

Below are your tasks for the next seven days in the subject listed above.

We have started to touch on Component 3 content in preparation for a new piece of coursework. Some information which you have already looked at, you will be questioned on to see what you remember. You will also be given new information or tasks where you must find information yourself using the internet.

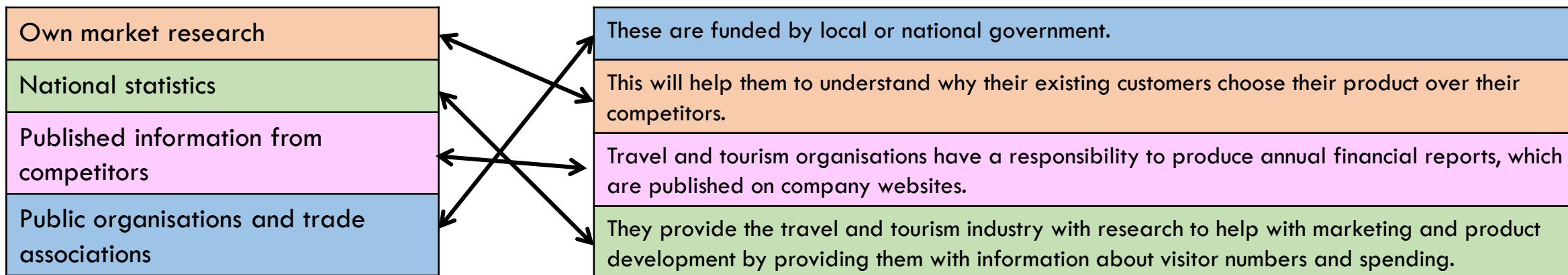
Present New Information:

- Answers from last week's content
- Task 1 – Read through the 'present new information' content, this information is needed for your next piece of coursework. You must be able to retain this information – highlight and annotate key information.
- Task 2 – Present New Information. Fill in the blanks task.
- Task 3 – Multiple Choice Quiz
- Task 4 – Answer the questions given, using the websites provided. Complete the extension task.

Apply: work through the activities on the following slides. In next week's upload you will find answers to the tasks/questions below.

Task 1 – Present New Information.

Match the sub-section with the definition.



Task 2 – Fill in the grid.

| Holiday Type | Reasons why customers may choose these holidays |
|-------------------------------|---|
| Adventure | Experience something new. Create new memories. |
| Volunteering and conservation | Learn new skills. Make a positive contribution. Social and environmental awareness. |
| Domestic | Cost. Ease of travel. |
| Cruise | Facilities. All-inclusive. |

Task 3 – Using information on the website link given, answer the questions listed below.

Hilton Hotel



<https://newsroom.hilton.com/assets/HWW/docs/Hilt-External-Diversity-Brochure.pdf>

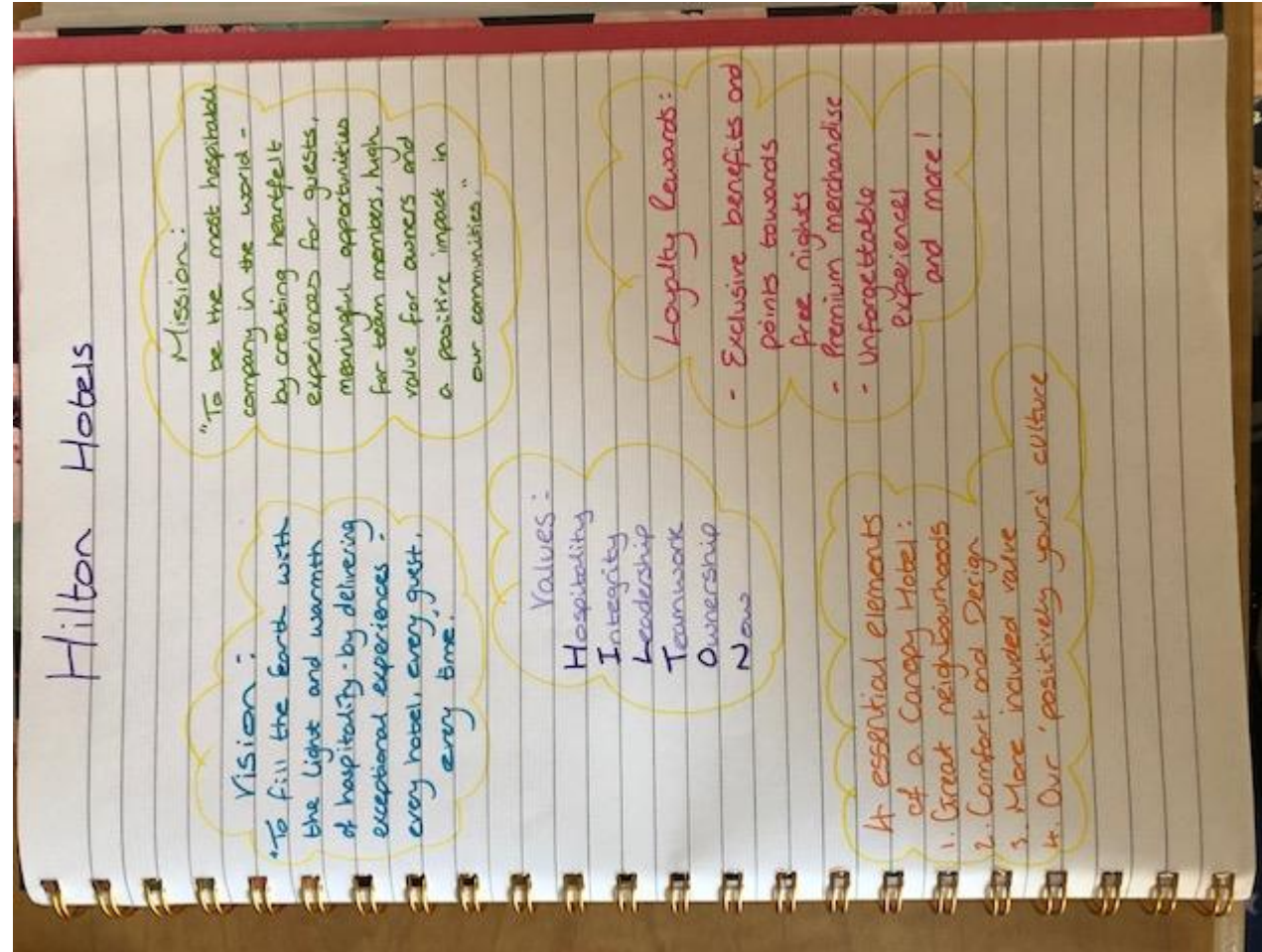
1. What did Conrad Hilton set out to do? “Fill the earth with the light and warmth of hospitality.”
2. What is at the core of the vision, mission and values at Hilton Hotels? Diversity
3. What is the vision at Hilton Hotels? “To fill the Earth with the light and warmth of hospitality – by delivering exceptional experiences – every hotel, every guest, every time.”
4. What is the mission at Hilton Hotels? “To be the most hospitable company in the world – by creating heartfelt experiences for guests, meaningful opportunities for team members, high value for owners and a positive impact in our communities.”
5. In relation to the values at Hilton Hotels – what does HILTON stand for? Hospitality, Integrity, Leadership, Teamwork, Ownership, Now.
6. True or False – Life experiences is a core attribute for Hilton Hotels? False – It is actually a Full Inclusion Attribute.

<https://newsroom.hilton.com/corporate/news/say-hello-to-canopy-by-hilton>

7. Canopy by Hilton redefines what? “The lifestyle category around the mind set of today’s leisure and business travellers.”
8. Hilton Hotels built on extensive market research to deliver what? To deliver “a fresh approach to hospitality and the guest experience.”
9. There are four essential elements which define what it means to be a Canopy Hotel. What are the four headings for these elements? Great neighbourhoods, Comfort and Design, More included value, Our ‘positively yours’ culture.
10. What was the primary reason they wanted to be one of the first to develop this lifestyle brand? This was because of their leadership and track record in building successful brands.
11. How is loyalty rewarded at Hilton? “Guests can earn exclusive benefits and points towards free nights, premium merchandise, unforgettable experiences and more.”

Task 3 - Extension

Example from Miss Rowson:



Task 1 – Present New Information.

Travel and tourism customer trends:

Task: Highlight and annotate key information.

The number of visitors taking trips, visiting tourist attractions and going on holiday to different destinations changes year on year. There are many factors that will **influence** popularity and **trends**. Some of these trends and factors can be predicted but there will always be those factors that can change these **predictions**, such as climate.

Holiday Habits

- Habits are things we do on a regular basis which we do not think too much about.
- Tourists tend to stick to the same thing. For example, going to the same destination or resort, booking with the same organisation or buying the same holiday product (such as an all-inclusive package).
- Other tourists may change their destination on every holiday they go on. They may even change the type of holiday – for example – switching between all-inclusive to multi-centre stays.
- Some customers stick to the same travel agent, others may chose the cheapest option available no matter which organisation is providing the deal.
- Whatever the trends and behaviours of travel customers, they often consider their holiday something they don't want to give up.

ABTA's Holiday Habits Reports

- Each year **ABTA** analyses data and statistics to produce a Holiday Habits Report.
- The Holiday Habits Report helps to give the travel sector an understanding of what customers are booking, how they book and who they travel with.
- It also helps to make predictions in travel trends for the following year based on customer behaviours and attitudes.

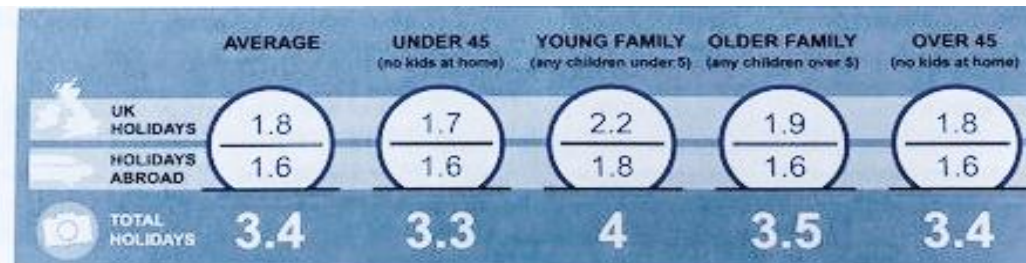


Figure 3.6: Top travellers – which group of people took the most holidays?

Key Terminology

Influence - the capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.

Prediction - a thing predicted; a forecast.

Trend - a general direction in which something is developing or changing.

ABTA - Association of British Travel Agents.

Task 1 – Present New Information.

Travel and tourism customer trends:

Task: Highlight and annotate key information.

Emerging Destinations:

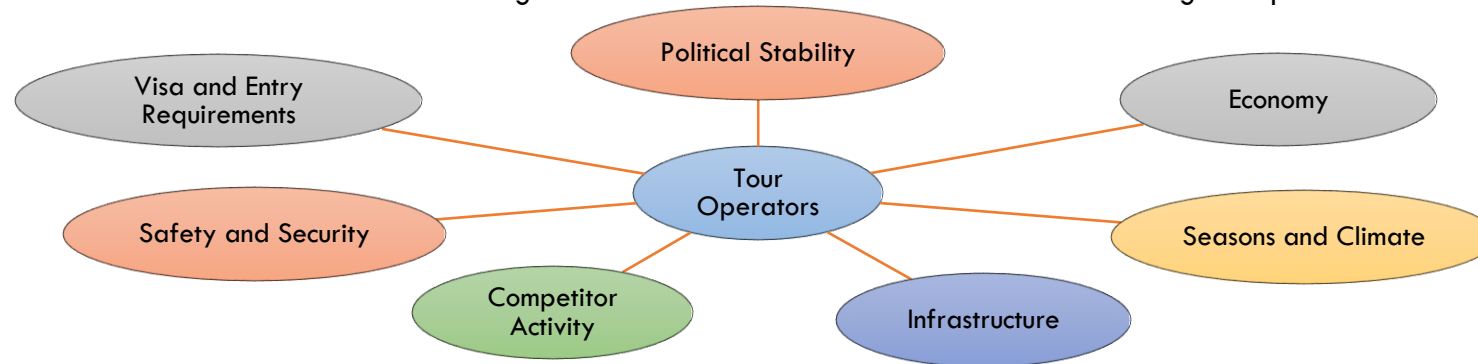
- An emerging destination is one that is growing and developing. There are several factors that contribute to the **emergence** of a destination.
- Travel is now more accessible to **mass market** tourists, and people are always looking for something new, but in recent years the trend to undertake a unique, authentic experience has risen.
- There is often an element of mystery linked to an emerging destination, possibly because they are often relatively undiscovered by tourist and travellers.

Why the new attention?

- Emerging destinations may previously have had tight **visa** restrictions that have been recently lifted (such as Kazakhstan, now allowing EU citizens to visit for 30 days without a visa).
- They may have been affected by political unrest or civil war that has ended, such as Sri Lanka which is seeing the return of tourists following the end of a 26-year civil war and a disastrous tsunami in 2014.

Identifying emerging destinations:

- Travel and tourism organisations are keen to be 'on trend' and to be ahead of the competition in marketing the next 'new' destinations and to inspire people to visit. However, there are risks to be considered.
- Organisations such as tour operators will need to look closely at factors such as the **infrastructure**, political stability and the economy before making operational decisions.
- Organisations will have to look at factors such as deciding when or whether to return to a destination following a major incident such as terrorist attack.



Key Terminology

Emergence - the process of becoming visible after being concealed.

Mass market - the market for goods that are produced in large quantities.

Visa - an endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country.

Infrastructure - the basic physical and organisational structures and facilities (e.g. buildings, roads, power supplies) needed for the operation of a society or enterprise.

Task 2 – Present New Information / Fill in the blanks.

Travel and tourism customer trends:

The types of holiday that people take and the methods they use to plan and book their holidays change constantly. Customer demands and expectations are rising, and they are looking to find products that are tailored to meet their needs.

Holiday Types (fill in the blank, the first letter is already given for you):

Many **d**_____ have now developed to cater for **m**_____ tourism, realising its economic value. But we are now starting to see a clear shift in travel **b**_____ and in the way tourism is now promoted to encourage a more responsible approach within the travel and tourism industry, a trend bolstered by 2017 being the UN Year of Sustainable Tourism for Development. Customers also now have different **p**_____, whether it be a day trip out or a holiday away from **h**____, and they tend to take a more individual approach to the **t**_____ of experience they want. The **i**_____ must move with these changes in customer needs and preferences to develop **p**_____ and services to meet their demands. Customers do not just want a holiday, they want an experience.

Differentiation and packages:

D_____ is a key driver behind the development of holiday types to **c**_____ for different customers and meeting their expectations. Tour operators are **r**_____ the package holiday with a focus on **q**_____ and culture. This can be seen in the way that tour **o**_____ are tailor-making package holidays to meet customer needs.

ABTA's Holiday Habits Report 2018 identifies that ease of **b**_____, value for money and consumer protection have long been **c**_____ benefits of the package holiday.

Trending Types:

City breaks seem to be the nation's favourite type of holiday. **B**_____ holidays continue to be the second most **p**_____ type of holiday. **S**_____ holidays are also growing in popularity. In 2019, ABTA expected value for money to be a **p**_____, with more people planning all-inclusive holidays. Cruise holidays also looked to remain popular. Their **r**_____ also showed that almost 70 per cent of people now believe that travel **c**_____ should ensure their holidays help the local people and **e**_____. Programmes such as the BBC's **B**____ *Planet II* may well have **i**_____ this, it being the most-watched programme of 2017, and adding **s**_____ weight to the campaign to address our plastic use and its effect on the oceans.

Summarise each paragraph upon completion of the gap-fill task.

Word Bank:

Preferences
 Differentiation
 Core
 Economy
 Blue
 Influenced
 Sightseeing
 Operators
 Behaviours
 Significant
 Popular
 Quality
 Type
 Destinations
 Home
 Cater
 Booking
 Mass
 Industry
 Reinventing
 Research
 Beach
 Priority
 Products
 Companies

Task 3 - Multiple Choice Quiz:

| | | | | |
|----|--|------------------------|----------------------------------|-------------------------|
| 1. | What factor is given as an example, which is believed to change a prediction? | | | |
| | a. Climate | b. Politics | c. Environmental features | d. Currency |
| 2. | True or False – The number of visitors visiting different destinations changes year on year... | | | |
| | True | | False | |
| 3. | Which of the following two things does the Holiday Habits Report help to give an understanding of? | | | |
| | a. The hobbies of each customer | b. What customers book | c. How much a customer has spent | d. Who they travel with |
| 4. | Using the given figure – which group of people were the top travellers? | | | |
| | a. Under 45 | b. Over 45 | c. Older Families | d. Young Families |
| 5. | True or False – ABTA provides a Holiday Habits Report once every four years. | | | |
| | True | | False | |
| 6. | An emerging destination is one that is... (Circle two) | | | |
| | a. Unpopular | b. Developing | c. Growing | d. Expensive |
| 7. | True or False – Kazakhstan allows tourists to visit for 40 days without a visa. | | | |
| | True | | False | |
| 8. | True or False - Infrastructure is the process of becoming visible after being concealed. | | | |
| | True | | False | |

Task 4 – Using information on the website link given, answer the questions listed below.

Alton Towers

<https://www.themeparks-uk.com/item/510-theme-park-visitor-boom>

- 1) Merlin Entertainments theme parks saw an increase in visitor numbers. Which two chains had the biggest gain?
- 2) What was the number of visitors at Alton Towers in 2012 and 2013?

<https://www.barclayscorporate.com/insights/industry-expertise/unlock-the-purple-pound/case-studies/alton-towers-resort/>

- 3) Alton Towers has moved beyond its original reputation for rollercoaster rides to become what?
- 4) What facilities does Alton Towers have to offer?
- 5) Alton Towers has installed two changing places toilets. Why have they done this?
- 6) What has Alton Towers introduced for visitors with Autism?
- 7) Who told Wayne Burton about the Changing Places toilets?
- 8) In relation to the question above, what type of research would this be?

Task 4 – Using information on the website link given, answer the questions listed below.

Alton Towers

<https://www.ctidigital.com/our-clients/alton-towers-resort-seo-case-study>

- 9) 2018 saw the opening of which rollercoaster?
- 10) What did Alton Towers need to do in 2019? Who did they invest in to do this?
- 11) What goals did SEO set out to help Alton Towers with their marketing?
- 12) What type of research did they perform?
- 13) What did they want to identify when doing this research?
- 14) Alton Towers identified a number of content gaps on their website. What was their primary focus to help with this issue?
- 15) After looking at the chosen primary focus, what did the Alton Towers webpage receive?
- 16) What has been the positive of changing the marketing of the Alton Towers webpage and targeting generic, non-brand search terms?

Extension:

Summarise all information you have gathered into your own words. You may wish to do this in sentence format, or by creating a colourful revision document to help remember key parts the information.

(Remember in order to summarise the information you must briefly articulate the main points you have learnt.)