

Sets (s): N/A-LP2

YEAR 13B -LCP

SUBJECT Travel and Tourism

Knowledge Focus: Customer Service in the Travel and Tourism Sector



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

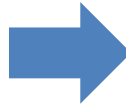
- The importance of providing excellent customer service in travel and tourism organisations

**Key Terms to be learned this half term:**

Customer service, first impressions, company image, organisational efficiency, speed and accuracy of service, consistency, meeting customer needs and exceeding expectations

**Week 1 and 2 Learning Objectives etc:**

- Describe customer service provision in travel and tourism organisations to meet the needs of different types of customers.



**Objective assessments:**

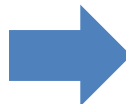
Assignment 2 - Produce a newspaper report and describe how an airline and a hotel of your choice meet the needs of their customers. (P2)

**Homework:**

Assignment 2 – P2

**Week 3 and 4 Learning Objectives etc:**

- Describe customer service skills required to meet customer needs in travel and tourism contexts.



**Objective assessments:**

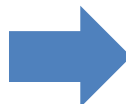
Assignment 3 - Produce a handout describing customer service skills and provide relevant examples of where they could be used. (P3)

**Homework:**

Assignment 3- P3

**Week 5 and 6 Learning Objectives etc:**

- Demonstrate customer service skills in travel and tourism situations.
- Demonstrate selling skills in a travel and tourism situation.



SA2-Unit  
2-P1 and  
P2-PJH

**Objective assessments:**

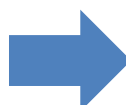
Assignment 4 -Plan – A Reply to a customer complaint. Respond to a telephone enquiry. Respond to a face to face customer query. (P4 & P5)

**Homework:**

Assignment 4 – P4,P5

**Week 7 Learning Objectives etc:**

- Deal independently with customers in travel and tourism situations.
- Demonstrate effective selling skills in a travel and tourism situations.
- Demonstrate good product knowledge, customer service and selling skills to provide a consistently high standard of customer service
- In different situations.



**Objective assessments:**

Use selling skills and good subject knowledge, demonstrate through role plays. (M2, M3, D2)

**Homework:**

Assignment 4- M2, M3, D2