



Skills, knowledge and understanding to be developed in this Learning Plan:

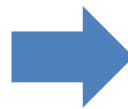
AC 2.1 -

1. Describe needs of different types of customer
2. Investigate how tourism organisations ensure that the needs of all of their customers are met.

Key terms to be learned in this LP:

Cultures, additional needs, organisations, loyalty schemes, hospitality, membership, package, local, inbound, outbound, practicality, relevance.

Week/Wythnos 1 - 2 Learning Objectives:



Existing, returning and regular customers

- Understand tourism organisations offer a range of schemes, products and services to their existing, regular and returning customers.
- Understand the significance and effects of repeat custom.

Objective assessments:

Be able to:

* Show how different types of customer needs are met by different tourism organisations using the titles in the table

* For each of the terms below, explain what the term is and provide an example.

- Loyalty scheme
- Early/late opening
- Annual membership
- Upgrades
- Special offers
- Early booking
- Discounted prices

* create a prototype for one of the schemes using ADOBE Express professional features

* Self and peer assess the practicality, benefits, appeal, design.

Homework/Gwaith cartref:

Research a loyalty scheme from a local business. Evaluate its impact.

Set:
Due:

Week/Wythnos 3 Learning Objectives:



Welcoming New Customers

- Understand that new customers of tourism organisations need to be welcomed properly and perhaps be given some help and guidance to make sure they feel comfortable.
- Understand the impacts of positive and negative initial communication.

Objective assessments:

Be able to:

Assessment

* Plan a 30-minute tour of school-buildings, pointing out the important buildings and features.

* Practise customer service skills by providing the tour to classmates.

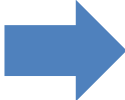
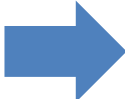
* Evaluate the effectiveness, impact and delivery.

* Answer the exam-style

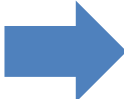
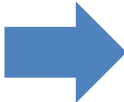
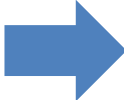
Homework/Gwaith cartref:

Create an information leaflet/poster sharing ways businesses can make a lasting impression.

Set:
Due:

<p style="text-align: right; color: #e91e63;">questions.</p> <hr/> <p>Week/Wythnos 4 Learning Objectives:</p> <p>Goups of Customers</p> <ul style="list-style-type: none"> • Understand that customers use tourism organisations in many different types of groups. • Understand that different groups have different types of needs. • Understand the impact of meeting or not meeting these needs. 	<p>Homework/Gwaith cartref:</p> <p>Ask family members/carers/friends the questions provided.</p> <p>Set: Due:</p>
<p style="text-align: center;"></p> <p>Week/Wythnos 5 Learning Objectives:</p> <p>Food for different cultures</p> <ul style="list-style-type: none"> • Understand that tourism organisations must be increasingly aware that they need to meet the needs of customers from different cultures. • Understand how to implement this effectively. 	<p>Homework/Gwaith cartref:</p> <p>Research either Halal or Kosher foods. Produce a fact file or infographic.</p> <p>Set: Due:</p>
<p style="text-align: center;"></p> <p>Week/Wythnos 6 Learning Objectives:</p> <p>-Employing people from different cultures - The benefits of cultural diversity in hospitality and tourism organisations</p> <ul style="list-style-type: none"> • Recognise that many tourism organisations in the UK understand the benefits of employing people 	<p>Homework/Gwaith cartref:</p> <p>Carry out further reading and research surrounding these key issues.</p> <p>Set:</p>

questions.



YEAR/BLWYDDYN: 10 SUBJECT/PWNC: TRAVEL AND TOURISM

Knowledge Focus: Principles of Customer Service

- from different cultures.
- Discuss the benefits of a variety of cultures in the workplace.

article, supporting with reasons.

* create a PowerPoint of at minimum 10 slides to present to a group of employers about the benefits of employing people from different cultures.

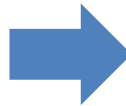
* present the slideshow to peers effectively.

Due:

Week/Wythnos 7 Learning Objectives:

Additional needs

- Understand that tourism organisations must aware that they need to meet the needs of customers with additional needs and increasingly they have to do so by law.
- Understand and demonstrate knowledge of the laws surrounding inclusion.



Objective assessments:

Be able to:

* show understanding that UK hotels offer a range of facilities for guests with a perspective on disability including the following:

- ✓ Designated Blue Badge car parking
- ✓ Accessible facilities – bar, restaurant and meeting rooms
- ✓ Accessible bathrooms
- ✓ Accessible bedrooms
- ✓ Menus available in large print
- ✓ Induction loops
- ✓ Assistance dogs welcome

* For each measure in the list, explain how it might help customers who have additional needs.

* Reflect on own experiences of these measures.

Homework/Gwaith cartref:

Revise key points from the topic, making a 'Brain Dump'

Set:

Due:

Putting it all Together

To show understanding of how tourism organisations meet the needs of their customer, a table must be produced which shows how one chosen tourism organisation meets the needs of the different customer

groups which have been identified. The table must give clear examples of how the chosen organisation meets the needs of different types of customer. Example of table structure and expectations will be provided.

