

Types and needs

● Different types of customers:

- Age group
- Ethnicity
- Culture
- Special Interests
- Organised groups
- Customers with special needs
- Other Demographics e.g. VIPs, CIPC, families, single parents etc.

● Needs:

- Accurate information e.g. directions, facilities, price, availability
- health, safety and security
- assistance e.g. with luggage, for parents
- Advice
- Products and services e.g. customers' expectations, identification of needs, knowledge of products and services.

Market Segments

- No matter what you call your customers, their needs and wants need to be understood.
- To do this you need to Segment them!
- A market segment is a group of people with similar needs and things in common.
- How could we segment this class?
 - Age
 - Gender
 - Address
 - Interests
- All of these affect what your wants and needs are.

**External and
Internal customers**

Age

Ethnicity

**Other
Demographics**

**Customer
Categories include:**

Leisure Interests

Special Needs

Groups

Business Interests

Information

- As the travel and tourism industry is a people business, you will spend much of your time giving information, advice and instructions to customers.
- You will need to ensure that you can answer customers questions about virtually anything.
- Computers are used to do this and provide booking facilities for customers.
- Health and safety is an important part too as employers have a responsibility to provide a healthy, safe and secure environment for everyone.
- Customers will need information about health issues too e.g. SARS
- Customers will need different levels of assistance, from carrying a bag, to helping disabled passengers.
- All customers will have different expectations which will depend on their needs as we have already discussed.