

# T & T Knowledge Organiser – Term 5 Year 9

## Customer Needs in Travel and Tourism

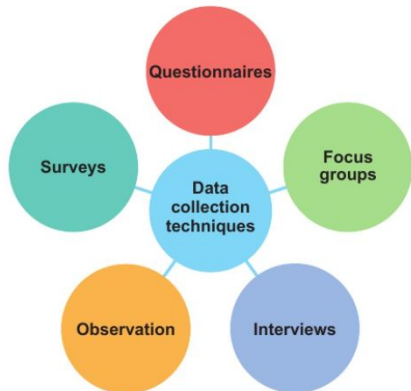
<b>Primary research</b>	Research that directly collects new data or facts to address a problem or question
<b>Secondary research</b>	Research that uses existing research, bringing together data from different sources
<b>Qualitative research</b>	Provides detailed information that allows customers to give an opinion. Uses more open questions. (Quality)
<b>Quantitative research</b>	Provides statistical data and information that can be analysed numerically. Uses more closed questions. (Quantity)
<b>Questionnaires</b>	A set of questions designed to collect data about certain things.
<b>Survey</b>	The whole process of collecting data and analysing the findings.
<b>Open question</b>	Requires more detailed answer. How, what, where, why, who, when?
<b>Closed question</b>	Single word answer often yes or no.

### What is market research?

The first step is to gather information about customers needs, competitors and market trends. An entrepreneur can use the results of market research to produce competitive products.



### Primary Research Methods



### Secondary Research sources

<a href="http://www.visitbritain.org">www.visitbritain.org</a>
<a href="http://www.alva.org.uk">www.alva.org.uk</a>
<a href="http://www.ons.gov.uk">www.ons.gov.uk</a>
<a href="http://www.unwto.org">www.unwto.org</a>
<a href="http://www.abta.com">www.abta.com</a>
<a href="http://www.tripadvisor.co.uk">www.tripadvisor.co.uk</a>

## Using research to identify customers and their needs

<b>Trend</b>	Something that changes or develops in a general direction over time
<b>Ethical</b>	Something that is morally right or correct
<b>Bleisure</b>	A way of combining business with leisure travel
<b>Differentiation</b>	Distinguishing between the needs and expectations of two or more groups of people
<b>Responsible tourism</b>	All organisations and tourists take responsibility and action to make tourism more sustainable
<b>Low season</b>	The periods of the year when destinations attract fewer visitors and the cost of travel and accommodation falls
<b>High season</b>	The periods of the year when destinations attract the most visitors and the cost of travel and accommodation rise
<b>Carbon footprint</b>	A measure of the amount of carbon dioxide released by an individual or organisation

<b>Top 5 travel trends of 2019</b>
Sustainability and responsible travel
Using a travel professional to book a holiday
Wellness travel
Tailor-made package holidays
Using technology to support the holiday experience

<b>How to identify trends</b>
<ul style="list-style-type: none"> <li>• Own market research (primary)</li> <li>• National statistics (secondary research)</li> <li>• Published information from competitors (secondary research)</li> <li>• Public organisations such as tourist boards (secondary research)</li> </ul>

Customer Needs, Preferences and Considerations	
Customer travel & holiday needs	Dates visitors can travel (not term time etc) Travel requirements & accessibility Accommodation requirements Available budget Purpose of travel Specific needs e.g. disabled access Unstated needs e.g. families with babies
Desirable preferences	Responsible tourism Convenience of location Flexibility Practical assistance
Lifestyle factors	Working patterns Disposable income Amount of leisure time
Other customer considerations	Image of destination in media Safety and security of destination Effect of natural disasters on destination Health, infectious diseases Impact of tourism on a destination e.g. environment, culture

Travel and Tourism Trends
<ul style="list-style-type: none"> <li>• The reasons why people travel – business, leisure, bleisure, VFR</li> <li>• Visitor Numbers – the number of people taking trips and going to different destinations</li> <li>• Types of holiday - adventure, volunteering, package, differentiated or tailor-made</li> <li>• Booking preferences – how customers prefer to book their holiday, online or face-to-face</li> <li>• Different age group preferences – young adults, families, older people</li> <li>• Holiday costs and employment patterns – when the economy is performing well and more people are employed they are more likely to spend money on things such as holidays</li> <li>• Holiday types by age groups</li> </ul>

<b>12 Emerging Destinations</b>
Bulgaria / Costa Rica / Denver / Durban / Galicia / Japan / Jordan / Madeira / Poland / Thessaloniki / Uzbekistan / Western Australia