

C. Travel planning, itineraries, costs and suitability matched to customer needs

C4. Types of customer and their needs



Need to know:

Identify the different types of traveller

Understand the needs of the different types of travellers

Prepare an itinerary for specific types of traveller

Skills:

Navigating websites and being able to select the relevant information

Researching products and selecting relevant information

Working collaboratively in pairs and small groups

Showing knowledge and understanding in a variety of ways: presentations, posters, emails, blogs, discussions etc

Assessment for Unit 2: outcomes & grade descriptors

Assessment outcomes

- A01 Demonstrate knowledge and understanding** of the location, features and appeal of global destinations
- A02 Apply knowledge and understanding** of the features that contribute to the appeal of global destinations, and the types of tourism and activities they support
- A03 Evaluate information to make informed decisions** about the suitability of travel plans, routes and itineraries to meet the needs of specified customers
- A04 Be able to evaluate factors and consumer trends** that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations

Grade descriptors

Level 3 Pass

Learners apply their knowledge of features of global destinations to explain their appeal and how they support different tourism activities. Learners will match arrangements to customer needs with some relevant detail. Learners demonstrate knowledge and understanding of the factors and consumer trends that can contribute to the popularity of global destinations. Learners research and investigate recent consumer trends and factors that may influence the popularity and appeal of global destinations.

Level 3 Merit

Learners provide detailed evaluations about the suitability of travel arrangements and itineraries in meeting customer needs. Learners can evaluate the factors and/or consumer trends that contribute to the popularity of global destinations. Learners can conduct valid and reliable research and synthesise knowledge of consumer trends and/or factors that may influence the popularity and appeal of global destinations.

Unit 2 Assessment: key terms

Term	Definition
Analyse	Presents the outcome of methodical and detailed examination either by breaking down <ul style="list-style-type: none"> • a theme, topic or situation in order to interpret and study the relationships between the parts and/ or • information or data to interpret and study key trends and interrelationships.
Article	A piece of writing about a particular subject suitable for a magazine or newspaper
Email	A communication that gives information and is written using appropriate technology for a defined purpose in a task or activity.
Evaluate	Draws on varied information, themes or concepts to consider aspects such as: <ul style="list-style-type: none"> • strengths or weaknesses • advantages or disadvantages • alternative actions • relevance or significance. Learners' enquiries should lead to a supported judgement showing relationship to its context. This will often be in a conclusion.
Explain	Provide detail and reasons for evidence to support an opinion, view or argument.
Illustrate	Use pictures and diagrams to show what is meant within a specific context.
Justification	Give reasons for evidence to support an opinion /decision or make something right or reasonable.
Report	A formal document that is clearly structured and written in appropriate sector language
Travel plan	A structured travel document giving a range of details and information with dates, times and places.

Unit 2 Assessment: activities

Activity One

Independent research

Destination A

- geographical location and features of the destination including:

Types of tourism:

for example: cultural + nature based - ecotourism or nature based - trekking

Gateways and transport:

Passenger facilities at the various hubs

Transport options for the journey to the destination

Travel/holidays:

accommodation, activities and travel for a one week holiday for two people

Destinations B

Key factors that have influenced the popularity of the place as a worldwide travel and tourism destination

Activity Two

Features of worldwide travel and tourism destinations

You work for a specialist tour operator that offers holidays in destination A for cultural tourists. The tour operator is considering whether to offer nature based tourism holidays.

Write a report that includes:

. a description of the location. . an analysis of the features and how they contribute to its appeal for **cultural** tourism, nature based **ecotourism** and nature based **trekking**.

You have been asked to recommend **one** type of tourism, either, cultural, nature based ecotourism or nature based trekking that is best supported by the features of the destination.

. ecotourism or nature based trekking that is best supported by the features of the destination.

Write an email to your manager providing:

. an evaluation of the features and appeal of the destination that make it suitable for your recommended type of tourism – **either** cultural, nature based ecotourism or nature based trekking.

Activity Three

Gateways, hubs and transport options

You have been asked to investigate passenger facilities at a single railway station and transport options for to and from the destination

Prepare notes for a report that includes:

. an evaluation of the facilities for passengers at a railway station.

. a comparison of the advantages and disadvantages of **three** different transport options for travel to and from the destination.

Activity Four

Travel plans, itineraries and customers

The company you work for has asked you to prepare a presentation with information on itineraries and customers

Prepare notes for a presentation that explains the specific travel needs related to three different customer types – families, business people, young people

Explains the customer's other occupational supplement

identifies **two** sources of information for researching travel plans

You have been helping customers plan a one week holiday in destination A. They have requested an all-inclusive holiday and are interested in sightseeing with some time relaxing.

. Complete the itinerary template provided

. Write an email to your customers that evaluates the suitability of your proposed itinerary in meeting their needs.

Activity Five

Travel plans, itineraries and customers

The tour operator is planning to offer holidays to destination B
You have been asked to research the popularity of the destination

Write an article that includes:

. an evaluation of the key factors that have influenced the popularity of destination B as a worldwide travel and tourism destination.

Content

C4 Types of customer and their needs

- Different types of customers: families, senior citizens, couples, young people, customers with special interests, corporate travellers, groups, different ages
- General needs: speed, cost, time length of journey.
- Specific needs: access, restricted mobility, wheelchair users, hearing impairment, visual impairment, medical, health conditions, language, accompanying seniors, infants, babies, phobias, travelling with sports equipment and oversized baggage
- Purpose of travel: visiting friends and relatives (VFR), business.



Types of customers and their needs



TASK

For each of the groups suggest the facilities they may require

Market segment	Facilities
 <p>Backpackers Young people 18 -25 Cheap travelling – Gap year Often before or after Uni</p>	
 <p>Youth Market Young people 18 - 25 Party, good time Varied income</p>	
 <p>DINKY Young couples no kids Good income</p>	
 <p>Families Families Children focus</p>	
 <p>Empty nesters Aged 40+ Children left home High income</p>	
 <p>Golden market 60+ Good income Look for value</p>	

PREVIEW









Types of customers and their needs



TASK

For each of the groups suggest the types of holiday that appeals to them.

Market segment		Types of holidays and destinations
	<p>Backpackers Young people 18 -25 Cheap travelling Often before or after Uni</p>	
	<p>Youth Market Young people 18 - 25 Party, good time Varied income</p>	
	<p>DINKY Young couples no kids Good income</p>	
	<p>Families Families Children focus</p>	
	<p>Empty nesters Aged 40+ Children left home High income</p>	
	<p>Golden market 60+ Good income Look for value</p>	

PREVIEW



Types of customers and their needs



TASK

Link travellers with the special needs to a statement.

Car seats – booster seats available at car hire points

Superior seating on transport, lounges etc

Sports equipment can be accommodated

Children travel independently

Some airlines offer seats for travellers with disabilities

Travellers with specific needs



Business travellers



Travellers with a fear of flying/being in 'aviation'



Travellers with special needs



Travellers with sports equipment



Families with young children



Older travellers



Travellers with excess or oversized luggage

PREVIEW

Porters available at airports

Need wheelchair access to transport

Assistance given to leave aircraft

Additional travel insurance

Extra charge for excess luggage

Porters to help with extra luggage



Types of customers and their needs



TASK

Explain the needs of different customers



Edward is wheelchair bound. He lives in London and has booked a holiday, staying in a hotel in central Paris. Recommend the best way for Edward to travel to Paris. List the assistance Edward will need.



The Clark family has booked a holiday in Benidorm. List the assistance the family may need on the different forms of transport and the facilities needed at the hotel.

PREVIEW



Types of customers and their needs



TASK

For each of type of holiday give examples of the targeted market segment

	Type of holiday	Market segments
1	River cruise in Europe	
2	Cabin on a fully serviced campsite	
3	5 star resort in Dubai	
4	Hiking – base camp of Everest	
5	Caravan on the	
6	Hos ... Than ...	
7g in Bulgaria	
8	PGL Family Adventure holiday in the UK	

PREVIEW

