Buckingham School
Curriculum Map

Travel and Tourism

Year 1 = Component 1 and 3
Year 2 – Component 2

BTEC Level 1/Level 2 Tech Award in Travel and Tourism 2018
Component 1: Travel and Tourism Organisations and Destinations
Component 1 – Learning aim A: Investigate the aims of UK travel and tourism organisations
A1 Travel and Tourism Organisations Learners will be able to describe the type and purpose of different travel and tourism organisations. They will understand how the purpose of each organisation contributes to the travel and tourism sector. • Tour operators – assemble and operate component parts of holidays as a package for travel agents to sell or operate a direct sales service to customers such as package holidays, transport, accommodation, excursions. • Travel agents- including business and retail – give expert advice and guidance; arrange and book trips, excursions, flights and package holidays for customers; arrange and book ancillary services, including car hire, insurance, foreign exchange. • Accommodation providers – provide a range of accommodation options, services and facilities. • Tourist attractions – provide recreation, entertainment, education, tourist facilities. • Tourism promotion – such as tourism agencies, regional tourist boards, tourist information centres; provide information, advice and guidance to visitors, encourage visitors.

- Transport facilities and providers, gateways and terminals – provide safe transport from one destination to another, can include additional services such as catering, entertainment.
- Conference and events management – to book/provide venue and services such as administration, promotion, equipment hire for a conference or event.
- Regulators – regulate the industry and protect customers, give customers advice and support, representation, repatriation, licensing, deal with customer complaints/arbitration.
- Travel and tourism trade associations – ABTA – represent travel agents and tour operators.

A2 Ownership of travel and tourism organisations

Learners will know the different types of ownership of travel and tourism organisations and will understand how each type of ownership affects the function and aims of an organisation.

- Private – owned or controlled by private individuals or shareholders, e.g. travel agencies, accommodation providers, transport providers; common ownership, e.g. tour operators and travel agents under the same ownership.
- Public – funded and sometimes owned by central and local government, e.g. tourist information centres, national tourism agencies, museums.
- Voluntary – independent organisations funded by membership donations, grants, sales of products, services – e.g. conservation charities.

A3 Aims of travel and tourism organisations

Learners will understand the different aims of travel and tourism organisations, and how the aims interrelate. Learners will understand how UK travel and tourism organisations contribute to the UK economy. They will understand how the sector provides direct and indirect employment, and how growth or decline in tourism can affect infrastructure.

- Financial aims:
  o selling of goods and services to make a profit
  o increasing sales and maximising sales revenue
  o increasing market share
  o reducing losses
  o controlling costs
  o breaking even
  o managing assets.
- Strategic aims:

o	corporate social responsibility, sustainability, e.g. managing tourism to protect the environment, to contribute to the local community

o	expanding

o	diversifying

o	 competing

o	providing high-quality services and products

o	providing value for money

o	generating customer loyalty

o	raising brand awareness.

•	Meeting regulatory standards, e.g. standards regulated by the Civil Aviation Authority (CAA) or the Office of Rail and Road (ORR).

•	Contribution of travel and tourism organisations to the UK economy:

o	providing employment:

– direct employment created by travel and tourism organisations

– indirect employment created to supply and support travel and tourism organisations

o	how direct spending by visitors circulates throughout the economy on indirect products and services, therefore impacting on direct and indirect employment (economic multiplier effect)

o	the contribution of tourism to gross domestic product (GDP):

 – inbound tourism – the number of inbound visitors and their associated spend

 – domestic tourism – the number of overnight trips and the associated spend

o	how tourism growth or decline affects infrastructure development, e.g. a growth in tourism can result in improved transport links and facilities for visitors.

A4 How travel and tourism organisations work together Learners will understand the different ways in which travel, and tourism organisations work together. They will understand the reasons for working together to better meet organisational aims.

•	Ways of working together – learners will know the meaning of the following terms:

o	integration – horizontal integration, vertical integration

o	partnerships – public and private sector, voluntary and private sector, public and voluntary sector, e.g. partnerships between VisitBritain and global travel providers to promote the UK as a destination

- o   interdependencies.
- •   How organisations work together, e.g.:
- o   hotels offering reduced admission to visitor attractions
- o   tour operators working with hotels and airlines to assemble holiday packages
- o   tour operators working with tourist boards to promote destinations.
- •   Reasons for working together:
- o   marketing and promotion can be carried out jointly
- o   customer care can be provided centrally
- o   can lead to increased sales and income
- o   cutting costs, e.g. shared resources, economies of scale
- o   access to customer databases may lead to a wider customer base/new markets.

Component 1 – Learning aim B: Explore travel and tourism and tourist destinations

B1 Types of tourism

Learners will need to know the meaning of the following terms:

- •   visitor – someone making a visit to a main destination outside their usual environment and for less than a year for any main purpose, including holidays, leisure, business, health and education
- •   tourist – someone travelling for leisure
- •   domestic – taking holidays and trips in own country
- •   outbound – travelling to a different country for a visit or holiday
- •   inbound – visitors from overseas coming into the country

B2 Tourist destinations

Learners will be able to describe the following types of UK tourist destination and give examples of the different features that would appeal to different types of visitor. Learners will evaluate how far the different features of a destination contribute to its appeal for visitors

- •   Types of tourist destination:
- o   coastal areas, including seaside resorts
- o   countryside areas, including National Parks, Areas of Outstanding Natural Beauty (AONB), lakes, forests, wilderness, mountains

- o   towns and cities, including capital cities, historic and cultural.
- •   Types of visitor, e.g.:
- o   individuals
- o   couples
- o   families
- o   groups
- o   domestic visitors
- o   inbound visitors
- o   customers with specific needs, e.g. different languages or cultures; visual, hearing or mobility needs.
- •   Features of destinations:
- o   geographical features and natural attractions, e.g.:
  – oceans, seas, rivers, canals, lakes
  - mountains, hills, woodland, parks, nature reserves
  – caves, waterfalls – coastal areas, islands
- o   visitor attractions, e.g.:
  – purpose built, natural
  – theme and water parks
  – historical sites such as castles, stately homes, walls, ruins
  – wildlife and nature such as marine world, zoo, safari park
  – arts and entertainment such as sports stadiums/events, theatres, art galleries, museums, festivals, exhibitions, local events
- o   facilities:
  – sports facilities
  – shopping, including specialist, local, outlets, markets
  – catering, including restaurants, cafes, bars
  – activity and adventure centres
- o   climate:
  – how climate/weather can lead to peak/off seasons at a destination

– how the climate and weather of a destination could affect the types of holiday and activity on offer by tourist destinations

 – how climatic conditions/seasonal variations affect the appeal of a destination.

B3 Reasons for travel

Learners will be able to understand and give examples of each of the following reasons for travel:

- Leisure travel, e.g. day trips, holidays, visiting friends and relatives (VFR).
- Business travel, e.g. meetings, conferences.
- Modes of transport – the advantages and disadvantages of the following types of transport, and why visitors may choose one form of transport over another:

o air, including short haul, long haul, domestic, outbound

o rail, including channel tunnel

o sea, including ferries, boats, ships

o road, including coach, car, taxi

o making links between choice of transport, types of visitor and their reasons for travel.

B4 Types of holiday

Learners will be able to describe the following types of holiday and will be able to explain why particular types of holiday may be offered in a tourist destination, making links to features such as geographical features and visitor attractions, and why different holidays may appeal to different types of visitor.

- Package and all-inclusive such as summer sun, winter sun. • Independent/tailor made.
- Multicentre, fly-drive or self-drive.
- Short breaks such as city breaks, spa breaks, activity breaks.
- Touring such as cruises, river, rail and coach.
- Specialist/niche such as sports, cultural, educational, wellbeing, adventure, eco-holidays.
- Voluntary work, conservation.
- Holiday parks.

B5 Types of accommodation

Learners will be able to identify and describe the following types of accommodation available in a tourist destination. They will evaluate how far the type of accommodation available in a destination contributes to its appeal for visitors.

- Types of accommodation:

o types, e.g. hotels, motels, guest houses, bed and breakfasts, apartments, bunk barns, holiday cottages, chalets, villas and apartments, log cabins, youth hostel, eco-lodges

o touring, e.g. tents, touring caravans, motorhomes, boats

o facilities – serviced, non-serviced, all inclusive, self-catering.

Component 2 : Influences on Global Travel and Tourism

Component 2 – Content area A: Factors that influence global travel and tourism

A1 Factors influencing global travel and tourism

Learners will understand that travel and tourism organisations and destinations are influenced by many factors, many of which are beyond their control. They will learn that some factors can have a positive effect, while others have a negative effect. Learners will understand the factors that can influence visitors, including their choice of global destination.

- Economic factors – an understanding of how:

o recession/boom can affect the amount of money people are willing to spend on holidays and travel

o levels of employment affect the levels of disposable income that people have to spend on holidays, travel costs and living costs within the destination

o changing cost of fuel can affect travel costs

o fluctuations in currency exchange rates affect the affordability of destinations.

- Political factors – an understanding of how:

o different types of legislation and regulations can be used for visitor security, equality, customer financial protection, developing services and facilities, controlling development; health and safety laws, employment laws, planning laws

o trade, airport and other taxes can affect the cost of travel and visitor numbers to a destination

o passport and visa/entry requirements can affect visitor numbers to a destination,

o governments promote tourism through funding and tax incentives to encourage tourism development

o political instability, civil unrest and war can result in disruption, cancelled holidays, business failure, poor image.

- Natural disasters – an understanding of:

o natural disasters – earthquakes, volcanic eruptions, tsunami, sink holes

- o   severe weather events – flooding, drought, fires, landslides, hurricanes, tornadoes, avalanches, snow storms

- o   possible effects - impact on local business, infrastructure, business operations, disruption/cancellation for visitors, repatriation, evacuation.

- •   Media, publicity and image: an understanding of:

- o   types of media – newspaper reports, online reviews, travel blogs, use in film or TV drama, media coverage of international and sporting events

- o   how media exposure of global destinations can affect visitor numbers.

- •   Safety and security concerns – an understanding of:

- o   risks relating to personal safety and security in an unfamiliar environment, including theft, accidents, getting lost

- o   safety measures implemented by authorities and travel providers and in place on transport and at terminals and their influence on visitors – delays, inconvenience, reassurance of security

- o   the need for visitors to be aware of guidance relating to individual safety and security when in global destinations – times and areas to avoid when going out, keeping possessions safe, being aware of risks due to unfamiliarity of destination, including safety of natural environment

- o   possible effects of safety and security concerns on the appeal of global destinations.

- •   Health risks and precautions – an understanding of:

- o   infectious diseases and illnesses – malaria, yellow fever, cholera, tetanus, typhoid, norovirus – symptoms, vaccinations,

- o   how to take precautions and preventative measures against these illnesses and diseases – clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices

- o   how health risks could lead to bad publicity for global destinations and travel and tourism organisations

- o   how the need to take precautions could influence visitor choice of destination or holiday.

A2 Response to factors

Learners will understand the different types of organisation that might respond to these influencing factors. They will know the names of key organisations involved in travel and tourism and will understand the ways in which these organisations respond.

- •   Travel and tourism organisations – an understanding of possible responses, including:

- o   adapting and developing new products and services

- o   adapting operational procedures

- o   reviewing destinations offered

- o   reviewing price structures – adjusting pricing to maintain visitor numbers, attract different types of visitor

o	managing public relations.
•	Government: local, regional, national – an understanding of possible responses, including
o	providing public with up-to-date information
o	imposing travel restrictions
o	promoting a positive image
o	encouraging employment
o	improving infrastructure
o	introducing or tightening of security measures.
•	Voluntary organisations – an understanding of possible responses, including:
o	promoting sustainability, conservation and protection campaigning for governments to affect change
o	raising awareness of issues – ethical, environmental
o	raising funds.

Component 2 – Content area B: Impact of travel and tourism and sustainability

B1 Possible impacts of tourism

Learners will understand the possible positive and negative impacts of tourism on destinations. Some global destinations may be more vulnerable to these impacts than others for a variety of reasons including the impact of incoming visitors on the local community, the contribution of tourism to the local economy and how tourism can both help to protect and threaten the environment.

- Social impact of tourism:

o possible negative impact of tourism on local communities – disruption to everyday life, loss of culture, resentment towards visitors, increased crime, staged authenticity, exploitation of locals, loss of traditional lifestyles

o possible positive impact of tourism on local communities – improved quality of life, access to facilities, improved transport and infrastructure, including healthcare and improved cultural awareness.

- Economic impact of tourism:

o possible negative impact of tourism on the economy – low-paid jobs, seasonal unemployment, leakage, increased cost of living

o possible positive impact of tourism on the economy – employment opportunities, training and education, multiplier effect, foreign currency earnings, contribution to taxes and GDP.

- Environmental impact of tourism:

o   possible negative impact on the environment – loss of habitats, loss of wildlife, threatened species; increased pollution, including noise, air, water; overcrowding, traffic congestion, reduced biodiversity, environmental degradation; erosion to footpaths, riverbanks, lakeshores

o   possible positive impact on the environment – conservation, including protection of wildlife, protected areas, national parks; environmental education, creation of open spaces, improved street furniture; regeneration, including urban renewal and the reuse of traditional buildings for new activities.

B2 Sustainability and managing social impacts

Learners will understand the ways that social impacts can be managed in a sustainable way including:

•   Educating visitors to encourage them to reduce their negative impacts on the local community and culture – how to behave and dress appropriately without causing offence to local communities; how to show respect for traditions and religions; how to avoid conflict.

•   How infrastructure development can benefit local people.

•   Including local communities in decision making.

•   Partnership projects where local communities have a share or ownership of a resort/lodge and provide staffing.

•   Introducing tourist taxes and using the money for community projects.

B3 Sustainability and managing economic impacts

Learners will understand how:

•   tourism can provide employment and training opportunities for local people, and give them access to higher-paid jobs and education

•   visitors can be encouraged to support local communities by buying local produce, crafts and food, and using local transport

•   governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and staff to benefit the local economy

•   visitor spend can be increased and retained.

B4 Sustainability and managing environmental impacts

Learners will understand how:

•   visitors are managed – restricting the number of visitors allowed into a destination at a particular time, controlling movements, direction of flow – issuing visas and permits, maximum limits

•   traffic can be managed – restricting the amount of traffic allowed into a destination, providing affordable and frequent public transport, adequate parking and facilities, park and ride schemes

- visitors are encouraged to use alternate types of transport – hybrids, green and electric-powered transport
- planning is controlled – building regulations, planning permission, size and location of developments, maintain local style in scale and design
- legislation and regulations encourage sustainability and reduce the environmental impact of tourism
- visitors are educated on how they can reduce their impact on the local environment and ways to contribute towards looking after it
- resources are controlled responsibly, including waste management, energy and water supplies – restricting fountains and water features that do not recycle water, limit the amount of pools
- natural areas vulnerable to the high volume of visitors are protected by creating nature/marine reserves, limiting or preventing access
- visitors are educated on the wildlife, natural world and special qualities of the environment – guides.

Component 2 – Content area C: Destination management

C1 Tourism development

Learners will understand that the appeal and characteristics of some global destinations may change over time. They will understand that increased numbers of visitors and the development of visitors' facilities, amenities and infrastructure may influence destinations negatively or positively. They will learn the different stages of the Tourist Area Life Cycle (TALC). They will understand the suitability of emerging and mature destinations for different holiday and visitor types.

- Stages of tourism development as suggested by Butler's Tourist Area Life Cycle (TALC) model.
- Stages – exploration; involvement; development; consolidation; stagnation; decline/rejuvenation.
- Emerging destinations – destinations that have recently (within the last ten years) grown in popularity and have a growth rate of visitor arrivals of over 4% year on year.
- Characteristics of emerging destinations may include:
  o visitors seek adventure, 'authentic' experience, culture or nature based
  o may be difficult for overseas visitors to access
  o transport links likely to be undeveloped
  o basic infrastructure – energy, water, waste disposal
  o local people may not have access to healthcare and education
  o unspoilt natural and cultural features are the main attraction

- o local communities follow traditional lifestyles
- o seek to develop tourism to boost economies
- o raise living standards
- o low volume of visitors – may have to make own travel arrangements
- o limited awareness of the destination globally.
- • Mature destinations – destinations that have been popular for over twenty years with growth rates of visitor arrivals around 2% year on year.
- • Characteristics of mature global destinations may include:
- o high volume/mass tourism with organised package holidays
- o fully integrated transport links
- o fully developed infrastructure
- o may be a strain on resources such as water
- o natural and cultural features may be damaged, diluted, overwhelmed by tourism
- o established season
- o extensive advertising of the destination, which is well known globally
- o standard of visitor facilities may become run down, local economy is reliant on tourism
- o may be some conflict between locals and visitors.

C2 The role of local and national governments in destination management

Learners will understand the important role of governments in developing and encouraging tourism as well as destination management. They will learn the reasons that governments may have for developing tourism to maximise the positive impacts.

Roles include:

- • considering travel restrictions, security measures and entry requirements, including passport and visa requirements
- • improving transport links and networks – road, rail, air, sea, gateways and hubs; and infrastructure – energy supply, water supply, waste disposal
- • supporting, approving and controlling the development of facilities and tourism infrastructure
- • improving communication links – accessibility to the internet, Wi-Fi
- • attracting funding from outside investors or the private sector

- providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment

- managing destinations by ensuring tourism development is sustainable – helps local communities benefit from tourism through employment, business initiatives, promoting 'support local' schemes; reduces possible negative impacts of tourism

- managing tourism development through taxes, rules and legislation.

C3 The importance of partnerships in destination management

Learners will understand that partnerships between organisations can help ensure destinations are managed effectively for the benefit of visitors, local communities and environments, and for the future. They will learn about partnerships between different organisations and sectors within travel and tourism, the reasons organisations form partnerships and the advantages and disadvantages of partnership working.

- Types of partnership and their purpose.

- Public and private sector – new tourism developments such as hotel funded by private sector, local authority may require restrictions on design, size and scale.

- Voluntary and private sector – private sector may assist with the costs of promoting or running an event and in return receive positive publicity.

- Public and voluntary sector – to promote good causes, raise awareness, educate and inform by sharing skills and resources.

- Destination management organisations – bring a range of different organisations together to form a partnership and work together on a major project, which may be short term or temporary – for the benefit of the destination, raise profile, launch new products, marketing, funding, sponsorships, major events.

- Possible advantages of partnerships:

o shared resources/skills/expertise

o new ideas

o shared costs

o increased coverage/publicity/profile.

- Possible disadvantages of partnerships:

o conflicting aims and priorities

o less flexibility

o slows down decision-making process

o difficulty in responding quickly to changes/events.

Component 3: Customer Needs in Travel and Tourism

Component 3 – Learning aim A: Investigate how organisations identify travel and tourism trends

A1 Types of market research

Learners will know the meaning of the different types of market research carried out by organisations. They will understand when different types of research are used and the types of information they are used for.

- Primary research – research carried out by an organisation normally for their own needs, e.g. holiday questionnaires, focus groups, surveys.

- Secondary research – information compiled from sources outside the organisation, such as trade journals and government statistics, and professional association publications, e.g. data on inbound tourist numbers compiled by VisitBritain.

- Qualitative – opinions, feelings, comments and emotions that may provide an insight into a customer's position.

- Quantitative – values and amounts that can be used for statistical analysis.

A2 How travel and tourism organisations use research to identify customer needs

Learners will understand how travel and tourism organisations carry out and use market research to identify types of customer and customer needs. Learners will also learn how organisations use this information to provide a variety of services and products to meet customer needs, and thus financial and strategic aims. Learners will understand how the findings of market research are used to:

- identify customers and a range of customer needs, e.g. needs of families with children, lone travellers, business travellers

- inform product and service development – grouping customers in market segments or target markets to provide a matching product/service, e.g. by age, gender, lifestyle, geographical location

- inform development or adaptation of the products and services according to new customer needs or changing customer needs, e.g. providing kids' clubs or crèche facilities for families with children

- measure customer satisfaction – to ensure customers continue to buy the products and services.

A3 Travel and tourism customer trends

Learners will understand the importance to travel and tourism organisations of identifying changing trends in people's travel and tourism habits so that they can identify changing, new or emerging markets and develop products for these markets. Learners will know the types of trend that organisations monitor, including:

- how organisations identify trends, e.g.:

- o own market research
- o national statistics
- o published information from competitors
- o public organisations (national tourist boards)
- travel and tourism trends:
- o reasons for travel – business, leisure including types of holidays, e.g. adventure, volunteering, conservation
- o the proportion of people making trips, taking holidays
- o the number of visitors to different destinations including identifying emerging destinations
- o types of trip or holiday being taken, including growth in popularity of holiday types, e.g. ecofriendly holidays
- o how people are booking trips or holidays, e.g. face to face with travel agent, online via booking website, mobile app
- o which types of holiday or destination are most popular with certain age groups, e.g. city breaks, beach holidays
- o average costs of travel, holidays, accommodation, how this relates to employment patterns
- o the number of holidays taken by different age groups
- o regional variations in types of holiday taken
- o how the impact of tourism on destinations affects customer trends, e.g. environmental considerations.

A4 Customer needs, preferences and considerations

Learners will understand the different needs, preferences and considerations of travel and tourism customers, which can lead to travel and tourism trends, and how customer needs, preferences and considerations can influence the products and/or services they select.

Learners will have the opportunity to apply learning from Components 1 and 2 when considering how customers select destinations to visit or products, such as holidays and accommodation, or the factors influencing tourism when looking at customer considerations.

- Customer travel and holiday needs:
- o dates influencing the time of year that people can travel and the length of stay they can take, e.g. families with school-age children will be restricted to school holidays, retired couples will have more flexibility
- o travel requirements and accessibility of destinations such as road, air, rail, cruise
- o accommodation requirements – type, standard, meal arrangements
- o available budget affecting the amount people are willing to pay and the type of holiday people can afford, keeping within budget, offering discounts
- o purpose of travel affecting choice of destination and type of holiday, e.g. relaxation, activity, culture, special occasion

- o   specific needs, e.g. access for people with disabilities at hotel
- o   unstated needs, e.g. families with babies or customers with reduced mobility.
- •   Desirable preferences:
- o   responsible tourism, e.g. environmentally friendly, minimising carbon footprint
- o   convenience of travel and destination – destination routes, departure times and frequency, on-board services, transfer times, journey time, transport infrastructure within destination, e.g. availability of local public transport
- o   flexibility and how this might vary for different customers, e.g. individuals and families may want flexible mealtimes at hotel, tour groups may need to keep to a schedule
- o   practical assistance available, e.g. with luggage, language, boarding.
- •   Lifestyle factors that influence customer choice – paid holidays, working patterns, disposable income, amount of leisure time.
- •   Other customer considerations:
- o   image of destination in media, positive promotion of destination
- o   safety and security of destination, including personal safety, terrorist attacks, political factors
- o   effect of natural disasters on destination
- o   health, outbreaks of infectious diseases
- o   impact of tourism on a destination, e.g. environment, culture.

Component 3 – Learning aim B: Explore how to meet the needs and preferences of travel and tourism customers

B1 Providing travel and tourism products and services to meet different customer needs and preferences

Learners will understand that travel and tourism organisations need to offer a range of products to meet the requirements and preferences of different types of customers, in order to meet financial and strategic aims. Learners will assess how a variety of products or services provided by travel and tourism organisations meet the needs and preferences of different customers.

This includes:

- •   providing a range of holidays to meet a variety of customer needs and preferences ,e.g. responsible tourism, package, all inclusive, tailor-made, special interest, family-friendly cruises, 'glamping', short breaks, multicentre, targeted at families, couples, lone travellers
- •   providing a range of accommodation, e.g. budget hotels, luxury hotels, holiday parks, youth hostels
- •   providing a range of activities, e.g. excursions, sporting activities, dance classes, special events

- tailor-made facilities and amenities, e.g. play areas, crèche, gym, beauty salon, barbecue area
- meeting other customer needs and preferences, e.g. green tourism, conservation volunteering, cultural activities, adventure tourism.

B2 Planning a holiday to meet customer needs and preferences

Learners will understand how holiday packages are put together to meet the needs and preferences of specific customers. They will research products and services to plan a holiday for a specific customer or group of customers.

- Assessing general and specific customer needs from information provided.
- Researching suitable destinations – sources of information, e.g. websites, guidebooks, tourist leaflets, atlases, holiday brochures, tourist information centres.
- Information to include in plan:
  o destination, including features that would appeal to customer
  o holiday type
  o accommodation
  o travel arrangements and times
  o cost breakdown and total costs
  o times and dates of travel
  o activities, excursions
  o health risks and precautions
  o safety and security concerns.
- Presenting plan in written format.
- Providing accurate information and advice on why the destination and holiday will meet customer needs and preferences.
- Overcoming objections and resolving problems, e.g. change of dates, change of accommodation.
- Showing understanding towards different types of customer and their needs and preferences.