure travel – travelling for pleasure, enjoyment, relaxation or special interests:
- short breaks – city breaks, countryside breaks, stag and hen
- holidays – package, independent, cruises
- special events – major sporting occasions, seasonal events.

● Corporate travel – associated with work or a job but it will take place away from the usual place of work. It may or may not involve an overnight stay. Includes:
- meetings, conferences, exhibitions
- training – self or others.

● Specialist travel – this is usually linked with a hobby, sport, interest or to meet specific needs of the type of customer:
- adventure
- health
- education
- heritage, culture
- gap year
- conservation, sustainable tourism, responsible travel
- special interests/hobbies/sports
- weddings/honeymoons.

● Visiting Friends and Relatives (VFR):
- may be domestic, inbound or outbound
- involves overnight stay, usually in home of friend or relative

● Day trips – visits that do not involve an overnight stay:
- visitor attractions
- cities for specialist shopping or events
- countryside for relaxation or activities.

Learners will know the different sources of information that can be used to help plan travel. They will learn about the need to check the reliability of different sources.
Learners will undertake research to plan a trip for a specific customer or group of customers. They will produce a travel plan, additional information document and email to the customer.

● Travel planning by:
- establishing customer needs and preferences from the information provided
- using different sources of information – websites, guidebooks, leaflets,
- atlases, brochures
- researching suitable destinations.

● Travel plan, to include:
- destination
- duration and dates
- accommodation – provider, rating, board basis, room type, services, facilities
- transport – operator, departure/arrival points, dates of travel, journey duration,
- departure and arrival times, transfer details, operator.

● Breakdown of costs and total cost.

● Additional information:
- activities, attractions, excursions – available at the destination, or close by

essential information will depend on the location and type of destination but may include entry requirements; health precautions; safety and security; local customs/traditions.

Component 3 – Influences on Global Travel and Tourism

Learning Objectives

LA A – factors that influence global T&T

What previous knowledge is required?

Content learnt from Component 1 and Component 2 as assessment is synoptic

How will this term's content help with future learning?

Students will have a summative 2-hour exam in May of year 11.
The exam will test all aspects of knowledge and understanding and is the terminal assessment of the qualification.

National Curriculum / Specification

Economic factors – an understanding of how:
- recession/boom can affect the amount of money people are willing to spend on
- holidays and travel
- levels of employment affect the levels of disposable income that people have to
- spend on holidays, travel costs and living costs within the destination
- changing cost of fuel can affect travel costs
- fluctuations in currency exchange rates affect the affordability of destinations
- economic factors can influence visitor choice of global destinations.

Political factors – an understanding of:
- the different types of legislation: health and safety laws; employment laws; planning laws
- the reasons for legislation: visitor security, equality, customer financial protection, developing services and facilities, controlling development
- how trade, airport and other taxes can affect the cost of travel and visitor numbers to a destination
- how passport and visa/entry requirements can affect visitor numbers to a destination
- how governments promote tourism through funding, marketing campaigns, partnerships and tax incentives development
- how political instability, civil unrest and war can result in disruption, cancelled holidays, business failure, loss of tourism income, repatriation, poor image
- how political factors can influence visitor choice of global destinations.

Natural factors – an understanding of how severe weather events can create
natural disasters, as well as the features and physical effects of each:
- natural disasters – earthquakes, volcanic eruptions, tsunami, landslides, avalanches
- severe weather events – flooding, drought, wildfires, hurricanes/cyclones,
- tornadoes, blizzards
- possible effects on travel and tourism businesses: disruption/cancellations;
- compensation/refund costs; repatriation; evacuation; impacts on future customer
- numbers/bookings
- possible effects on destinations: rebuilding infrastructure; early warning systems;
- building design
- how natural factors can influence visitor choice of global destinations.

Media factors – an understanding of:

- different types of media: print – newspaper reports/articles, magazines, books,
- guides; broadcast – radio, film, TV; internet – social platforms, websites
- image created – positive/negative
- how media coverage and image of global destinations and travel and tourism
- organisations can affect visitor choice.

Safety and security factors – an understanding of:

- risks relating to personal safety and security in an unfamiliar environment,
- including theft, pickpocketing, physical attacks, accidents, bribery, getting lost,
- dangerous wildlife
- safety measures implemented by authorities, tourism organisations, travel
- providers and those in place on transport and at terminals: CCTV, transport/tourist
- police, body and luggage scanners, emergency phone numbers, safety deposit
- boxes, security staff
- influence on visitors – delays/missed departure, inconvenience, aggressive
- behaviour, reassurance of safety/security
- the need for visitors to be aware of guidance relating to individual safety and
- security when in global destinations – times to avoid going out, areas to avoid,
- how to keep possessions and travel documents safe, not travelling with valuables,
- safety in natural and built environments, remote and unfamiliar areas
- how safety and security concerns may influence visitor choice of
- global destinations.

Health risk factors – an understanding of the causes and symptoms of infectious diseases and illnesses:

- endemic – a disease that is present permanently in a region or population:

– malaria
– yellow fever
– cholera
– typhoid

- epidemic/pandemic – an outbreak that affects many people at one time and can spread through one or several communities/the world:

– norovirus
– avian/bird flu
– zika virus
– coronavirus

- ways of transmission – air, water, food, contact
- precautions against contracting these illnesses and infectious diseases –vaccinations, protective clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices

o possible effects of health risks on visitor choice of global destinations.

Travel and tourism organisations – an understanding of possible responses, including:

- adapting and developing new products and services
- adapting operational procedures
- reviewing destinations offered
- reviewing price structures – adjusting pricing to maintain visitor numbers,
- attract different types of visitor

- managing public relations.

● Government: local, regional, national – an understanding of possible responses, including:

- providing public with up-to-date information
- imposing travel restrictions
- promoting a positive image
- encouraging employment
- improving infrastructure
- introducing or tightening of security measures.

● Voluntary organisations – an understanding of possible responses, including:

- promoting sustainability, conservation and protection
- campaigning for governments to affect change
- raising awareness of issues – ethical, environmental

o raising funds.

Component 3 – Influences on Global Travel and Tourism

Learning Objectives

LA B – impact of travel and tourism and sustainability

What previous knowledge is required?

Content learnt from Component 1 and Component 2 as assessment is synoptic

How will this term's content help with future learning?

Students will have a summative 2-hour exam in May of year 11.
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National Curriculum / Specification

What is sustainable tourism?

- By its very nature, tourism values the things that are most precious in our world: stunning landscapes, wildlife, history, culture and people. Tourism can be a catalyst for growth in the local economy, providing good quality jobs, opportunities for enterprise and funds for conservation. But if it is not managed well, tourism can have negative impacts on local communities and environments, creating long-term problems for local residents, which can ultimately lead to the decline of tourism in the destination.

● The aim of sustainable tourism is to increase the benefits and to reduce the negative impacts caused by tourism for destinations. This can be achieved by
managing impacts:

- protecting natural environments, wildlife and natural resources when developing and managing tourism activities
- providing authentic tourist experiences that celebrate and conserve heritage and culture
- creating economic benefits for communities through employment and income-earning opportunities.

Sociocultural impacts of tourism are the changes to the everyday lives of people living in global destinations (host communities) and to their values, customs,
traditions, arts and way of life. The changes result from direct and indirect contact with tourists and interactions with travel and tourism organisations:

- negative impacts – disruption to everyday life, loss of culture, resentment towards visitors, increased crime, staged authenticity, exploitation of locals, loss of traditional lifestyles
- positive impacts – improved quality of life; access to facilities; improved transport; improved essential infrastructure, including healthcare, education and improved cultural awareness.
- visitors can be educated:
    - to encourage them to reduce their negative impacts on the local community
    - and culture

    - how to behave and dress appropriately without causing offence to local
    - communities
    - how to show respect for traditions and religions
    - how to avoid conflict
    - to give practical items/donations to local projects and not give money to
    - locals/discourage reliance on begging
- transport and essential infrastructure can be established/improved to benefit local people/communities
- local communities can be consulted/involved in the decision-making stage of tourism development
- local communities have a share or ownership of a resort/lodge and provide staffing
- taxes are imposed on incoming visitors and the money raised used for community projects

Economic impacts of tourism include the effect of the actual amount spent by tourists and indirect effects on the local and wider economies and other sectors:

- negative impacts – low-paid jobs, seasonal unemployment, leakage, increased cost of living
- positive impacts – employment opportunities, training, multiplier effect, foreign currency earnings, contribution to taxes and gross domestic product.

Learners will understand the benefits of managing economic impacts and the methods used, including how:

- tourism can provide employment and training opportunities for local people, and give them access to higher-paid jobs
- visitors can be encouraged to support local communities by buying local produce, crafts and food, and using local transport
- governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and foreign staff to benefit the local economy; have tourist prices and local prices
- visitor spend can be increased and retained by encouraging overnight stays, longer breaks, local currency schemes.
- Environmental impacts of tourism are the result of the strain tourism can place on local land use and resources as well as the natural and built environments of global destinations, although some impacts can be positive:
    - negative impacts – loss of habitats, loss of wildlife, threatened species; increased pollution, including noise, air, water; overcrowding, traffic congestion; reduced biodiversity, environmental degradation; erosion to footpaths, riverbanks, lakeshores
    - positive impacts – conservation, including protection of wildlife, protected areas, national parks; environmental education; creation of open spaces; improved street furniture; regeneration, including urban renewal and the reuse of traditional buildings for new activities. visitors can be managed:
    - restricting the number of visitors allowed into a destination
    - controlling movements
    - direction of flow
    - issuing visas and permits
- traffic can be managed:
    - restricting traffic/vehicle types allowed into a destination
    - providing frequent public transport
    - adequate parking and facilities
    - park and ride schemes
- visitors are encouraged to use alternate types of transport – hybrids, green and electric-powered transport
- planning is controlled:

- building regulations
- planning permission
- size and location of developments
- maintaining local style in scale and design

- visitors are educated on:o how they can reduce their impact on the local environment
  - ways to contribute towards looking after the local environment
  - the wildlife, natural world and special qualities of the environment
- resources are controlled responsibly, including waste management, energy and water supplies – restricting fountains and water features that do not recycle water, limit the amount of pools

● natural areas vulnerable to the high volume of visitors are protected by legislation/ regulations; creating nature/marine reserves; limiting or preventing access.

- stagnation; decline/rejuvenation.
- Emerging destinations – destinations that have recently (within the last ten years) grown in popularity and have a growth rate of visitor arrivals of over 4 per cent year on year.

Component 3 – Influences on Global Travel and Tourism

Learning Objectives

LA C – Destination management

What previous knowledge is required?

Content learnt from Component 1 and Component 2 as assessment is synoptic

How will this term's content help with future learning?

Students will have a summative 2-hour exam in May of year 11.

National Curriculum / Specification

Characteristics of emerging destinations may include:

- visitors seek adventure, 'authentic' experience, culture or nature based
- may be difficult for overseas visitors to access
- transport links likely to be undeveloped
- basic infrastructure – energy, water, waste disposal
- local people may not have access to healthcare and education
- unspoilt natural and cultural features are the main attraction
- local communities follow traditional lifestyles
- seek to develop tourism to boost economies, raise living standards
- low volume of visitors – may have to make own travel arrangements
- limited awareness of the destination globally.

Mature destinations – destinations that have been popular for over twenty years with growth rates of visitor arrivals around 2 per cent year on year.

Characteristics of mature global destinations may include:

- high volume/mass tourism with organised package holidays
- fully integrated transport links
- fully developed infrastructure
- may be a strain on resources such as water
- natural and cultural features may be damaged, diluted, overwhelmed by tourism
- established season
- extensive advertising of the destination, which is well known globally
- standard of visitor facilities may become run-down
- local economy is reliant on tourism
- may be some conflict between locals and visitors.

Reasons governments may want to develop tourism include to:

- maximise the economic benefits of tourism
- attract foreign currency
- diversify the economy
- raise funds to help reduce poverty, improve mobility, healthcare and education
- create employment opportunities
- attract funding from foreign investors, private sector
- improve the quality of life.

The government role includes controlling tourism development through legislation to reduce potential negative impacts and increase the benefits of tourism:

- tax incentives/tax relief to encourage investment, raise funds
- considering travel restrictions, security measures and entry requirements, including passport and visa requirements
- improving transport infrastructure, links and networks – road, rail, air, sea, gateways and hubs
- improving/establishing essential infrastructure – energy supply, water supply, waste disposal
- supporting, approving and controlling tourism infrastructure – accommodation, food and drink outlets, communication links – accessibility to the internet, WiFi
- providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment
- managing destinations by implementing sustainable tourism policies.

Types of partnership and their purpose:

- public and private sector – new tourism developments such as a hotel funded by private sector, local authority may require restrictions on design, size and scale
- private sector and private sector – accommodation and transport providers for transfers from airport/train station to accommodation
- voluntary and private sector – private sector may assist with the costs of promoting or running an event and in return receive positive publicity
- public and voluntary sector – to promote good causes, raise awareness, educate and inform by sharing skills and resources
- destination management organisations – bring a range of different organisations together to work on a major project which may be short term or temporary, to raise profile; launch new products; advertise/promote; fund; sponsor – for the benefit of the destination.

● Possible advantages of partnerships:

- shared resources/skills/expertise
- new ideas
- shared costs
- increased coverage/publicity/profile.

● Possible disadvantages of partnerships:

- conflicting aims and priorities
- less flexibility
- slows down decision-making process
- difficulty in responding quickly to changes/events.