



Primary research- is research that directly collects new data or facts to address a certain problem, validate a decision taken or answer specific questions

Secondary research- is research that build on and uses existing primary research, sometimes by bringing together similar data from different sources or analysing their findings

	Primary Research	Secondary Research
Original Data was Collected...	By YOU (or a company you hire)	By SOMEONE ELSE
Examples	Surveys Focus Groups Interviews Observation Experiments	N/A...the act of looking for existing data IS secondary research.
Qualitative or Quantitative?	Can be either	Can be either
Key Benefits	Specific to your needs & you control the quality	Usually cheap and quick
Key Disadvantages	Usually costs more and takes longer	Data can be too old and/or not specific enough for your needs

Data Type	Definition
Qualitative	Qualitative research provides detailed information. It allows opinions to be expressed and may be based on feelings. This research will usually measure the quality of something. For example, the open question 'what can we do to improve our customer service?'. Travel organisations will often use qualitative research to understand travel behaviours.
Quantitative	Quantitative research provides statistical data that can be analysed numerically. This will usually measure the quantity of something and assess its value or importance. For example, the closed question ' how many holidays have you taken this year?' will produce quantitative data as the answers will likely only contain a number. Travel organisations will often use quantitative research to plan and forecast by finding out which destinations are growing in popularity and which destinations are in decline.

Component 2: Customer Needs in Travel and Tourism



2A Market Research to Identify Customer Needs

Changing Trends

- Increasing cultural and environmental awareness. More people than ever are considering the ethical issues around tourism. 54% of people think say that the green, environmental and sustainability credentials of their holiday are important.
- Active and wellness breaks are increasing as people understand that taking time to support their mental health is important. Spa breaks, yoga retreats and relaxing holidays are rising.
- Sports tourism is increasing. Global events such as the world cup and the Olympics attract tourists from around the world. However, the amount of tourists travelling to take part in a sport, such as golfing, is also increasing.

Purpose Of Travel

- There are many different holiday types to choose from to give customers a choice of holidays linked to their reason for travel.
- Activity- water sports
- Adventure- rafting on the Colorado river
- Celebrations- abroad wedding
- Clubbing- Ibiza nightlife
- Culture- Rio carnival
- Festivals- Coachella
- Relaxation- spa breaks
- Sport- golfing
- Volunteering- elephant sanctuary
- Wellbeing- yoga retreat