

Long Term Plan: Travel and Tourism Year 9 (NQF)

Term 1	W/B 10/09	W/B 17/09
	Unit 6: The Travel and Tourism Customer Experience	
	<p>Topic A.1 What is 'customer service'? • Definition: customer service is the provision of service to customers before, during and after a purchase/service. • The aims of customer service (which vary depending on the organisation) include: o meeting customer needs o meeting organisational targets, e.g. visitor numbers, bookings, sales o increasing profits o creating new business o encouraging repeat business.</p>	<p>Topic A.2 Different organisations in the travel and tourism industry Within travel and tourism there are many different types and sizes of organisation. The type and size of an organisation are important when considering customer service provision. • Size of organisation: o small – fewer than 50 employees o medium – fewer than 250 employees o large – more than 250 employees. • Type of organisation: o public, e.g. tourist information centres (TICs), Visit Britain, Visit Scotland, Visit Blackpool, World Tourism Organisation o private, e.g. TUI, Hilton Hotels, Alton Towers, Windsor Castle, Manchester Airport Group, Madame Tussauds, Blackpool Pleasure Beach, National Express, Hertz Car Hire o other, e.g. Youth Hostel Association, National Trust.</p>
Term 2	W/B 31/12	W/B 07/01
	Unit 6: The Travel and Tourism Customer Experience	
	<p>Topic B.1 Customer types • Internal customers: o colleagues and staff with whom you work closely o supervisors and managers o directors and owners o staff at other branches o suppliers. • External customers: o existing or new o individuals and single customers o groups, which may be organised groups o families o couples o those with special interests o business people o different age groups o different cultures/ethnicity o those with additional physical needs.</p>	<p>Topic B.2 Needs of different types of customer • Accurate information, e.g. giving directions, signposting to facilities, price, availability, product knowledge. • Health, safety and security. • Assistance, e.g. with luggage, with language, for parents with young children or babies, elderly customers. • Advice may be needed, e.g. the suitability of a tourist attraction, how to obtain a visa, solving problems or issues. • Products and services, e.g. provided as booked, meeting a specific need. • Specific needs, e.g. induction loop, disabled access.</p>
Term 3	W/B 29/04	W/B 06/05
	Unit 6: The Travel and Tourism Customer Experience	
	<p>Topic C.1 Customer service • Skills and techniques: o skills and techniques needed to provide excellent customer service in different situations, e.g. patience, empathy, active listening when dealing with different situations, showing sensitivity towards different customer types, use of correct language in all situations o teamwork impact on customer service, e.g. working as a team and supporting each other when dealing with customers can boost morale and ensure that customers receive the best service. • Policies and standards: o key customer service policies and procedures, e.g. complaints policy, mission statement o customer service standards setting and maintenance</p>	<p>• Impacts: o impact of product and service knowledge on customer service delivery, e.g. lack of product and service knowledge may impact on the service provided to customers and complaints may follow if customers do not get the information they require; excellent product and service knowledge will encourage customers to repeat business, i.e. stay loyal as well as recommend products and services to others. • Technology: o the role of technological developments in improving the customer experience, e.g. self-check-in at airports and online check-in have reduced queuing time for shorthaul flights and business travellers, meaning that people are happier with the service they have received; online booking systems mean that commission charges paid to travel agents can be passed on as a discount to customers who book direct with tour operators; helping customers to save money will enhance the customer experience.</p>

W/B 24/09	W/B 01/10	W/B 08/10	W/B 15/10
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Travel and Tourism Customer Experience (Learning aim A: Investigate travel and tourism organisations)

<p>Topic A.2 Different organisations in the travel and tourism industry Within travel and tourism there are many different types and sizes of organisation. The type and size of an organisation are important when considering customer service provision. • Size of organisation: o small – fewer than 50 employees o medium – fewer than 250 employees o large – more than 250 employees. • Type of organisation: o public, e.g. tourist information centres (TICs), Visit Britain, Visit Scotland, Visit Blackpool, World Tourism Organisation o private, e.g. TUI, Hilton Hotels, Alton Towers, Windsor Castle, Manchester Airport Group, Madame Tussauds, Blackpool Pleasure Beach, National Express, Hertz Car Hire o other, e.g. Youth Hostel Association, National Trust.</p>	<p>1A.1 Outline the main aims of customer service for travel and tourism organisations.</p>	<p>2A.P1 Describe the main aims of customer service for three different travel and tourism organisations.</p>	<p>2A.M1 Explain, using relevant examples, the main aims of customer service for two different travel and tourism organisations.</p>
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W/B 14/01	W/B 21/01	W/B 28/01	W/B 04/02
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Customer Experience (Learning aim B: Explore the needs and expectations of different types of customer)

<p>Topic B.3 Responding to customer needs • Written requests in the form of an email for information, a completed booking form or a letter. • Verbal requests, either face to face or over the telephone. • Recognising unstated needs, e.g. parents with a baby may need priority boarding on a flight if they are travelling with a pushchair; a customer with mobility problems may need ground-floor accommodation at a hotel and disabled access for a wheelchair.</p>	<p>Topic B.4 Exploring expectations of different types of customer in the travel and tourism sector • Meeting expectations, including level of products, level and efficiency of service. • Exceeding expectations, including over and above what is expected, pre-empting needs and solving problems for the customer.</p>	<p>1B.2 Identify the needs of one internal and one external customer type. 1B.3 Outline how three travel and tourism organisations meet and exceed customer expectations.</p>	<p>2B.P3 explain the needs of three customer types and how they are met. 2B.P3 Explain how three travel and tourism organisations meet and exceed customer expectations.</p>
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W/B 13/05	W/B 20/05	W/B 03/06	W/B 10/06
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Customer Service (Learning aim C: Understand the importance of customer service to organisations)

<p>Topic C.2 Impact of excellent and poor customer service on travel and tourism organisations • Increased/decreased sales. • Number of complaints. • New customers. • Number of compliments. • Repeat business/brand loyalty. • Staff turnover. • Referred business. • Job satisfaction.</p>	<p>Topic C.2 Impact of excellent and poor customer service on travel and tourism organisations • Increased/decreased sales. • Number of complaints. • New customers. • Number of compliments. • Repeat business/brand loyalty. • Staff turnover. • Referred business. • Job satisfaction.</p>	<p>1C.4 Outline customer service skills relevant to two travel and tourism organisations. 1C.5 Describe the impacts of excellent and poor customer service on travel and tourism organisations.</p>	<p>2C.P4 Explain customer service skills relevant to two travel and tourism organisations. 2C.P5 Assess the impact of excellent and poor customer service on travel and tourism organisations.</p>
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W/B 29/10	W/B 05/11	W/B 12/11	W/B 19/11	W/B 26/11	W/B 03/12	W/B 10/12	W/B 17/12
tourism customer service)							
2A. D1 Compare and contrast the main customer service aims for two different travel and tourism organisations.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.
W/B 11/02	W/B 25/02	W/B 04/03	W/B 11/03	W/B 18/03	W/B 25/03	W/B 01/04	W/B 08/04
ypes of customer in the travel and tourism sector)							
2B.M2 compare using examples, how two travel and tourism organisations meet and exceed customer expectations	2B.D2 evaluate the success of two different travel and tourism organisations in recognising and meeting the needs of their customers.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.
W/B 17/06	W/B 24/06	W/B 01/07	W/B 08/07	W/B 15/07			
travel and tourism organisations)							
2C.M3 compare customer service skills relevant to two travel and tourism organisations. 2C.M4 compare using relevant examples the impacts of excellent and poor customer service on two travel and tourism organisations.	2C.D3 Recommend and justify improvements to poor customer service for one travel and tourism organisation.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.	Assessment continued, including marking of coursework and resubmission as required.			

For information on assessments see additional assessment guidance