



Aspire Achieve Thrive

Autumn Term
Term 1

Travel and Tourism

Option B

Year 11

Name: _____

Tutor: _____

Travel teacher: Mr Sophola

ActiveLearn access code:

Year 11 Homework Timetable

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

Sparx Science

- Complete 100% of their assigned homework each week

Sparx Maths

- Complete 100% of their assigned homework each week

Option A (EBACC)
French
Geography
History

Option B
Art
Business Studies
Catering
Childcare
Triple Science
Travel and Tourism
Music
Sport
IT

Option C
Business Studies
Catering
Computer Science
Drama
Health & Social Care
Media Studies
Photography
Sport
Sociology

Scan the QR Code to access the Travel and Tourism Textbook - Components 2 & 3



Half Term 1 (8 weeks) - Year 10		
Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question
Week 1 2nd September 2024	Cornell Notes on: Dates, travel requirements & accessibility	Question: What important factors related to travel dates and accessibility should be considered when planning a family holiday in August for 2 adults, an elderly grandparent and 1 teenager. (6)
Week 2 9th September 2024	Cornell Notes on: Accommodation and requirements	Question: A family of 4 with 1 teenager and a grandparent with limited mobility wish to visit Barcelona. What family-friendly accommodation and location should you consider? (6)
Week 3 16th September 2024	Cornell Notes on: Budget and purpose of travel	Question: You are now planning a trip for the family who want to explore cultural sites in Barcelona. Explain how you would make sure that the trip is cost effective while meeting their purpose of travel. (6)
Week 4 23rd September 2024	Cornell Notes on: Unstated and specific needs	Question: What is the difference between stated and unstated needs of visitors. You must give examples to support your answer. (6)
Week 5 30th September 2024	Cornell Notes on: Responsible tourism and convenience travel	Question: The Family wishes to visit coastal destinations whilst in Barcelona. How would you ensure that their travel choices are both environmentally responsible and convenient for their needs? (6)
Week 6 7th October 2024	Cornell Notes on: Service standards, flexibility & assistance	Question: Discuss the difference between financial and strategic aims. (6)
Week 7 14th October 2024	Cornell Notes on: Accessible facilities, status & exclusivity	Question: Explain the economic multiplier effect. (6)

Week 8 21st October 2024	Cornell Notes on: Pricing & booking options	Question: Using specific examples, explain how two organisations work together and outline the benefits. (9)
-----------------------------	--	---

Half Term 2 (7 weeks) - Year 10


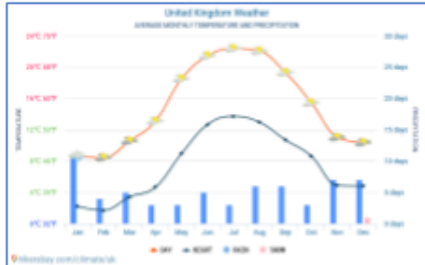
Week / Date	Homework task 1 Cornell Notes	Homework task 2 Exam Question
Week 9 4th November 2024	Cornell Notes on: Customer service & assistance, accessibility & child friendly facilities	Question: Using examples, discuss the importance of customer service, accessibility, and child-friendly facilities in the travel and tourism industry. (6)
Week 10 11th November 2024	Cornell Notes on: Facilities for business, health & fitness & pet	Question: Using examples, discuss how the type of facilities can improve the appeal of a destination or accommodation to business travellers & pet owners. (6)
Week 11 18th November 2024	Cornell Notes on: Customer needs for leisure travel	Question: Describe three key customer needs for leisure travel and explain why each is important. (6)
Week 12 25th November 2024	MOCK EXAMS Cornell Notes on: Customer needs for corporate & specialist travel	MOCK EXAMS Cornell Notes on: Explain three key customer needs for corporate and specialist travel and discuss why each is important.
Week 13 2nd December 2024	MOCK EXAMS Cornell Notes on: Customer needs for visiting friends, relatives & day trips	MOCK EXAMS Cornell Notes on:
Week 14 9th December 2024	Cornell Notes on: Planning a holiday to meet customer needs & preferences	Question: Identify 3 important factors to consider when planning a holiday to meet customer needs and preferences, and explain why each factor is important. (6)
Week 15 16th December 2024	Cornell Notes on: Researching suitable destinations (sources of information)	Question: Identify 3 sources of information for researching destinations and explain the benefits of using each identified source. (6)

Personal Learning Checklist - Component 2 LOB


Learning Objective	Criteria	😊	😐	😞
B1	Customer travel and needs: <ul style="list-style-type: none"> • 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. 			
B1	Desirable preferences: <ul style="list-style-type: none"> • 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. 			
B2	Products and services offered include: <ul style="list-style-type: none"> • 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 Wi-Fi, laundry services, in-room entertainment, room service • pet-friendly facilities – pets allowed in rooms, treats, water • health and fitness – spas, saunas, gyms, trainers, classes 			
B3	Leisure travel – travelling for pleasure, enjoyment, relaxation or special interests: <ul style="list-style-type: none"> • short breaks – city breaks, countryside breaks, stag and hen • holidays – package, independent, cruises • special events – major sporting occasions, seasonal events. 			

B3	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: <ul style="list-style-type: none"> ● meetings, conferences, exhibitions ● Training – self or others. 			
B3	Specialist travel – this is usually linked with a hobby, sport, interest or to meet specific needs of the type of customer: <ul style="list-style-type: none"> ● adventure ● health ● education ● heritage, culture ● gap year ● conservation, sustainable tourism, responsible travel ● special interests/hobbies/sports ● Weddings / honeymoons. 			
B3	Visiting Friends and Relatives (VFR): <ul style="list-style-type: none"> ● may be domestic, inbound or outbound ● involves overnight stay, usually in home of friend or relative 			
B3	Day trips – visits that do not involve an overnight stay: <ul style="list-style-type: none"> ● visitor attractions ● cities for specialist shopping or events ● Countryside for relaxation or activities. 			
B4	Travel planning by: <ul style="list-style-type: none"> ● establishing customer needs and preferences from the information provided ● using different sources of information – websites, guidebooks, leaflets, atlases, brochures ● Researching suitable destinations. 			
B4	Travel plan, to include: <ul style="list-style-type: none"> ● 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. 			
B4	Breakdown of costs and total cost.			
B4	Additional information: <ul style="list-style-type: none"> ● 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. 			

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B1: Customer needs and preferences)																																																																															
<p>Week 1</p> <p>Dates, travel requirements & accessibility</p>	<p>The low season is also named “off-season” and is characterised by a smaller number of tourists visiting a destination. Prices are usually lower/cheaper.</p> <p>The high season is the time of year when a place has most tourists or visitors. Prices are usually higher/more expensive.</p>	<p>Whether customers select a tour operator for their holiday or whether they book the components themselves, dates and time of year are important. Different destinations operate high and low seasons with prices that reflect this. Many things can influence this but one of the main considerations is the climate. A ski holiday needs snow, and a beach holiday needs sun. Within Europe, the seasons tend to be similar to the UK, but across other continents, the considerations are different.</p> <p>High and low season prices are an important consideration and can be the deciding factor for many people when selecting the time of year that they choose to take their holiday. Families are often restricted to school holidays, particularly with recent changes in law that make it difficult for parents to take their children out of school. Holiday prices can double during school holidays. People who have retired and have more free time have much more flexibility to shop around and get the best deals that are often last minute.</p> <p>Climates are not as reliable as they used to be. Winters are becoming milder with less snow, which is problematic for ski resorts. Summers are seeing record-breaking temperatures which will have an impact on domestic tourism figures. Spring is becoming warmer and, being less crowded and with cheaper travel, Europe is becoming more popular at this time. August is the busiest month of the year in Europe, which can mean crowds, queues and higher prices.</p> <p>People have very different needs and preferences when it comes to travel requirements and accessibility, getting to and moving around a destination. Transport options will very much depend on the destination itself as it may be reached by road, air, rail or sea.</p> <ul style="list-style-type: none"> • People who don't like flying may select a domestic holiday or a European destination that can be reached by rail or sea. • Families may prefer short travel times if they have younger children. In addition, road travel can be popular with families who need to carry a lot of luggage. • People who require special assistance will look closely at the transport provider to make sure that they get the assistance they need. • Cost is also an important factor and can largely sway a traveller to a particular destination if they do not want to spend a lot to reach their destination. • Visa requirements for certain destinations will also be a factor when thinking about the accessibility of getting into the country 	 <p>Antananarivo Madagascar Average Monthly Rainfall and Temperature</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Temperature (°C)</th> <th>Rainfall (mm)</th> </tr> </thead> <tbody> <tr><td>Jan</td><td>26.5</td><td>100</td></tr> <tr><td>Feb</td><td>26.5</td><td>100</td></tr> <tr><td>Mar</td><td>25.5</td><td>100</td></tr> <tr><td>Apr</td><td>24.5</td><td>100</td></tr> <tr><td>May</td><td>23.5</td><td>100</td></tr> <tr><td>Jun</td><td>22.5</td><td>100</td></tr> <tr><td>Jul</td><td>21.5</td><td>100</td></tr> <tr><td>Aug</td><td>21.5</td><td>100</td></tr> <tr><td>Sep</td><td>22.5</td><td>100</td></tr> <tr><td>Oct</td><td>23.5</td><td>100</td></tr> <tr><td>Nov</td><td>24.5</td><td>100</td></tr> <tr><td>Dec</td><td>25.5</td><td>100</td></tr> </tbody> </table>  <p>United Kingdom Weather Average Monthly Temperature and Rainfall</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Temperature (°C)</th> <th>Rainfall (mm)</th> </tr> </thead> <tbody> <tr><td>Jan</td><td>5.0</td><td>60</td></tr> <tr><td>Feb</td><td>5.5</td><td>60</td></tr> <tr><td>Mar</td><td>6.5</td><td>60</td></tr> <tr><td>Apr</td><td>8.0</td><td>60</td></tr> <tr><td>May</td><td>10.0</td><td>60</td></tr> <tr><td>Jun</td><td>13.0</td><td>60</td></tr> <tr><td>Jul</td><td>16.0</td><td>60</td></tr> <tr><td>Aug</td><td>16.0</td><td>60</td></tr> <tr><td>Sep</td><td>14.0</td><td>60</td></tr> <tr><td>Oct</td><td>11.0</td><td>60</td></tr> <tr><td>Nov</td><td>8.0</td><td>60</td></tr> <tr><td>Dec</td><td>6.0</td><td>60</td></tr> </tbody> </table> <p>Information is key to planning a great holiday, so using a travel agent to book a holiday can help ensure that any travel requirements are met.</p>	Month	Temperature (°C)	Rainfall (mm)	Jan	26.5	100	Feb	26.5	100	Mar	25.5	100	Apr	24.5	100	May	23.5	100	Jun	22.5	100	Jul	21.5	100	Aug	21.5	100	Sep	22.5	100	Oct	23.5	100	Nov	24.5	100	Dec	25.5	100	Month	Temperature (°C)	Rainfall (mm)	Jan	5.0	60	Feb	5.5	60	Mar	6.5	60	Apr	8.0	60	May	10.0	60	Jun	13.0	60	Jul	16.0	60	Aug	16.0	60	Sep	14.0	60	Oct	11.0	60	Nov	8.0	60	Dec	6.0	60
Month	Temperature (°C)	Rainfall (mm)																																																																															
Jan	26.5	100																																																																															
Feb	26.5	100																																																																															
Mar	25.5	100																																																																															
Apr	24.5	100																																																																															
May	23.5	100																																																																															
Jun	22.5	100																																																																															
Jul	21.5	100																																																																															
Aug	21.5	100																																																																															
Sep	22.5	100																																																																															
Oct	23.5	100																																																																															
Nov	24.5	100																																																																															
Dec	25.5	100																																																																															
Month	Temperature (°C)	Rainfall (mm)																																																																															
Jan	5.0	60																																																																															
Feb	5.5	60																																																																															
Mar	6.5	60																																																																															
Apr	8.0	60																																																																															
May	10.0	60																																																																															
Jun	13.0	60																																																																															
Jul	16.0	60																																																																															
Aug	16.0	60																																																																															
Sep	14.0	60																																																																															
Oct	11.0	60																																																																															
Nov	8.0	60																																																																															
Dec	6.0	60																																																																															


Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B1: Customer needs and preferences)	
<p>Week 2</p> <p>Accommodation requirements</p>	<p>Tourist accommodation refers to any facility that regularly or occasionally provides overnight accommodation for tourists.</p>	<p>Accommodation needs will vary depending on customer needs. For instance, a solo traveller working their way around the world will most likely look for cheap, no-frills accommodation, however a business traveller visiting a city, who must work and host meetings, will look for top-quality hotels with dedicated working space. The reason for the trip or holiday away will influence the choice of accommodation.</p> <p>Accommodation types: It is very important to have a very good understanding of the different types of accommodation available. This way, you can better provide for the different and mixed needs of your guests and provide them with an unforgettable experience. Offering various accommodation options not only adds value to your business – it helps you stand out in the competitive tourism industry.</p> <p>Providing multiple types of accommodation ensures that guests can choose an option that best fits their preferences and budget. Some guests may prefer a standard room for a short stay, while others may prefer a suite with more amenities and space for a longer holiday. In this article, I will explain in great depth how important it is to have different types of hotel rooms and to know how to sell each of them.</p>	 <p>increase your chances of attracting a broader range of guests, thereby increasing your occupancy rates and revenue.</p>
<p>Week 3</p> <p>Budget & purpose of travel</p>	<p>A budget is a spending plan based on income and expenses. In other words, it's an estimate of how much money you'll make and spend over a certain period of time, such as a month or year.</p>	<p>Most people will need to think about how much they can afford when it comes to booking a holiday and must ensure that they stick to a budget. Mass-market tour operators offer a range of products under their brand to cater for different budgets. The type of accommodation can change the price of a holiday in terms of its quality rating and board basis. Travel times, distance and method of transport will also impact on cost.</p> <div data-bbox="815 1134 1487 1501" style="border: 1px dashed gray; padding: 5px;"> <div style="border: 1px dashed blue; padding: 2px; margin-bottom: 5px;"> <p><u>Counting the pennies</u></p> <p>Disposable income and budget will decide the type of holiday that people can afford. People may select the travel organisation depending on their budget.</p> <p>When customers began travelling again after the pandemic, some had saved money and could afford a luxury break, while others were feeling the effects of the 'cost of living' crisis.</p> </div> <div style="border: 1px dashed orange; padding: 2px; margin-bottom: 5px;"> <p><u>Supplementary charges</u></p> <p>Families or single travellers can often pay increased supplements for family rooms or sole occupancy.</p> </div> <div style="border: 1px dashed yellow; padding: 2px; margin-bottom: 5px;"> <p><u>Booking</u></p> <p>Making your own travel arrangements can work out cheaper if you are prepared to shop around and look for discounts, but quite often a good travel agent can find you a bargain.</p> </div> <div style="border: 1px dashed green; padding: 2px;"> <p><u>Discounting</u></p> <p>For people who are flexible and can travel at short notice, last-minute deals can offer a healthy discount. This is because tour operators have already chartered the aircraft and if they don't sell the seats, they will lose money.</p> <p>Tour operators such as TUI offer early bird discounts for people who can book early. Free child places are also offered by tour operators to encourage bookings.</p> </div> </div>	<p>There are many different holiday types to choose from to give customers a choice of holidays linked to their purpose of travel:</p> <ul style="list-style-type: none"> • Activity • Adventure • Celebration • Clubbing • Culture • Festivals • Relaxation • Sport • Volunteering • Well-being

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B2: How travel and tourism organisations provide different products and services to meet customer needs and preferences)
<p>Week 4</p> <p>Unstated & specific needs</p>	<p>Stated needs - things the customer explicitly tell you.</p> <p><i>Example:</i> telling staff you have children, this means that the agents now know to make the holiday child friendly.</p> <p>Unstated needs - things you have to assume - where the customer doesn't tell you.</p> <p><i>Example:</i> Customer may not tell you their budget, therefore the staff may have to assume.</p>	<div data-bbox="1151 256 1800 884" data-label="Diagram"> </div> <p>Stated and unstated needs are not always easy to identify. Customers may not tell you everything if they feel embarrassed by something.</p> <ul style="list-style-type: none"> • An example of a stated need could be if a customer tells you they need disabled access for a hotel room or reliable Wi-Fi. • An example of unstated needs could be if a customer assumes there will be a cot available or facilities to heat their baby's milk. <p>It is important to understand that not all specific needs are linked to mobility and not all disabilities are visible. The diagram to the left shows examples of some of the specific needs travellers may have.</p>

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B2: How travel and tourism organisations provide different products and services to meet customer needs and preferences)	
<p>Week 5</p> <p>Responsible tourism & convenience travel</p>	<p>Responsible tourism is about making changes for the long-term benefit of local people, tourists and travel companies.</p>	<p>People are more aware than ever before of social and environmental responsibility. Tour operators and providers of travel and tourism products need to be equally aware and need to act to minimise negative impacts and maximise positive impacts of tourism.</p> <p>While customers may be driven mainly by price and location, the responsible travel market is growing. Customers can select a responsible travel company to book a holiday with and many prefer to use an organisation with a responsible travel policy in place.</p> <p>People who have a preference and interest in being responsible may:</p> <ul style="list-style-type: none"> • Ask to see the organisations responsible travel policy. • Check accommodation to see what they do to support responsible tourism is that destination. • Consider the carbon footprint of the organisations they book with. • Make travel arrangements that minimise emissions. • Ask to see the organisations accessibility policy. <p>TUI's sustainable tourism strategy</p>  <p>Convenience of travel is becoming more important to customers. The expansion of regional airports and frequency of flights means that customers have more choice where to travel from and who they travel with. ABTAs Travel Trends Report 2018 shows that other forms of transport are increasing e.g. train travel. What is convenient for one customer may be different to another customer, so there needs to be a variety of travel options to meet every customer's desired needs.</p>	<p>Flying does remain the most popular method of travel overseas and this means that airports are becoming more congested, and the airport experience is becoming less attractive overall.</p> <p>On-board services were once complementary and now they need to be paid for in most cases, so airlines differentiate themselves on these options. Choosing convenience to meet time needs:</p> <ul style="list-style-type: none"> • Destination routes - most people will travel from airports closest to them • Departure times and frequency • This will increase the amount of time people spend in their destination • On-board services - these are important to certain customers and will change their preferences. • Transfer times and methods of destination transport - families with young children may not want to spend hours on a coach reaching their hotel so different types of transport from the destination arrival place will alter their decisions. • Destination infrastructure - includes things like health and hygiene and being able to get around.



Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B2: How travel and tourism organisations provide different products and services to meet customer needs and preferences)																			
<p>Week 6</p> <p>Service standards, flexibility & assistance</p>	<p>Flexibility means the freedom to choose and match options to their needs.</p> <p>It is more important than ever that organisations meet specific customer needs relating to practical assistance. Customers have choice and want to be certain that any specific practical assistance needs are met.</p>	<p>Most tour operators now offer more flexibility, allowing customers to 'pick and mix' the elements of the holiday to suit their specific needs. Different options can be applied to transport, accommodation, activities and meals. This can benefit the tour operator by increasing sales and meet customer's needs by providing the flexibility that they want.</p> <ul style="list-style-type: none"> • Transport – some customers may prefer a particular airline based on experience and loyalty, for example. • Accommodation – some customers may prefer a basic accommodation, whereas others opt for luxury. • Meals – many families prefer all-inclusive meals so children can eat and drink when it suits them, for example. • Excursions – these differ depending on the destination and the market segment. TUI offers a service on their website where customers click on their holiday destination and explore the excursions and activities suitable for them ahead of time. <table border="1" data-bbox="728 833 2130 1374"> <thead> <tr> <th data-bbox="728 833 1196 911">Star rating</th> <th data-bbox="1196 833 1662 911">Usual location</th> <th data-bbox="1662 833 2130 911">Products and services</th> </tr> </thead> <tbody> <tr> <td data-bbox="728 911 1196 989">1-star</td> <td data-bbox="1196 911 1662 989">Usually situated in less developed areas of towns or cities</td> <td data-bbox="1662 911 2130 989">Few, or no additional services, just the room</td> </tr> <tr> <td data-bbox="728 989 1196 1074">2-star</td> <td data-bbox="1196 989 1662 1074">Usually situated closer to towns, cities and airports</td> <td data-bbox="1662 989 2130 1074">Comfortable and functional with limited facilities</td> </tr> <tr> <td data-bbox="728 1074 1196 1174">3-star</td> <td data-bbox="1196 1074 1662 1174">An accessible location</td> <td data-bbox="1662 1074 2130 1174">A good level of comfort with some additional facilities and levels of service, such as room-service</td> </tr> <tr> <td data-bbox="728 1174 1196 1276">4-star</td> <td data-bbox="1196 1174 1662 1276">A prime location</td> <td data-bbox="1662 1174 2130 1276">High-quality accommodation with fitness and leisure facilities, business facilities, room-service and a range of food and drink options</td> </tr> <tr> <td data-bbox="728 1276 1196 1374">5-star</td> <td data-bbox="1196 1276 1662 1374">Premium locations</td> <td data-bbox="1662 1276 2130 1374">Luxury accommodation with high-quality design. Provides extra products and services such as pillow menus and upgrades.</td> </tr> </tbody> </table>	Star rating	Usual location	Products and services	1-star	Usually situated in less developed areas of towns or cities	Few, or no additional services, just the room	2-star	Usually situated closer to towns, cities and airports	Comfortable and functional with limited facilities	3-star	An accessible location	A good level of comfort with some additional facilities and levels of service, such as room-service	4-star	A prime location	High-quality accommodation with fitness and leisure facilities, business facilities, room-service and a range of food and drink options	5-star	Premium locations	Luxury accommodation with high-quality design. Provides extra products and services such as pillow menus and upgrades.	<p>On many modes of transport there are different classifications and levels of service. Scheduled airlines such as British Airways offer different cabin classifications such as economy, business class and first class. Sea, rail and road travel can have similar classifications depending on the customer's budget. Eurostar, for example, offers three classes of travel.</p> <p>Similarly, accommodation operates within a star rating quality system so customers can make a choice that suits their budget and their needs.</p>
Star rating	Usual location	Products and services																			
1-star	Usually situated in less developed areas of towns or cities	Few, or no additional services, just the room																			
2-star	Usually situated closer to towns, cities and airports	Comfortable and functional with limited facilities																			
3-star	An accessible location	A good level of comfort with some additional facilities and levels of service, such as room-service																			
4-star	A prime location	High-quality accommodation with fitness and leisure facilities, business facilities, room-service and a range of food and drink options																			
5-star	Premium locations	Luxury accommodation with high-quality design. Provides extra products and services such as pillow menus and upgrades.																			



Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B2: How travel and tourism organisations provide different products and services to meet customer needs and preferences)	
<p>Week 7</p> <p>Accessible facilities, status & exclusivity</p>	<p>Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services.</p>	<p>The image of a tourist destination, or a travel and tourism, is important to its success. Some travellers desire their holiday to have a certain status and exclusivity.</p> <p>The image of the location and accommodation is important to them and may be based on what they have read online or on social media. Other travellers' reviews, including travel influencers and critics, allow customers to build a picture of a destination and this informs their choice about whether or not to visit that location.</p> <div data-bbox="884 582 1433 1133" data-label="Diagram"> </div>	<p>Marketing can be highly effective in influencing customer's choice and behaviour – tourism agencies are keen to promote a positive image to encourage tourism as this can be a main source of income for the national or local economy.</p>




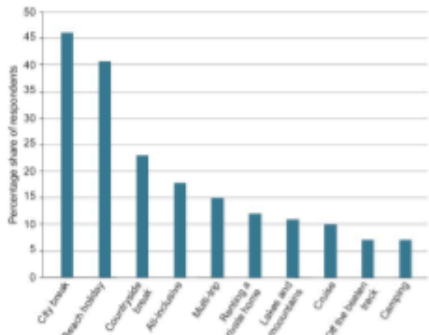
Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B3: Customer needs and different types of travel)	
<p>Week 8</p> <p>Pricing & booking options</p>	<p>ABTA is a trade association for UK travel agents, tour operators and the wider travel industry. They help members to run successful travel businesses, and provided travellers with advice, guidance and support.</p>	<p>It is important that the costing and pricing of a travel and tourism product is pitched right to attract customers and to create revenue for organisations. Customers need products that are accessible in terms of meeting their budget and allowing them to book in a way that suits them. Customers want choices that enable them to purchase products with security and peace of mind.</p> <ul style="list-style-type: none"> • Pricing - Prices of holidays, car hire, transport and days out can change daily. Most tour operators use a dynamic pricing model, which means that prices can go up or down at any time. Many things will influence this, such as when people want to travel and where they want to travel to and from. Mid-week travel is often cheaper than travelling on a Saturday or Sunday. Last-minute flights used to be seen as a bargain opportunity but this is no longer necessarily the case as some flight prices can increase in price nearer to the departure date. Travel comparison sites can help customers to keep track of pricing changes through travel alerts. Supply and demand dictates holiday prices, which is why holidays are more expensive during the school holiday. • Booking options – ABTA predicted the ‘new age of the expert’ in their 2022 trends report, suggesting an increased demand for trusted travel advice following the Covid-19 pandemic. Travel agents are ATOL protected, which provides customers with travel security, Digital booking companies are an alternative to using a travel agent, examples include Booking.com, On the Beach and Skyscanner. Many organisations now use apps as a marketing tool and an easy way for customers to book their holidays and trips. • Discounts - Brand loyalty can count for a lot, so in a competitive industry, first time buyer discounts can be a useful promotional tool to attract new customers. Travel companies may also use an advanced booking offer to secure more bookings. Or they may sign up with other organisations to offer discounts such as Merlin Entertainments and Kellogg's breakfast packs. 	 



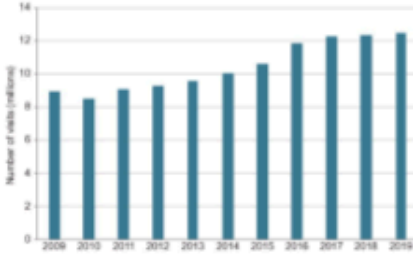

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B3: Customer needs and different types of travel)	
<p>Week 9</p> <p>Customer service & assistance, accessibility & child friendly facilities</p>	<p>Customer service is the assistance and advice provided by a company to their customers.</p>	<p>Customers will require different types of service and assistance depending on the type of holiday they want, which method they use to book the holiday and what their specific needs and preferences are.</p> <ul style="list-style-type: none"> • Families may consider flexibility of service as a deciding factor when choosing their travel arrangements or booking a holiday. Family friendly facilities that offer flexibility with mealtimes and flight times can make a difference to their holiday experience. Many families may be attracted to travel and tourism providers that offer child-friendly facilities such as equipment (e.g. highchairs), children's menus, family rooms and outdoor play areas/kids clubs. • Travelling and visiting tourism destinations can be a stressful experience for people with disabilities, and it can be more stressful for people with hidden disabilities. <p>There are many ways that organisations can help make buildings and facilities more accessible, such as:</p> <ul style="list-style-type: none"> • Markings on glass doors • Handrails on stairways • Using contrasting colours and tactile (felt through touch) markings to highlight steps, edges and obstacles • Good lighting • Clear signs <p>Gatwick airport ensures their facilities are accessible for their customers who require adaptations for hearing impairments, visual impairments, different language needs, limited mobility and hidden disabilities.</p>	 

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B3: Customer needs and different types of travel)																							
<p>Week 10</p> <p>Facilities for business, health & fitness & pet</p>	<p>Health tourism is defined as travelling to another country specifically for cheaper, more accessible treatment.</p> <p>Business travel is a journey specifically taken for work purposes and doesn't include daily commutes, leisure trips or holidays.</p> <p>Petcation means taking your pet on holiday with you.</p>	<p>After the Covid-19 pandemic, many people experienced a shift in how they prioritised work and wellbeing, with well being becoming increasingly important. As a result, customers often expect health and fitness facilities to be available in hotels. If a customer has booked a high-end hotel, they may well expect free use of a well-equipped gym and pool, possibly with spa facilities.</p> <p>Business travel is on the increase and these travellers require business facilities to operate efficiently. Accommodation with conference and meeting rooms may be required for networking and face-to-face meetings, along with flexible facilities for hospitality. 'Bleisure' travel is a growing market that is a term for the blending of business and leisure travel, which has become more popular with the increase in remote working and with more businesses encouraging agile working.</p> <p>More customers than ever want to travel with their pets. Staycations became more popular as lockdown restrictions eased and customers became used to travelling with their pets, with more owners wanting to include their four-legged friend in future travel plans.</p>	 																						
<p>Week 11</p> <p>Customer needs for leisure travel</p>	<p>Leisure travel is travelling for pleasure, enjoyment, relaxation and to have a break from day-to-day life.</p>	<p>Leisure time is often defined as free time away from business, work, domestic jobs and education. Leisure travel is travelling for pleasure, enjoyment, relaxation and to have a break from day-to-day life. According to research by Statista, UK city breaks were the leading type of holiday in the UK in 2019, which then changed to beach holidays by 2022. Time away for special occasions are still very popular and people living in big towns or cities may enjoy coastal or countryside breaks for peace and relaxation.</p> 	 <p>Figure 2.11: Leading types of holiday in the UK in 2019</p> <table border="1"> <thead> <tr> <th>Holiday Type</th> <th>Percentage share of respondents</th> </tr> </thead> <tbody> <tr> <td>City breaks</td> <td>45</td> </tr> <tr> <td>Beach holidays</td> <td>40</td> </tr> <tr> <td>Countryside breaks</td> <td>22</td> </tr> <tr> <td>Abroad</td> <td>18</td> </tr> <tr> <td>Multi-veg</td> <td>15</td> </tr> <tr> <td>Relaxing in private homes</td> <td>12</td> </tr> <tr> <td>Leisure and short breaks</td> <td>10</td> </tr> <tr> <td>Cruises</td> <td>8</td> </tr> <tr> <td>Off the beaten track</td> <td>6</td> </tr> <tr> <td>Camping</td> <td>6</td> </tr> </tbody> </table>	Holiday Type	Percentage share of respondents	City breaks	45	Beach holidays	40	Countryside breaks	22	Abroad	18	Multi-veg	15	Relaxing in private homes	12	Leisure and short breaks	10	Cruises	8	Off the beaten track	6	Camping	6
Holiday Type	Percentage share of respondents																								
City breaks	45																								
Beach holidays	40																								
Countryside breaks	22																								
Abroad	18																								
Multi-veg	15																								
Relaxing in private homes	12																								
Leisure and short breaks	10																								
Cruises	8																								
Off the beaten track	6																								
Camping	6																								

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B3: Customer needs and different types of travel)	
<p>Week 12</p> <p>Customer needs for corporate & specialist travel</p>	<p>Corporate travel – also known as business travel – refers to any journey undertaken for the purposes of a business. This includes attending meetings & conferences.</p> <p>Specialist tourism is when people specifically travel with the main aim being to enjoy a special interest.</p>	<p>Corporate or business travel is associated with work but takes place away from the usual place of employment. It may or may not include an overnight stay. During and after the pandemic this type of travel has decreased due to the limits of face-to-face contact and increase of virtual working environments. Companies can often prefer face-to-face meetings, trade shows and training events, allowing them to network and develop business opportunities. This has pushed corporate travel to increase further since the pandemic.</p> <p>Specialist travel is usually linked with a hobby, sport or interest, and can include:</p> <ul style="list-style-type: none"> • Cultural activities • Adventure tourism • Education and gap year travel • Conservation, sustainable tourism and responsible travel • Weddings and honeymoons • Health tourism 	 
<p>Week 13</p> <p>Customer needs for visiting friends, relatives & day trips</p>	<p>VRF in travel & tourism stands for visiting relatives and friends.</p> <p>Day trips do not involve overnight stays.</p>	<p>People can visit friends and relatives (VFR) as domestic, inbound or outbound tourists. It is very lucrative and beneficial to the travel and tourism industry – not only do people spend money travelling to the destination, but they will also spend money en route and during their stay.</p> <p>The economic impact of day trips nationally is huge. VisitBritain estimated the loss to the economy in domestic tourism spending in 2020 and 2021 (during the pandemic) was more than £97 billion.</p> <p>The following are a number of examples of day trips:</p> <ul style="list-style-type: none"> • ‘Special’ shopping trips for items you don’t usually buy • Going out for a meal • Going to visitor attractions, such as the zoo, historic house, etc. • Taking part in sports, including exercise classes, going to the gym, etc. • Going out for entertainment, such as the cinema or theatre. • Personal special events, such as a christening, wedding or graduation. 	 <p>Figure 2.12: VisitBritain data shows that visits to friends and relatives increased annually between 2009 and 2019</p> 

Term 1 & 2 Travel and Tourism

Session	Keywords	Component 2 LOB (B4: Travel planning to meet customer needs and preferences)	
<p>Week 14</p> <p>Planning a holiday to meet customer needs & preferences</p>	<p>Customers needs and wants are the motivation for why a customer wants to buy a service or a product.</p>	<p>To be successful at discovering customers' need, you will need questioning skills. Using the right questioning techniques and asking the right questions is key to obtaining the best information to cater for the needs and preferences of the customer. Some customers will know exactly where they want to go on holiday, some may have some ideas and others will have no idea at all. There are a number of factors to consider when it comes to identifying a customer's specific needs:</p> <ul style="list-style-type: none"> • Time – people who have more free leisure time can go further and may be interested in travelling to multiple destinations. People who are restricted for time may only consider destinations closer to home. • Travelling with other people – consider how travelling as a family, alone or as part of a group can influence a choice of destination. • Weather – people who want a city break to explore will probably not want extreme heat. Sun-seekers who want a beach holiday will want guaranteed sunshine. • Budget – it is important to establish a customers' budget and decide whether they are a budget or a luxury traveller. • The experience that a customer is looking for – understanding their motivation and reasons for travel based on the experience they are looking for is important. <p>Putting together a package to suit customer needs and preferences means getting as much information as possible. Effective communication skills are key to getting accurate information from customers, and this means listening:</p>	
<p>Week 15</p> <p>Researching suitable destinations (sources of information)</p>	<p>A travel destination is a place where people would go and visit for their holiday.</p>	<p>In order to satisfy the needs and preferences of the customer, travel agents will need to know where to find suitable sources of information.</p> <ul style="list-style-type: none"> • Websites – a quick and useful way to find out information on just about anything. • Guidebooks – based on information gathered from experience and first-hand information. Guidebooks such as <i>Lonely Planet</i> and <i>Rough Guide</i> are popular and regularly updated. • Tourist leaflets – commonly used at visitor attractions and in tourist information centres. Tour operators use them to promote excursions to people on holiday as a visual way of engaging people. • Atlases – maps can be used to locate different countries but they can also be used to identify other geographical features such as rivers or national parks. They include graphs and data about climate and populations. • Holiday brochures – a tour operator may print fewer of them but there is still a market for them, particularly with an older market segment. • Tourist information centres – a great resource for people who are new to an area and like to have face-to-face contact to gather information without having to carry out their own research. 	

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 4: Cornell Notes (Homework task 1)

Date 23 / 09 / 2024	Topic: Unstated and specific needs	Student book page: 110-111
----------------------------	---	-------------------------------

Questions	Notes

Summary

WEEK 5: Cornell Notes (Homework task 1)

Date 30 / 09 / 2024	Topic: Responsible tourism and convenience travel	Student book page: 112-113
----------------------------	--	-------------------------------

Questions	Notes

Summary

WEEK 7: Cornell Notes (Homework task 1)

Date 14 / 10 / 2024	Topic: Accessible facilities, status & exclusivity	Student book page: 116-117
----------------------------	---	-------------------------------

Questions	Notes

Summary

Aspire
ACHIEVE
Thrive

Develop your character



Aspire | Achieve | Thrive