D. Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations

D1. Consumer trends affecting the appeal of global destinations

D2. Motivating and enabling factors affecting the appeal of global destinations

Need to know:

Identify customer trends

Understand the effect of trends on global destinations

Understand how customer choice is influenced

Skills:

Navigate websites and being able to select the relevant information

Research topics and select 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 destina

AO2 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support

AO3 Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries that 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 their travel 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 different consumer trends and the factors that may influence the popularity and appeal of global destinations.

Level 3 Distinction
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 do[...] • a theme, topic or situation in order to interpret and study the relationships [...]ween [...] parts a[...] • information or data to interpret and study key trends and interrelati[...]
Article	A piece of writing about a particular subject suitable for a m[...]ine or [...]spaper
Email	A communication that gives information and is writt[...] using a[...]ropriate[...]nology for a defin[...] [...]ose in a task or activity.
Evaluate	Draws on varied informatio[...] themes or concepts to [...]der aspects such as: . stre[...] [...]nesse[...] [...]ges or dis[...] [...]es . alternative actions . relevance or significance. Lea[...] enqui[...] should [...] to a supported jud[...] showing relationship to its context. This will often be in a conc[...]n.
[...]ain	[...]ovide[...] [...] ar[...]ons an[...] [...]ence to support an opinion, view or argument.
Illu[...]	[...]nclusion[...] [...]amples and diagrams to show what is meant within a specific context.
Justifica[...]	Give reasons or evidence to: support an opinion /decision or prove 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 o 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
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 tourism. 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
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 the railway station and transport options for travel from the destination
Prepare notes for a booklet that includes:
. an explanation of the facilities for passengers at the railway station.
. an evaluation 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 connector - under occupancy 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

D Consumer trends, motivating and enabling factors and their potential effect
on the popularity and appeal of global destinations

• Consumer trends relate to how the views, needs and requirements of customers may change over time and as a
consequence, some global destinations may become more or less popular. Customer choice may also be influenced
motivating and enabling factors.

• D1 Consumer trends affecting the appeal of global destinations
• Changing demographics–aging society–silver surfers, grey gappers, adrenaline surfers.
• Changes to family structures–intergenerational holidays, parent and toddler activities
• Changing lifestyles–'back to basics', outdoor lifestyle, nostalgia
• Changing tastes–aspirations, celebrity influence, environmental aware, digital
downtime, healthier, new experiences, adventure, authenticity, volunteering.
• Changes to holidays–increased demand for short and medium breaks, holidays throughout the year.
• Increased concern over sustainability–culture of host communities, damage to environments, exploitation and ethics.

D2 motivating and enabling factors affecting the appeal of global destinations
• Motivating factors – argument and sunlust (Gray 1970), relaxation, escape, socialisation with friends, rest, prestige,
purpose of travel – health, education, sport, culture, adventure, business, VFR.

Enabling factors:
o having enough time and money, modern leisure paradox – money rich/time poor
o availability of travel – ease of travel/accessibility, communication and transport links o availability of suitable
product/holiday type
o influence of destination marketing
o consumer confidence.

Customer trends affecting the appeal of global destinations

Customer needs and expectations change over time. This means destinations need to change to meet the needs of its customers. Travel and tourism companies need to understand and meet expectations to survive and thrive in a very competitive market.
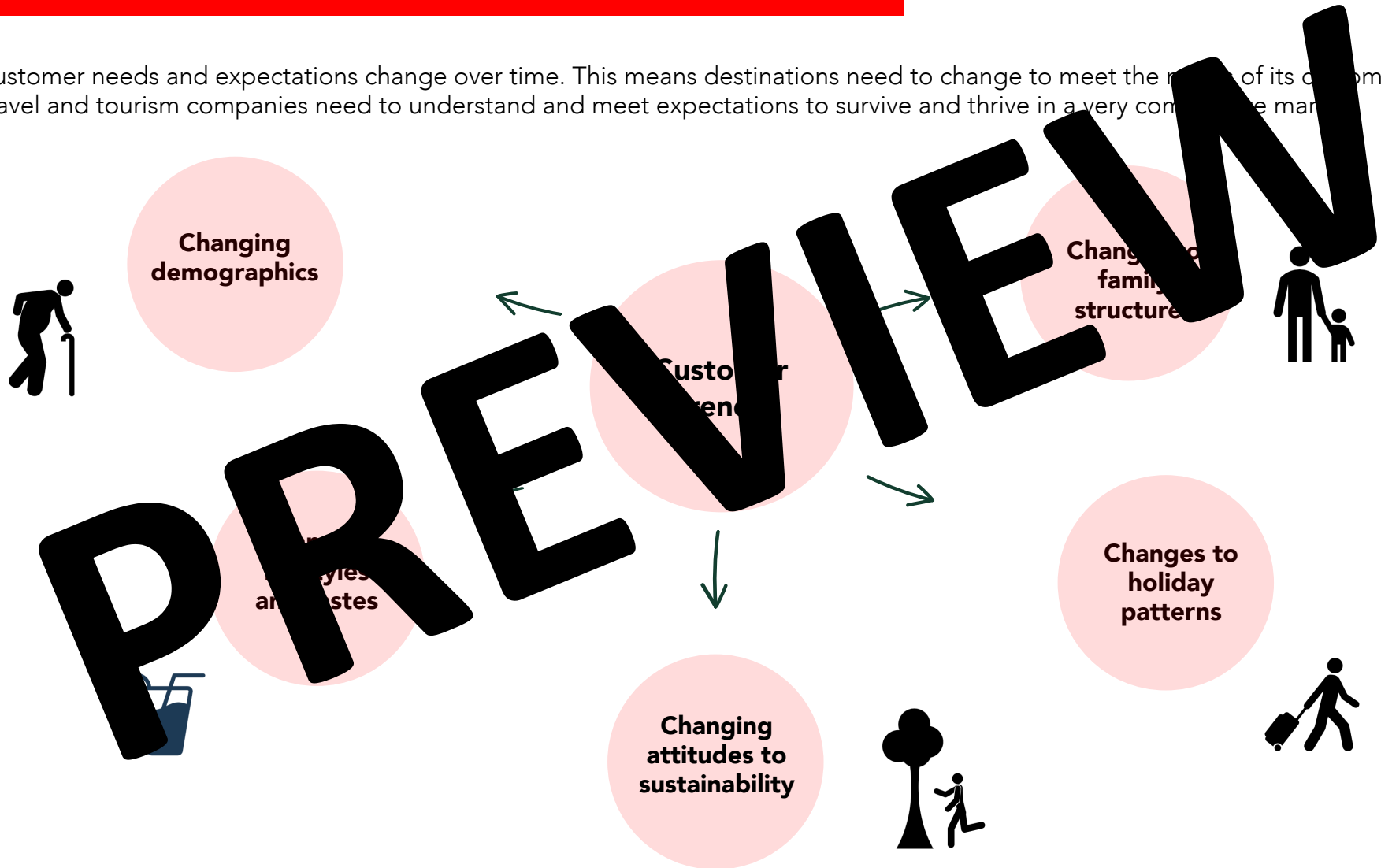
Changing demographics

Changing to family structure

Customer trends

Changes to lifestyles and tastes

Changes to holiday patterns

Changing attitudes to sustainability

PREVIEW

Customer trends affecting the appeal of global destinations

Customer needs and expectations change over time. This means destinations need to change to meet the needs of its customers. Travel and tourism companies need to understand and meet expectations to survive and thrive in a very competitive mar

Changing demographics
Ages of their customers

Changes to family structures

Changing lifestyles and tastes

The older population is getting la
the UK over 50s have 75%
(£320 billion) – the 'gre und'.
Known a surf use
techno g pers e t
from w trav

Needs year fferent 85
year old market to e
want adr e and adventure w
others se axation and wellness
riences.

SAGA

Sage Holidays are one of the most well known travel companies for the over 50s.

Fa s vary eno ly o parents
ren, single pa o parents etc.
olidays often include generations of
families – children, parents and
grandparents.

Holidays have adapted – more accommodation is self-catering e.g. apartments and villas. They give more space and provide value for money for large groups.

Hotels have kids' clubs, facilities for children and special menus to attract families.

Traditionally cruises were for older people, now they cater for **multigenerational families.**

The boom in resorts and beach holidays has given way to the growing trend for outdoor lifestyle travel and authentic holidays.

Survival skill (Bear Grylls) holidays and getting in touch with nature are a growing trend –specially with younger people.

Authentic experiences include staying in local homes (home stays) and getting involved with the local community e.g. building projects, conservation, wildlife etc.

Trends can begin with celebrities and social influences highlighting destinations – sometimes they are paid to promote them.
TV programmes can also create trends – 'Game of Thrones' attracted people to Northern Ireland

Customer trends affecting the appeal of global destinations

TASK
Link the picture with the customer trend

Changing attitudes to sustainability

Changes to holiday patterns

. People (tourists and the tourism industry) are increasingly aware of the ethical and environmental impact of tou...
Tourists are now choosing ...abl... travel and holidays where ...atural resources a... ...ted a... ...e local com... ... ...from ... ...m...

This ...be urban...etropo... ...or ...ural e...nments.
Many cit... ...ming increas... overcrowd... Venice and Bar... ...a.

Across the w... ...ends i...de:
. City ...s
. Cruis...
. Long haul t...

C... ...eaks have grown in popularity with ...ncr... ...ow cost airlines and chea... ...nB accommodation available – ...Europe historical cities have seen numbers grow especially 'out of season'.

Cruising is a very diversified market – attracting all age groups, with the number of destinations and types of craft increasing.

Long haul travel has increase has flights prices have become more competitive
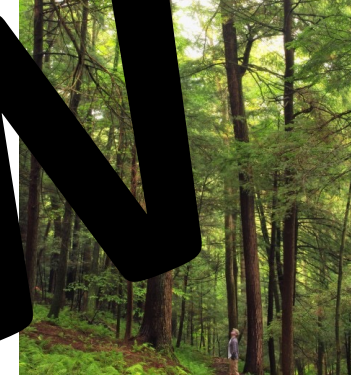
Customer trends affecting the appeal of global destinations

TASK
Complete the tasks below

Grey market

Explain why the 'grey market' is increasingly important to the travel and tourism industry

Single parent family

Explain how airlines and hotels attract single families

Sustainability

Explain how the travel and tourism industry can attract those seeking a more sustainable holiday

Motivation and enabling factors affecting the appeal of global destinations

Consider customer needs when creating products and services

Motivating factors

Motivating and enabling factors
affecting the appeal of global destinations

Enabling factors

Factors allowing tourists to follow their motivations

Products & services targeted to different groups of people. Traditionally tour operators sold holidays by destination e.g. USA or Spain.
Now other factors may influence choice, rather than just by destination.
Motivating factors:

Sun: want warm climate + bathe

Wanderlust: meet new people + experience

Rest and relaxation: focus on relaxing + well being

Escapism: care to somewhere different - away from their life

Socialisation: go with friends, stag/hen parties

Prestige: opportunity to have luxury holiday

Special occasions: marriages, anniversaries etc

Culture + history: experience cultural, historical, arts + music

Purpose: health, education, sport, business, VFR

Finance + time: most people have a budget for a holiday and amount of time (20-30 days per year). Some are money 'rich – time poor' others are 'time rich - money poor

Availability of travel: ease of travel to destination

Availability of product: types of holiday available in certain places – package holiday, all inclusive etc

Influence of marketing: adverts, sponsorships, special offers, social influences etc try to persuade people to choose that destination

Consumer confidence: if customers have confidence in a product or service they are more likely to use it – from their own experience or from reviews

Motivation and enabling factors affecting the appeal of global destinations

TASK   Research examples of holidays that match the following motivators

Wanderlust

Prestige

Cu___ + His___

Esc___

PREVIEW