



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

AC 2.2 - Explain how tourism organisations meet expectations of different types of customer
 -If customers' expectations are not met then the customer experience is likely to be poor and the organisation might lose custom. These issues are explored in this topic and you will be asked to consider customer expectations.

Key terms to be learned in this LP:

relations, expectations, hospitality, wealth, injustice, variables, responsibility, key issues, circumstances.

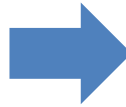
Week/Wythnos 1 - 2 Learning Objectives:

Costs and Quality

- Understand that there are many situations where customers of tourism organisations expect to pay more for a better quality service.

Customer relationships

- Understand that relationships between customers and employees of tourism organisations vary a great deal, depending on the circumstances.



Objective assessments:

Be able to:

* Undertake research to show how price varies with the quality of the product and service.

* Respond to statements in the list (10 things which an employee could ask or mention to a regular customer of an organisation).
 -For each of the 10 statements, give a score out of 5 for how important it might be to the customer.

* Discuss and provide evidence to support opinions

* Create a brain dump demonstrating knowledge of ways to improve customer relationships

Homework/Gwaith cartref:

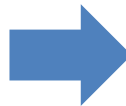
Research hospitality packages in a sports venue e.g. Wrexham FC

Set:
Due:

Week/Wythnos 3 Learning Objectives:

**Meeting expectations
 Customer expectations – Swansea
 Liberty Stadium**

- Recognise that very often tourists buy a tourism product without actually seeing it. This is the case with a holiday or a night's accommodation.



Objective assessments:

Be able to:

Assessment

* Read the 6 reviews and then for each, use the writing-frame to explain how the expectations of the tourist were met or not met by the hostel.

* Answer the exam style questions.

* Watch the video and listen to the hospitality manager at the Liberty Stadium in Swansea explain the hospitality options available to supporters.

-Give some examples of the hospitality packages available

Homework/Gwaith cartref:

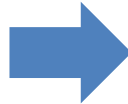
Set:
Due:

and their costs.

Week/Wythnos 4 Learning Objectives:

The best in the world

- understand that It is often the case that people working in the tourism industry provide a service to people who are much wealthier than those providing service.
- Investigate and discuss injustices



Objective assessments:

Be able to:

* After watching the YouTube video below of the 'Top 10 Hotels in the World 2019') make notes about the quality of the hotels, rooms and facilities.

* Imagine that you could afford to stay at one of the hotels featured.

- Discuss:

- ✓ What would your expectations be? How would you spend your time at the hotel?
- ✓ Write about your expectations of:
 - ✓ The reception experience
 - ✓ The quality of the bedroom
 - ✓ The restaurants
 - ✓ The pool
 - ✓ The leisure and spa facilities

* For one of the hotels investigate its website, make a note of the costs of rooms etc and discuss.

Homework/Gwaith cartref:

Research key issues affecting tourism at the moment

Set:

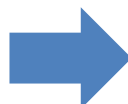
Due:

Week/Wythnos 5 Learning Objectives:

Read and Respond

* read and respond to key issues affecting tourism at this current moment.

e.g. Tourism Tax in Wales



Objective assessments:

Be able to:

* Respond to the articles giving opinions, supported with reasons

* Debate key issues with peers

* write a balanced argument

Homework/Gwaith cartref:

Revise and create a 'Brain Dump'

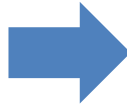
Set:

Due:

Week/Wythnos 6 Learning Objectives:

Putting it all together 1

- * To have studied many aspects of the customer experience and have applied knowledge and understanding to a tourism organisation which you have chosen to study.
- * Show understanding that customer service varies a great deal according to the type of organisation providing the service, the situation in which the service is provided and the type of customer or customers. However, no matter what the situation, all employees of tourism organisations should ensure that the service they provide is of the highest standard at all times.



Objective assessments:

Be able to:

- * Provide an explanation of how your chosen tourism organisation meets the expectations of a range of customer types.
- * Develop a table which sets out how your chosen organisation meets the expectations of different customer types.
- * Consider the expectations of customers before they visit the organisation as well as during their visit.
- * Think of five or six different types of customer for which your chosen organisation provides different expectations
- * Discuss suitable customer groups with classmate

Homework/Gwaith cartref:

Set:
Due:

Week/Wythnos 7 Learning Objectives:

**Putting it all together 2
Second Section: Extended Writing**

- Be able to put everything together that you have learned within this topic.



Objective assessments:

Be able to:

- * produce a well-reasoned explanation as to how your chosen organisation meets the expectations of the customer types you have selected.
- * produce an introduction to your chosen organisation and then write about the expectations of each of your customer groups in turn, as sub-headings.
- * include images of your chosen organisation that you may have taken yourself or have found on websites. Include any other information from your organisation's website that you feel will be appropriate.

Homework/Gwaith cartref:

Set:
Due:

* use alternatives to 'because'

- ✓ As
 - ✓ As a result of
 - ✓ As long as
 - ✓ Being as
 - ✓ Considering that
 - ✓ Due to
 - ✓ For
 - ✓ In as much
 - ✓ Out of
 - ✓ Owing to
 - ✓ Since
 - ✓ Thanks to
 - ✓ Through
-

