

Sets (s): N/A-LP1

YEAR 13B -LCP-Unit 4

SUBJECT Travel and Tourism

Knowledge Focus: Customer Service in Travel and Tourism



**Ysgol Uwchradd
Prestatyn
High School**

This half term : Skills, Knowledge and Understanding to be developed:

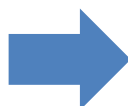
- The importance of providing excellent customer service in travel and tourism organisations.

Key Terms to be learned this half term:

Mission statement, logo, corporate image, public relations, competitive advantage, customer loyalty, internal and external customers

Week 1 and 2 Learning Objectives etc:

- Recap on learning from Year 12.
- Introduction to Unit 4
- Explain the importance of providing excellent customer service in travel and tourism organisations.



Objective assessments:

Define what makes good customer service.
Discuss customer service experiences.
Share videos from the programme 'Airline'.

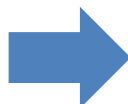
Produce a MindMap on what makes good customer service.

Homework:

Planning for Assignment 1 – P1

Week 3 and 4 Learning Objectives etc:

- Explain the importance of providing excellent customer service in travel and tourism organisations.



Objective assessments:

Produce a table on the importance of customer service to the organisation, employee and customer.

Consider how customer service has been impacted this year.

Discuss the importance of dealing with complaints and problems effectively.

Choose two contrasting travel organisations (a tour operator and a hotel) and answer the questions provided about their level of customer service.

Homework:

Planning for Assignment 1 – P1

Week 5 and 6 Learning Objectives etc:

- Explain the importance of providing excellent customer service in travel and tourism organisations.



Objective assessments:

Assignment 1 - Investigate how customer service is provided in two different travel and tourism organisations and explain why it is so important. Produce a PowerPoint. (P1)

Homework:

Assignment 1 – P1

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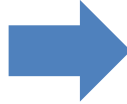
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Week 7 Learning Objectives etc:

- Explain the importance of providing excellent customer service in travel and tourism organisations.



Objective assessments:

Assignment 1 -
Investigate how customer service is provided in two different travel and tourism organisations and explain why it is so important. Produce a PowerPoint. (P1)

Homework:

Assignment 1 – P1